

UNIVERSITY OF CAPE COAST

HERITAGE ASSETS IN CAPE COAST METROPOLITAN AREA

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BY

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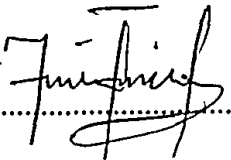
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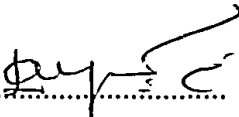
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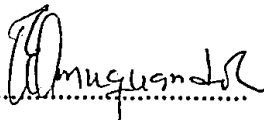
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Supervisors' Declaration

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

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ABSTRACT

Heritage assets need to be identified, catalogued and conserved for posterity. If not preserved, some assets tend to be at risk of disappearing. The study sought to identify and document heritage assets in Cape Coast. Structured observation and survey questionnaire were used to solicit information on the study. A total of 140 heads of household or their representatives were used for the survey from January to August, 2007.

Seventy four (74) heritage assets were identified and these were classified into six resource categories. These are socio-cultural, resources associated with historic persons, pleasure garden, education, religious, military and other resources. These assets are owned by family, community, institution or government. Some of the assets are at risk of disappearing. Residents associate cultural, economic, historical and political benefits with assets in Cape Coast. Assets in Cape Coast are affected by both natural and anthropological threats. Some of these threats are soil erosion, dumping of waste, neglect, development, vandalism and others. Conserving heritage assets is essential in preserving the assets and associated histories attached to the assets.

Heritage assets in Cape Coast are worthy of conservation because the assets are of diverse nature that could be used for tourism, cultural, educational and entertainment purposes. The threats that affect the assets need to be considered and managed to protect and maintain the assets for posterity.

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DEDICATION

Dedicated to my parents and siblings

TABLE OF CONTENTS

| Content | Page |
|---|-------------|
| DECLARATION | i |
| ABSTRACT | ii |
| ACKNOWLEDGEMENTS | iii |
| DEDICATION | iv |
| TABLE OF CONTENTS | v |
| LIST OF TABLES | x |
| LIST OF FIGURES | xii |
| LIST OF PLATES | xiii |
| LIST OF ACRONYMS | xiv |
| CHAPTER ONE: INTRODUCTION | 1 |
| Background of the study | 1 |
| Statement of problem | 5 |
| Objectives of the study | 5 |
| Rationale for the study | 6 |
| Delimitations | 7 |
| Chapter Organization | 8 |
| Summary of chapter | 9 |
| CHAPTER TWO: ISSUES ON HERITAGE AND TOURISM | 10 |
| Introduction | 10 |
| Concepts and theories guiding the study | 10 |

| | |
|---|----|
| Conservation and Tourism Public Accountability of Heritage Management | |
| Model | 11 |
| Threat Reduction Assessment (TRA) Model | 13 |
| The Cultural Significance/Value Assessment model | 16 |
| Heritage Assets in Ghana | 19 |
| Inventory of Cultural Resources | 21 |
| Cultural Heritage | 23 |
| Heritage tourism | 26 |
| Heritage assets in tourism | 31 |
| Classification of heritage resources | 34 |
| Importance of heritage assets | 37 |
| Conservation of heritage assets | 42 |
| Threats to heritage assets | 49 |
| CHAPTER THREE: METHODOLOGICAL ISSUES | 51 |
| Introduction | 51 |
| Study area | 51 |
| Location of the study area | 54 |
| Relief and drainage of the study area | 54 |
| Climate | 54 |
| Research design | 55 |
| Sources of data | 56 |
| Study population | 57 |

| | |
|--|----|
| Sample size for the study | 58 |
| Survey data | 59 |
| Structured observation and GPS survey | 61 |
| Selection of assets | 61 |
| Research instrument | 63 |
| Training of Field Assistants | 65 |
| Pre-Test | 65 |
| Field work | 66 |
| Data analysis | 67 |
| Approach to the study | 67 |
| Observation and survey challenges | 68 |
| Summary of chapter | 69 |
| CHAPTER FOUR: RESULTS AND DISCUSSION | 71 |
| Introduction | 71 |
| Socio-demographic characteristics of respondents | 71 |
| Age distribution | 72 |
| Sex distribution of respondents | 73 |
| Level of Education | 74 |
| Religion of respondents | 75 |
| Length of Stay | 75 |
| Heritage Assets in Cape Coast | 76 |
| Nature of heritage assets in Cape Coast | 77 |

| | |
|--|-----|
| Classification of heritage assets in Cape Coast | 79 |
| Perceived benefits by socio-demographic characteristics of respondents | 90 |
| Threats to Heritage Assets in Cape Coast | 98 |
| Nature of Threats to heritage assets in Cape Coast | 98 |
| Threats by Ownership of heritage assets | 103 |
| Residents opinion on the near collapse of assets in Cape Coast | 104 |
| Users of heritage assets in Cape Coast | 106 |
| Possible utilization of assets in Cape Coast | 108 |
| Strengths and Weaknesses of Heritage Assets in Cape Coast | 109 |
| Summary of chapter | 110 |
| CHAPTER FIVE: SUMMARY, CONCLUSIONS AND | |
| RECOMMENDATIONS | 111 |
| Introduction | 111 |
| Summary of Findings | 112 |
| Conclusions | 115 |
| Recommendations | 116 |
| Conservation of assets | 116 |
| Management of threats to assets in Cape Coast | 117 |
| Education | 117 |
| Recommendations for further research | 118 |
| Contribution to knowledge | 118 |
| Contribution to Practice | 119 |

REFERENCES

121

APPENDICES

130

LIST OF TABLES

| Table | Page |
|--|------|
| 1: Ghana International Tourist arrivals and receipts | 4 |
| 2: Prentice's classification of heritage assets | 35 |
| 3: Age category of respondents | 72 |
| 4: Sex of respondents | 73 |
| 5: Highest level of education of respondents | 74 |
| 6: Religion of respondents | 75 |
| 7: Length of stay | 76 |
| 8: Classification of heritage assets by nature | 81 |
| 9: Ownership of heritage assets in Cape Coast | 84 |
| 10: Perceived benefits from heritage assets in Cape Coast | 87 |
| 11: Cultural benefits by socio-demographic characteristics of Respondents | 91 |
| 12: Economic benefits by socio-demographic characteristics of Respondents | 93 |
| 13: Historical benefits by socio-demographic characteristics of Respondents | 95 |
| 14: Political benefits by socio-demographic characteristics of Respondents | 96 |
| 15: Threats to heritage assets in Cape Coast | 100 |
| 16: Ownership of assets by threats in Cape Coast | 104 |
| 17: Action to be taken on deteriorating assets | 105 |

| | |
|---|-----|
| 18: Users of heritage assets in Cape Coast | 107 |
| 19: Possible utilization of heritage assets in Cape Coast | 108 |

LIST OF FIGURES

| Figure | Page |
|--|------|
| 1: Conservation and Tourism Public Accountability of Heritage Management model | 12 |
| 2: Threat Reduction Assessment model (TRA) | 14 |
| 3: Cultural Significance/Value Assessment model | 16 |
| 4: Map of Cape Coast Metropolitan Area | 52 |
| 5: Approach to the study of Heritage Assets in Cape Coast Metropolitan Area | 67 |
| 6: Identified Heritage assets in Cape Coast | 78 |
| 7: A Map of Nature of Heritage Assets in Cape Coast | 83 |
| 8: A Map of Ownership of Heritage Assets in Cape Coast | 85 |

LIST OF PLATES

| Plate | Page |
|---|------|
| 1: Architectural design on some assets in Cape Coast | 79 |
| 2: Examples of threats to heritage assets in Cape Coast | 99 |
| 3: Incidence of deterioration of heritage assets | 103 |
| 4: Rev. S. R. N. Nicholas house to be demolished | 106 |

LIST OF ACRONYMS

| | |
|-----------|--|
| AFRICOM | International Council of African Museums |
| ANOVA | One Way Analysis of Variance |
| GDP | Gross Domestic Product |
| GHCT | Ghana Heritage and Conservation Trust |
| GMMB | Ghana Museums and Monuments Board |
| GPS | Global Positioning System |
| ICOMOS | International Council on Monuments and Sites |
| TRA | Threat Reduction Assessment model |
| UNESCO | United Nations Education, Scientific and Culture Organization |
| US/ICOMOS | United States Committee, International Council on Monuments and Sites |

CHAPTER ONE

INTRODUCTION

Background of the study

Heritage is the part of culture of a group or a place that is preserved in order to educate, inform and entertain locals, friends and visitors to a region. It is a legacy of physical artefact and intangible attributes of a group or society that are inherited from past generations which are maintained in the present and bestowed for posterity. The packaging of this legacy for tourism has been referred to as heritage tourism. Amuquandoh and Brown (2008, 77) realised that “the issue of understanding, exploring and conquering the mystery of the past and seeking answers to the questions posed by ancient monuments is something in human nature”.

According to Cossons (1989), heritage tourism is about national and international phenomenon that conveys the message that much of the future rests in the past because it is possible to develop the past and project them into the future. It is these heritage assets that portray the culture of a group which pulls visitors to a particular destination. The Bloomsbury Database of World English (1999, 880) defines heritage as the “riches of past, a country’s or area’s history and historical buildings and sites that are considered to be of interest and value to present generation”. Heritage denotes something inherited from generations and it is supposed to be transmitted to the next generation. For instance, the celebration of the Passover by the Jews, the Adaekese by the

Asantes, the Fetu Afahye by the Oguaa people and many others constitute cultural assets. Heritage assets serve as memories of the past, they remind a group of people of what has happened in and during the past. The national pledge of Ghana states "Our heritage won for us, through the blood and toil of our fathers". This means that heritage is acquired through hardwork and efforts should be made to preserve them.

Heritage assets often serve as an important component in a country's tourism industry, attracting many visitors both locally and international (www.wikipedia.com). In some parts of the world such as the United Kingdom (UK), heritage is seen as a dynamic area in development. Tourism and culture have a complex interdependent relationship. Tourism helps to preserve some elements of culture while aspects of culture serve as a form of tourism resource. Tourism product consists of a package of what destinations offer to tourists and could be either natural or man-made resources. The man-made attractions are the products of history and culture such as historic artefacts.

Africa's' heritage assets are spectacular and of great variety. Specific examples are the artworks of Central and West Africa, for example the Ife and Ibadan bronzes, Nigerian and Malian terracotta are of long tradition of innovation and artistic creativity on the African continent. Much of the continent's heritage assets are found in large museums around the world. However, some aspects of the physical heritage that remains in Africa either rest underground, or in the hands of families, some of whom no longer hold spiritual or sentimental attachment or who are willing to sell to the highest bidder (AFRICOM, 2005).

Historic attractions in Ghana include Forts, and Castles, slave routes and other historic places while cultural attractions pertain to the friendly character of Ghanaians. Cultural attractions consist of religious rites, festivals, artworks, buildings and archaeological sites: all these are imbedded in cultural attractions.

The National Tourism Development Plan for Ghana 1996 - 2010 classified tourism resources into four different categories: natural attractions (including national parks and reserves, other aspects of ecotourism), historic places (including forts and castles, other historic places and the slave route), cultural features and other types of attractions. These resources could be tangible or intangible products. The tangible resources are those that can be felt and touched such as forts and castles, traditional craft and other historic artefacts. The intangible resources include folklore, storytelling, religious rituals and festivals as well as other resources which can only be felt or experienced by tourists. All these could be described as the services or products delivered to tourists in their whole processes of encounter with a destination. McKercher and Du Cros (2002) made mention of the base of the cultural tourism products as consisting of both the tangible and the intangible assets at the destination.

Tourism earns hard currency and is precious to developing countries. Tourism has helped and has contributed so much to many countries. Tourism contribution to Ghana's Gross Domestic Product (GDP) over the years shows that Ghana has the potential to generate more revenue from tourism. Table 1 shows tourism arrivals and receipts from 1990 to 2004. As evident from Table 1, both arrivals and receipts from tourism have steadily been increasing.

Tourism contributed 4.9% to the GDP of Ghana and also provided 115,015 indirect and induced employment in 2004. It is hoped that the Strategic Action Plan for tourism would have positive effect on arrivals and receipts in the year 2007.

Based on the importance of tourism to the economy of Ghana, there is the need to develop all aspects of the tourism products that the country can offer. Among them is the need to conserve cultural and historical heritage sites, items and practices in the country. In so doing, there is the need to first and foremost identify the heritage resources in the country in order to conserve them for posterity.

Table 1: Ghana International Tourist Arrivals and Receipts

| Year | Arrivals | Receipts (US \$ 'M) |
|--------|----------|---------------------|
| 1991 | 172464 | 117.70 |
| 1992 | 213316 | 166.90 |
| 1993 | 256680 | 205.62 |
| 1994 | 271310 | 227.60 |
| 1995 | 286000 | 233.20 |
| 1996 | 304860 | 248.80 |
| 1997 | 325438 | 265.59 |
| 1998 | 347952 | 283.96 |
| 1999 | 372653 | 304.12 |
| 2000 | 399000 | 386.00 |
| 2001 | 438833 | 447.83 |
| 2002 | 482643 | 519.57 |
| 2003 | 530827 | 602.80 |
| 2004 | 583821 | 649.37 |
| 2007** | 1062000 | 1562.00 |

** Projections

Source: Ministry of Tourism and Diaspora Relations, 2006

Statement of problem

Cape Coast is one of the oldest towns in Ghana containing a significant number of heritage assets. This could be attributed to her long relations with the Europeans and the cultural setup of the people of Cape Coast. There are assets such as the Cape Coast Castle, Fort William, Gothic House, Mensah Sarbah House, Asafo Companies and many others. Unfortunately for the people of Cape Coast and Ghana as a whole, most of the assets are at risk of disappearing. Already, valuable assets such as Gothic House and Fort Fredrickburg have disappeared. Available evidence suggests that inadequate conservation practices account for the rapid deterioration of the heritage assets in the Metropolis.

Though there is a great demand at the international market for historic resources and countries such as UK, USA, China and Australia have taken advantage of that. Cape Coast, with its numerous potentials is yet to take advantage of this huge demand. Cape Coast is about to develop and promote most of its heritage resources to attract visitors.

A number of assets of Cape Coast are not documented well in the tourism attraction base of the area. This study therefore aims at identifying the heritage assets in Cape Coast, benefits derived from these assets, threats that affect heritage assets in Cape Coast and other issues related to heritage assets in Cape Coast.

Objectives of the study

The general objective of the study is to make an inventory of heritage assets in Cape Coast and document these assets for tourism development.

The specific objectives are to;

- identify heritage assets in Cape Coast,
- identify benefits residents of Cape Coast associate with heritage assets in the Metropolis,
- classify heritage assets in Cape Coast,
- discuss the threats to heritage assets in Cape Coast,
- assess residents perception about using the heritage assets of the area for tourism, durbar or other functions.

Rationale for the study

The study will contribute towards broadening the existing tourism attraction base in Cape Coast and in the Central Region. Recognising the importance of cultural heritage resources for tourism development, this study is expected to contribute in diverse ways towards the understanding of sustainability of cultural heritage and how to utilize them in the tourism sector.

It is also expected that the study will be beneficial to prospective tourists who are interested in cultural heritage to have information on existing heritage sites in Cape Coast.

The study of heritage assets in Cape Coast is also consistent with the general effort of the government to preserve the country's cultural resources for both present use and future generations. As stated in Article 39 (4) of the 1992 Constitution:

"The State shall endeavour to preserve and protect places of historical interest and artifacts".

The study is expected to contribute to the existing knowledge on cultural heritage in Ghana. The identified assets in Cape Coast will help promote cultural and heritage tourism as it will provide avenue for educating, informing and entertaining both residents and visitors. Thus the identification of the assets will contribute to the expansion in the stock of knowledge in the world, a factor which has become more important in the era of globalization.

The study responds to some of the aims and objectives of some international organizations such as the ICOMOS and UNESCO in preserving the world cultural resources. The Charter of the UNESCO states among other things that cultural resources need to be protected as well as open to the general public. At the national level, the study seeks to compliment the efforts of the Ghana Museums and Monuments Board (GMMB) by creating awareness of the need of preserving heritage resources in the Metropolis. Community involvement and an understanding of partnership approaches will also be highlighted in this study thereby enlightening the communities involved in the conservation process.

Delimitations

Conservation and management of heritage assets have extensively been discussed by lot of researchers such as (Blake, 2000; Garrod and Fyall, 2000; Hassan, 1999 and Clavir, 1996), but it is beyond the ambit of this study to engage in these issues. Thus, the research objectives and methods used in this study will not attempt to find ways and means of conserving and managing heritage assets in Cape Coast. This is recommended as a direction for further research into heritage assets.

The research is also restricted to tangible historical and cultural heritage resources in Cape Coast. The results cannot be generalised across other community resources in the study area.

The study is not able to provide step by step procedure of dealing with the threats that affect heritage assets in Cape Coast. The focus of the study is to identify the threats.

Chapter Organization

The thesis has been organized into five different chapters. Each chapter concentrates on an aspect of heritage asset and directs it towards the identification, benefits and threats of heritage assets in Cape Coast. Chapter one deals with the introduction to the study, which covers the background, the research problem, objectives and the rationale for the study of heritage assets in Cape Coast.

Chapter two discusses issues pertaining to heritage assets and how they are related to tourism. Issues such as the role of heritage assets in tourism development, heritage and heritage tourism, importance of heritage assets and threats of heritage assets just to mention a few. These are related to how heritage assets have been perceived and managed in other parts of the world and the threats that affect these assets. These issues could be used as a benchmark to project into the future on heritage assets in Cape Coast.

The third chapter is on methodological aspect of the study into heritage assets in Cape Coast. A brief historical background of the study area has been provided in addition to the research design and sampling procedure used for the study. Instruments used for the data collection are explained and field

experience provided to help future researchers in their preparation concerning research into heritage assets and most especially the study area.

Results from the field are presented and discussed in Chapter four. This chapter deals with the background characteristics of respondents for the survey, heritage assets in Cape Coast and classification of these assets into categories. Heritage benefits from residents' perspective in Cape Coast are assessed and the threats that affect assets have also been ranked in order of threat that affects most heritage assets.

Chapter five of the thesis is on summary, conclusions and recommendations. Essential issues in the study have been summarised and conclusions have been drawn pertaining to heritage assets in Cape Coast. This chapter also provides recommendations for stakeholders on conservation, management and education on the identified heritage assets. Recommendations for further research have been provided for future researchers who are interested in heritage assets and tourism.

Summary of chapter

This chapter laid the foundation for this study. It introduced the research problem by giving a background to the study, the problem statement and the purpose for which this study is undertaken. The importance of the study has been justified in the rationale. Based on these, the study can proceed with issues on heritage and heritage tourism in the next chapter

CHAPTER TWO

ISSUES ON HERITAGE AND TOURISM

Introduction

The chapter considers the relevant issues related to heritage assets for tourism development. The chapter is organised under the following themes: concepts and theories guiding the study, the role of assets in tourism development, cultural resources, conservation of cultural heritage, heritage and heritage tourism, classification of heritage resources, importance of assets, conservation, threats and management of assets for tourism development. It is generally agreed among conservationists and archaeologists that assets must be conserved for future generations. As such, some of the existing theories and concepts on conservation of assets have been made known as well as issues involved in conservation of assets for tourism development. This has been backed by possible challenges that are likely to be faced by those who are interested in conservation of assets. It is therefore important to consider these issues, the trend it has taken and how to build on for future generations.

Concepts and theories guiding the study

This section discusses the main concepts and theories that informed the study. The purpose is to understand the concept of heritage assets, how it has been perceived, the processes it has gone through and what the present generation can also do to conserve assets in their areas for posterity. An

analysis of each framework will be highlighted on the strengths and weaknesses of each framework. At the end, sections of two different frameworks will be adopted for the study.

Some of the frameworks that were reviewed for the study are the Conservation and Tourism Public Accountability of Heritage Management model, Threat Reduction Assessment model and the Cultural Significance/Value Assessment model. All these seek to explain almost the same concept; however, each model brings to light different concepts, assumptions and other dimensions explaining the concept of heritage asset conservation.

Conservation and Tourism Public Accountability of Heritage Management Model

The Conservation and Tourism Public Accountability of Heritage Management model was developed by Millar (1989). The model is about conservation of assets for heritage tourism. Millar is of the view that heritage sites provide the tangible link between the past, present and future and they are the focus for the struggle between the potentially conflicting aspirations of conservation and tourism. For example, in India conservation has failed to keep pace with the explosion in tourism. This is what Nuryanti (1996) pointed out at the Second World Congress on Heritage Presentation and Interpretation at Warwick University, UK in September, 1988. Because of this, conservation is seen as a critical issue in heritage management. Heritage tourism allows a critical balance to be maintained between the needs of the resource and the needs of the visitor. This is achieved through education and entertainment and the enjoyment of heritage attractions such as nature reserves, museums, historic houses and gardens, villages and towns by people of all ages and

socioeconomic groups with different lifestyles. The model has been presented in Figure 1. With these, Millar is positive that there is the possibility to develop a climate of conservation awareness.

The above model suggests that, for conservation of heritage attraction, public access to the heritage site must go with conservation whilst entertainment and economic viability of the heritage must work hand in hand to better the continuity of the heritage. This same principle applies to the other factors that influence heritage attraction. It is through this interaction that leads to the creation of conservation awareness.

It is true that this model has been able to provide a tangible link of the heritage (past present and future) but the existing relationship between and within the variables do not necessary lead to conserve the heritage site.

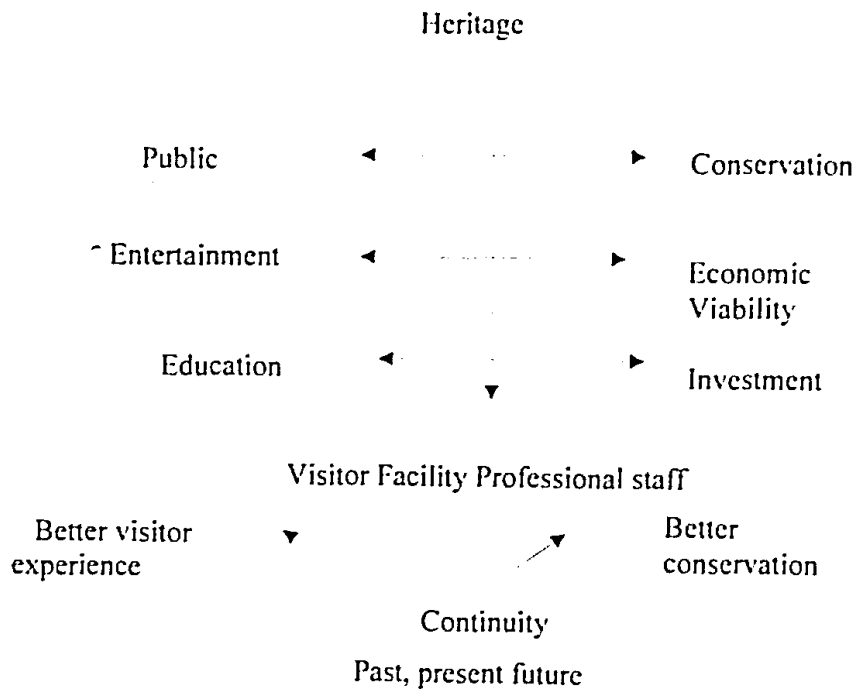


Figure 1: Conservation and Tourism Public Accountability of Heritage Management Model

Source: Millar, 1989

There are other factors such as involvement of stakeholders in conservation of assets, the significance or value of the asset that will give it a reason to be conserved and others that are related to identification and conservation of heritage assets but the relationship is more than what has been shown in this model. Also, the model is silent on constraints that are likely to affect conservation of cultural heritage. Based on these weaknesses, the Conservation and Tourism Public Accountability of Heritage Management model cannot be used for this study.

Threat Reduction Assessment (TRA) Model

The Threat Reduction Assessment (TRA) model developed by Salafsky and Margoluis (1999) has been presented in Figure 2. This model was designed for the conservation of biodiversity. The core principle behind TRA is that if a project team can identify the threats to assets, then the team can assess its progress in achieving conservation by measuring the degree to which these threats are reduced (Margoluis and Salafsky, 1998). It involves a number of steps to be undertaken before arriving at the final stage of conservation. The first step of the model involves the identification of the target condition that the group is trying to influence. With reference to this study, the target condition is assumed to be assets. The asset is thought of as having a number of attributes:

- the individual assets,
- the communities in which these assets are located
- the condition of the assets (level of deterioration)

- the degree to which the assets themselves are able to maintain the target condition.

The second step of the model involves identification of potential threats to assets. The threats are grouped into internal direct threats and external direct threats. Internal direct threats are caused by the stakeholders living at the project site and the external direct threats are caused by outsiders. Besides, the proximate direct threats are the indirect threats that lie behind the direct threats and can also include opportunities that are the inverse of threats.

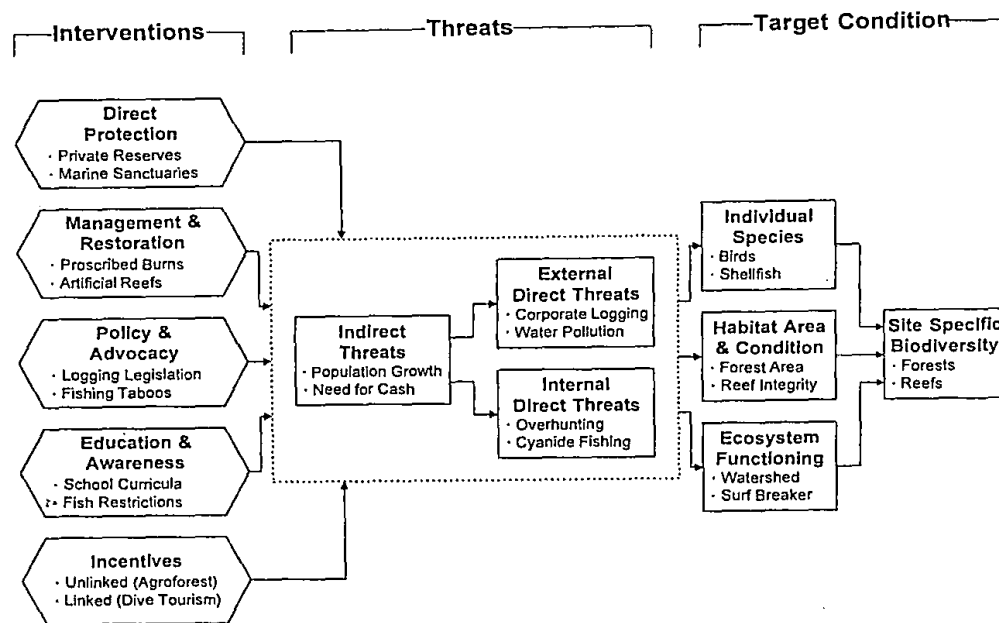


Figure 2: Threat Reduction Assessment (TRA) model

Source: Salafsky and Margoluis (1999)

The third step is to identify specific interventions that the project can use to counter the threats to assets. These interventions are linked to various approaches used by other conservationists to reduce or stop threats to assets.

The threat reduction assessment approach to measuring project success seeks to identify threats not in order to design projects only, but to monitor

them as well. In effect, instead of merely monitoring the target condition, the TRA approach monitors the threats themselves as a proxy measurement of conservation measurement.

This model has three key assumptions. First, all heritage destructions are human-induced. Consequently loss of assets due to natural processes such as fire is not considered a threat to asset. Second, all threats to assets at a given site can be identified, distinguished from one another and ranked in terms of their scale and intensity of impact and their urgency. Third, changes in all threats can be measured or at least estimated. Thus project terms or outsider observers will be able to systematically (either quantitatively or qualitatively) assess the degree of reduction of all threats at any given time.

TRA has got a number of good intervention variables. There are various ways to identify threats to assets and the expected condition of the asset. However, the model fails to identify the asset in question, the documentation of it and the strength that the asset has in terms of its value or significance that will give more reason to conserve it.

In the model, the assumption that all destructions to assets are human-induced (and did not regard natural processes as threat to an asset) was modified to assume that all destructions to assets are both human and natural induced. Assets are affected by either human or non-human factors or a combination of both. Some assets have been destroyed by natural processes such as fire, earthquake, hurricanes and other natural factors. The threat aspect of the model was adopted for the study.

The Cultural Significance/Value Assessment model

The Cultural Significance/Value Assessment model was developed by Mason (2002). Mason is of the view that whether conservation decisions are concerned with giving a building “heritage” status, deciding which building to invest in, planning for the future of a historic site, or applying a treatment to a monument—use an articulation of heritage values (often called “cultural significance”) as a reference point.

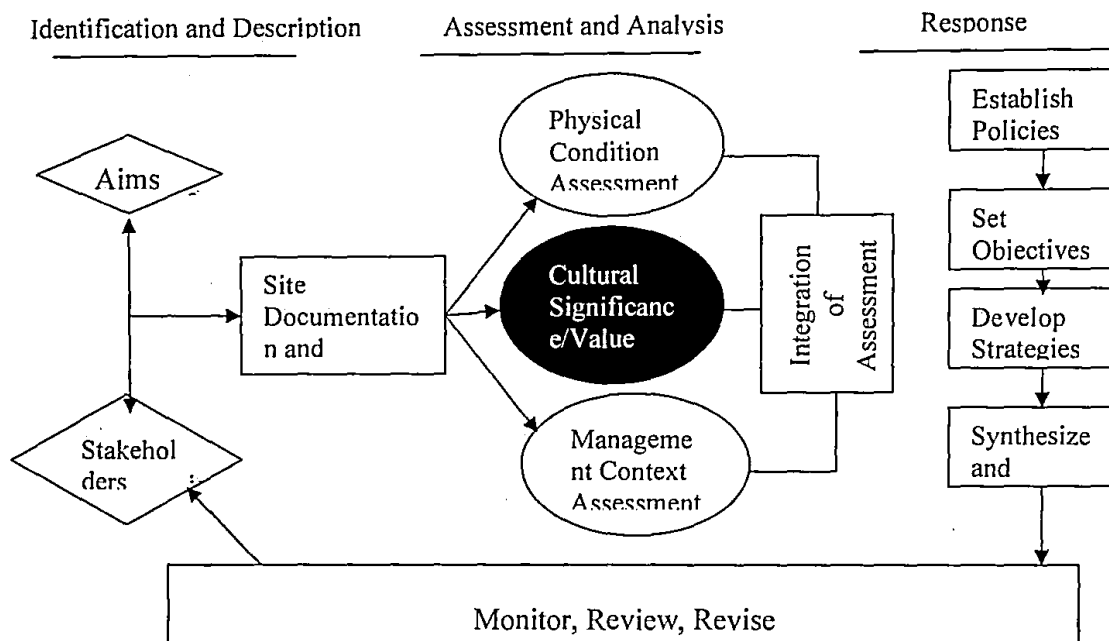


Figure 3: Cultural Significance/Value Assessment model

Source: Mason (2002)

This had been echoed by McKercher (2001) after realising that apart from cultural heritage satisfying tourist desires, they can also serve broader community needs of increasing awareness, understanding and appreciation of cultural identities. Assessment of the values attributed to heritage is a very important activity in any conservation effort, since values strongly shape the decisions that are made. However, even though values are widely understood

to be critical to understanding and planning for heritage conservation, there is little knowledge about how, pragmatically, the whole range of heritage values can be assessed in the context of planning and decision making.

Mason (2002) confessed that methods used in the assessment of heritage values are fraught with difficulties. These problems stem from factors such as the diverse nature of heritage values, because there are many kinds of values residents attach to assets such as cultural, economic, political, aesthetic, and more some of which overlap or compete. This is due to the fact that values change over time and are strongly shaped by contextual factors such as social forces, economic opportunities, and cultural trends, the fact that these values sometimes conflict, and the wide variety of methodologies and tools for assessing the values.

Mason (2002) is of the view that all models for conservation should include a step in which the significance of the site in question is established. In this model, some of the assumptions regarding the problems of value assessment in conservation planning have been considered and dealt with. These include the following:

- heritage conservation is best understood as a sociocultural activity, not simply a technical practice; it encompasses many activities preceding and following any act of material intervention;
- it is important to consider the contexts of a heritage conservation project—social, cultural, economic, geographical, administrative—as seriously and as deeply as the artifact/site itself is considered;
- the study of values is a useful way of understanding the contexts and sociocultural aspects of heritage conservation;

- heritage values are by nature varied and they are often in conflict;
- traditional modes of assessing “significance” rely heavily on historical, art historical, and archaeological notions held by professionals, and they are applied basically through unidisciplinary means;
- consideration of economic values, a strong force shaping heritage and conservation, is outside the traditional purview of conservation professionals, and their integration with cultural values presents a particular challenge;
- no single discipline or method yields a full or sufficient assessment of heritage values; therefore, a combination of methods from a variety of disciplines should be included in any comprehensive assessment of the values of a heritage site;
- conservation management and planning should employ a strategy of inclusiveness by calling on different disciplines and bringing in the views of “insiders” and “outsiders” in the planning process;
- a more encompassing assessment of heritage values, and integration of these different values, will lead to better, more sustainable conservation planning and management;
- the test of more effective conservation planning is its responsiveness to the needs of stakeholders, communities, and contemporary society.

It has been recognised that co-operation and stakeholders involvement in the development process are increasingly being used in developing countries (Reed, 1999; Timothy, 1999). The cultural significance/value assessment model developed by Mason (2002) seems appropriate for this study.

Based on the objectives and the data needed for the study, the Cultural Significance/Value Assessment model (Figure 3) was adapted to help achieve the objectives of the study. The model has systematically been divided into three parts: identification and description, assessment and analysis and response to the overall activities. These steps are considered for any attempt to conserve assets for tourism development. Again, the model places much importance on values of assets and this is what will give it a reason to be conserved. Based on the objectives of the study, first two steps in the model; identification and description and assessment and analysis will be adopted for the study.

Heritage Assets in Ghana

In Ghana, there are several heritage assets located throughout the country. By accident of history, Ghana has a number of slave lodges, forts and castles. There is also a number of vernacular architecture spread across the country. The conditions of these monuments range from well preserved ones to mere remnants in others. The forts, castles and listed buildings are hallowed memorials of the past and which must be preserved for posterity. According to Hassan (1999), "the road to a better future lies in reshaping our notions of our common past and our shared human bonds". Some of the assets in the country include slave routes from northern Ghana to the coast, the Sweet River at Assin Manso, the Du Bois Memorial Centre, the castles and forts along the coast of Ghana, Posuban shrines, the slave market at Abanse, Okomfo Anokye sword, the history and culture of the various ethnic groups in the country among others.

Heritage assets are cultural appraisal and they may vary from one culture to the other. What is regarded as a heritage, be it cultural or historical, in a particular culture may not be necessarily given the same reverence in another culture. Heritage assets evolve based on the importance attached to the heritage by a particular generation at a particular time. This is the reason why some assets have been lost entirely because the generation at that time did not value the heritage asset. It is very rare nowadays to find children listening to elderly people for wisdom through storytelling in Ghana. This was our heritage and it was the way through which traditions, culture, history and wisdom were transmitted to the younger generations. This of the people of Ghana and Africa in general was unique. This explains why there is traditional culture, traditional history, traditional education and many others because they were handed down to the generations through a particular form commonly known as oral tradition. It could be said that the generation at that time placed value on the good things that they were given and this gave them the power, energy and interest to conserve them for the next generation. Balala, (cited in AFRICOM, 2005) has noted that if Africa wants to attain sustainable development, then our heritage cannot be neglected as has happened in the past because such neglect has caused our people and especially the young generations to lose touch with their cultural heritage.

Development is considered to be a process and it is built on previous experiences to focus on future ones. Coolidge (1994, 34) made it clear that “the untouched surface of ancient architecture bears witness to the development of man’s ideas to the continuity of history and in so doing affords never-ceasing instruction to the passing generations, not only telling us

what were the aspirations of men passed but also what we may hope for in the time to come”.

Inventory of Cultural Resources

Culture has been defined in various ways by different people from different perspectives. Different definitions of culture reflect different theoretical bases for understanding or criteria for evaluating human activity. The word culture was derived from the Latin word “colo –ere” which means to cultivate. Based on the epistemology of the word, culture generally refers to patterns of human activity and the symbolic structures that give such activity significance (<http://www.wikipedia.com>). From the anthropological point of view, culture refers to the universal human capacity to classify, codify and communicate human experiences symbolically. This has been simplified to mean shared attitude, a particular set of attitude that characterizes a group of people (Bloomsbury Database of World English, 1999). It is usually defined as the way of life for an entire society. This means that culture includes the codes of manners, dress, language, religion, rituals, norms of behaviour and system of belief. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO, 2002) culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group and that it encompasses in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.

A common way of understanding culture is to consider it as consisting of elements such as values, norms, institutions and artefacts that are passed on from generation to generation through learning. These elements of culture are the resources of culture. Zimmerman (1951) has stated that resources are not

they become and for that matter, it is the society that makes a potential resource an actual cultural resource. This is so because resources are culturally defined and according to McKercher and Du Cross (2002), resource implies that the asset being considered has an economic value and can be exploited.

Cultural resources have varied importance such as economic and socio-economic values. They can be viewed as having sociocultural values too. These sociocultural values manifest themselves in historical, cultural or symbolic, social, spiritual or religious and aesthetic aspects of culture. As explained by Burton (1995), cultural resources is the way of life, customs, values and behaviour of the people of a country, as expressed in their religion, dress, cuisine, architecture and craft. The quantum of value attached to cultural resources depends on the meaning the social group attached to the cultural resources. In tourism, cultural resources engage the tourist's mind; they can educate, inform and entertain depending on the type of tourist.

A useful way of utilizing cultural resources is to identify them and make them known to the public. Inventory of heritage asset deals with the identification of the individual heritage assets within an area for a particular period of time. According to Gartner (1996), many inventories of assets recommend the use of a checklist of attractions located in the area of interest. Tourism attractions are not always easy to identify so Gartner (1996) suggested that, the first step in attraction development is to make an inventory of all existing and potential attractions in an area. The inventory of resource as the first step in attraction development has been confirmed by Mason (2002), where identification of asset was placed first in his model on cultural

significance/value assessment. The inventory of assets makes people both local and visitors aware of all the assets located in the Community.

McIntyre (1993) provided a checklist of a preliminary inventory of cultural and historical tourism resource. The checklist has the following items: name of resources, type and description, special features, when is the resource accessible to tourists.

In addition Inskeep (1991) also came out with an inventory checklist consisting of the following variables: name of asset, location/area, type of asset, present condition, ownership, brief history, satellite reference and picture of the resource.

Cultural Heritage

The concept of cultural heritage has gone through lots of changes. Initially, it was considered as the cultural property of a group of people based on certain definition. It later changed to the heritage of the people encompassing the tangible and the intangible aspects of what the group considers to be of important to them. Clearly, when seeking to understand the nature and content of the term “cultural heritage” it is necessary to consider the two constituent elements which make up: “culture” and “heritage”. A major difficulty lies in the identification of “culture” and what constitutes it (Blake, 2000). Theoretically, cultural heritage is considered to be the legacy of physical artefact and intangible attributes of a group or society that are inherited from the past generations, maintained in the present and bestowed for the benefit of future generations (www.wikipedia.com).

The United Nations Educational, Scientific and Cultural Organization (UNESCO), designates World Heritage Sites as of either ‘cultural’ or ‘natural’

or 'mixed' (both cultural and natural). According to the World Heritage Convention, which was adopted by UNESCO in 1972, 'cultural heritage' embraces a group of buildings or a site of historical, aesthetic, archaeological, scientific, ethnological or anthropological value - UNESCO'(Hitchcock and King, 2003). It is not all cultural assets in a particular society that is accepted by the other. Cultural assets are culturally appraised and it is defined by the community or society in which it is located. Cultural heritage, just like ordinary resources, they are not; they become, if the society does not place value on it, there is no way it will become an asset. What is considered as cultural heritage by one generation may be rejected by another generation, only to be revived by a succeeding generation. In situations where assets were developed from outside the society, the society in which it is located must give consent on that asset.

There are two facet of cultural heritage depending on the nature of the asset; the physical or tangible cultural asset and the non physical or the intangible cultural asset. The physical cultural asset includes buildings and historic places, monuments, artefacts and others that are considered worthy of preservation for the future. Often these include objects that are of significant to archacology, architecture, science and/or technology of a specific culture. The non-physical cultural assets or the intangible aspect of heritage is often maintained by social customs during a specific period in history. The ways and means of behaviour in a society including formal rules for operating in a particular cultural climate have got significant effect on assets. These include social values and traditions, customs and practices, aesthetic and spiritual beliefs, artistic expression, language and other aspects of human activity.

Naturally, intangible cultural assets are more difficult to preserve than physical objects.

Peters (cited in Robinson, 1976) considers cultural attractions to include the following:

- Sites and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums
- Modern culture
- Political and educational institutions, and
- Religion

According to Palmer (1999) tourism images of nationhood provide individuals with yet another means by which they can understand who they are and where they have come from. This does not mean that the images on show reflect values that are still acceptable today, they may, or they may not. Rather, they indicate the components that have evolved through the years into present day interpretations of nationhood.

Tourism involves identity and these identities only make sense in relation to difference and diversity, that is, the identities of others. In this sense, the touristic curiosity involves a search for our own identities, based on viewing the outward signs of the identities of others or of host communities. What goes on in Beijing is that, many overseas tourists, after seeing the imperial heritage, they want to go a step further and hope to have an opportunity to view and experience the daily of 'ordinary' people in authentic settings (Wang, 1997).

Heritage tourism

The synopsis of heritage tourism instantly depicts the idea of utilization of heritage assets in tourism. The 'buzz' word 'heritage' is liked and loathed by participants in the heritage business. This is based on the strengths as well as weaknesses in its ambiguities. Narrowly defined, heritage is about the cultural traditions, places and values that societies throughout the world are proud to conserve. Broadly defined, heritage is about a special sense of belonging and of continuity that is different for each person. This can only be gained individually, says Millar (1989) through a respect for and understanding of past roots in relation to present circumstances. However, Blake (2000) recognises some sort of difficulty in any attempt to identify exactly the range of meanings encompassed by the term cultural heritage as used now in international law and related areas since it has grown beyond the much narrower definitions included on a text-by-text basis.

Heritage has become something which the state and its agents, as well as tourists and local communities appropriate and create as an object worthy of touristic attention. Heritage tourism is considered as part of the switch in emphasis from manufacturing to service industry (Millar, 1989). Heritage is regarded as one of the more significant and fastest growing component of tourism in many developed economies (Morrison, 1998 and Herbert, 2001). It has been remarked upon frequently that the concept of heritage is difficult to define and that, in popular discourse, its meaning is very wide and flexible (Hitchcock and King, 2003). Indeed, the heritage industry continually emphasizes specific aspects of the past as being representative of what the nation is really all about, or perhaps, what it should be about (Palmer, 1999).

Over the past decades, heritage assets have moved from being regarded as something passive or of old fashion and remote to being a full-blown industry of its own. Heritage is seen as a dynamic area in development. It is as a result of this growth in heritage awareness, that the concept of heritage tourism was introduced to have its own area of specialty and expertise.

It is however debatable on the issues of heritage and tourism because Nuryanti (1996) made it clear that the relationship between heritage and tourism is frequently characterized by contradictions and conflicts. Conservationists perceive heritage tourism as compromising conservation goals for profit. If this is true, how then can tourism be used as a means of conservation of asset for future generations without destroying the assets it depends. To minimise this conflict and contradiction, heritage assets that appear to raise threats in societies should be dialogue and there should be cooperation and collaboration among stakeholders involved.

As a matter of fact, heritage tourism is increasingly recognized as an identifiable sector in the tourism industry, an industry which now surpasses manufacturing in terms of its value to the economy. In some part of the world, between 1960s and 1980s, tourism became a major source of income to many countries particularly in the Mediterranean. As a result, the use of heritage assets cannot be regarded as an optional extra to be managed casually for the good of the public. Lots of people are locked into a business economy dependent upon heritage tourism. This has been supported by evidence from Britain where about 69% of arrivals to the British capital are drawn by heritage issues and the proceeds used to develop their economy. Much of the British heritage is owned and operated in the public sector.

Historically, the emphasis has been upon conservation but pressure of visitor numbers to heritage sites and an increasingly sophisticated and discriminating market has meant that management and interpretation are now the key issues (Cossons, 1989). It has been recognised that perceptions and demands are changing, and now, not only is awareness of the heritage greater than ever before, so too is the thirst for access to it. It has been admitted that a thriving business in heritage tourism has grown up so that today Stonehenge, Ironbridge, York Minster, or the Lake District, have now become essential to the British economy. The obligation is not only to preserve but to present, to make available those great cultural assets to a growing public, a public who demand access as of right to what they see in a personal sense as their own cultural heritage. As disposable time and disposable income and the mobility brought about by mass car ownership and have made every where accessible to everybody, a new business has developed based upon the intrinsic assets of our past, upon history and archaeology, museums and their collections, and whole tracts of countryside and coastline (Cossons, 1989). This presents economic opportunities for many culture-rich destinations as well as threats in terms of the potential degradation of a heritage.

Heritage tourism is seen as an expanding market that assumes the values of a desirable product and thus whose importance for tourism development cannot be ignored (Prentice, 1993). Garrod and Fyall (2000) retreated that the importance of preserving cultural heritage through tourism is receiving increasing attention. This has been challenged by McKercher (2001) in the sense that, it is true that heritage attractions are recognized as important tourism attractions but their place in the attraction's hierarchy is

often overstated. While other researchers acknowledged the presence and importance of heritage asset in tourism, others over emphasis it. It is a fact, that tourism and especially heritage related tourism activities play a positive role in shaping community identities. In Malaysia, the concept of a 'golden age' has provided excellent material in an attempt to construct a national Malay-focused identity and for the purposes of tourism promotion. Nigel Worden demonstrated the ways in which the historic tourism centre of Melaka has been represented as a national symbol of Malaysia, but more particularly as the heritage of Muslim Malays. As a result Melaka has been described as the historic city of Malay culture where everything began. All these were made possible based on the fact that it was the object of state-driven cultural policies in the 1970s and 1980s which attempted to construct the primordial politico-religious traditions of a pre-colonial, feudal Muslim sultanate conceived of as emblematic of the modern Malaysian nation and displayed in this fashion as much for the Malaysian visitors as well as for the international tourist.

The issue of understanding, exploring and conquering the mystery of the past and seeking answers to the questions posed by ancient monuments is something in human nature. For many people, the remains of the past provide a sense of security, belonging and continuity in an uncertain changing world (Millar, 1989; Amuquandoh and Brown, 2008). Heritage tourism helps to give a nation an identity which is one of a kind.

Heritage resources are attracted to tourists for a number of reasons (Prentice, 1993; Swarbrooke, 1995). Among them are:

- Firstly, tourists may simply be attracted by the age of the ancient relics of past civilization. Typical examples are travels to Egypt and China to see pyramids, tombs, sphinx, temples and the great wall of China;
- Another important inducement is for tourist to witness past technological achievement and the physical skills of the people that constructed them without the aid of modern machinery. This has been identified as one of the major factors that draw North Americans to visit Western Europe. Normally, they want to experience the cities and buildings of their ancestral home;
- Thirdly, tourist often enjoy visiting historic sites purely for the appreciation of their beauty of art and architecture;
- Fourthly, visitors may be attracted to buildings and places for their historic meaning other than their visual appeal. Thus places associated with historical and mythical exploit and events can be of great interest. For example, some African-Americans visit the Forts and Castles in Ghana because they regard them as their root: sites from where their ancestors were taken to the other parts of the world;
- Finally, places may hold great religious meaning for their visitors. For example, Christians and Moslems travel to Jerusalem and Mecca respectively for their spiritual well-being and inspiration.

Heritage attractions have become popular because of their ability to combine their traditional role of teaching visitors of the past and also offering entertainment and fascinating expediencies (Fraulknner, Opperman and Fredline, 1999; Amuquandoh and Brown, 2008).

Many of the conflicts on the world stage today are directly attributable to the desire to belong to an identifiable group, recognised by others as being a legitimate group (Palmer, 1999). A nation's history, or heritage is only one of the elements that combine to form a national identity. Others include language, political alienation, race and religion. Yet the tourism industry has been criticized for selecting and promoting certain aspects of the past as if they were a united phenomenon representative of the nation's (Walsh, 1990). One reason why heritage tourism is so popular and enduring is, because the images presented reveal a past that people can recognise as belonging to them. It unites and is timeless. It represents a lifestyle perceived to have been better, more fulfilling and community driven, where man and nature worked together side by side, hand in hand. Such a past is created through 'a closely held iconography of what it is to be English' (Wright, 1985)

The nationalistic 'messages' of heritage tourism must, therefore, have an impact on how individuals within that nation conceive of their personal identity and, by the same token, how the nation and its people are perceived by others. As O'Connor (1993) argues, individual and personal identities are constructed through interaction with others and determined largely by the ways in which they are perceived and treated by them, so too are cultural and national identities constructed from the representations which certain people both inside and outside their culture produce for them.

Heritage assets in tourism

The image of tourism provides the means by which local people can be identified and encountered. Those images that enable tourists to recognise a nation might have been selected for just that purpose and may not have been

meant to represent how the local people actually see themselves (Palmer, 1999). For instance, Ireland's tourist identity is specifically constructed around themes designed to attract overseas visitors. The heritage industry continually emphasises specific aspects of the past as being representative of what the nation is really all about or perhaps, what it should be about.

The concept of heritage therefore shades into the more general concepts of culture and tradition, and it is bound up with issues of national and local identities. It is believed that tourism is developed for various reasons. The main purpose is to generate economic benefits of foreign exchange earnings. Cossons (1989) noted that, the values that society place upon heritage is social and cultural one, and these values are as essential to the well-being of the people as health or education. As a result, like health and education, the heritage has to be paid for. In Britain there is more than a fair share of the wealth of heritage, a unique cultural endowment the value of which transcends any price tag.

Inskip (1991) believes that domestic tourism will continue to grow rapidly especially in those developing countries that are experiencing rapid economic development and adopting policies for encouraging domestic tourism. He sees that Asia Pacific region will probably continue to be the fastest growing area based on its many types of attractions. New types of tourist products being developed in Asia include various forms of cultural, historical and nature heritage tourism site. In developing these tourism products for domestic tourism, Pearce (1989), suggests the need for a variety of shops, some of which should be oriented especially to the tourist, such as

souvenir or sporting goods shops and others supplying a general range of goods for example pharmacies, food stores or clothing shops.

The increased interest shown by many in the art, architecture, music, literature, dance, folklore, speeches and pastimes of other peoples' culture or in archaeological and historical remains and monuments is but another aspect of curiosity which has been partly stimulated by more education (Robinson, 1976), drew our minds to the fact that a house is an institution, not just a structure, created for complex set of purposes. Because building a house is a cultural phenomenon, its form and organization are greatly influenced by the cultural milieu to which it belongs. As a result, if provision of shelter is the passive function of the house, then its positive purpose is the creation of an environment best suited to the way of life of the people in a social unit of space. Heritage therefore, can be referred primarily to tangible and concrete elements of the past which are presented and re-presented in the present: archaeological finds, historical sites, monuments and buildings, urban and rural landscapes, and material artefacts (usually housed and displayed in museums). What is more important is that the sites selected to represent the country's heritage will have strong implications for both collective and individual identity and hence the creation of social realities' (Black and Wall, 2001).

Jafari (1973) believes that tourism can help to preserve all cultural values that have a specific value to the tourist as well; many religious buildings and archaeological monuments have been saved from destruction, more because of tourism than because of the value placed upon them by the local population. This means that tourism makes it possible to introduce into

the market economy those cultural treasures which are not exploited and are therefore subject to the ravages of time and disrespect from the local population. This helps make people aware of their cultural originality and restores their national pride. Lonati, speaks of the "cultural fallout" of tourism in the same terms as the development of tourism which leads through the restoration or preservation of monuments, to the maintenance of cultural wealth, which benefits the whole country (UNESCO, 1976).

Classification of heritage resources

Heritage resources are of different types and can be classified into different categories (Godfrey and Clarke, 2000; Prentice, 1993; Smith, 1989 and Swarbrooke 1995). Swarbrooke (1995) pointed out that there are a number of ways in which assets can be classified based on variables of interest. Based on this principle, Swarbrooke (1995) categorized attractions into four groups. These are natural, man-made but not originally designed primarily to attract visitors, man-made and purpose-built to attract tourists and special events. This type of classification is applicable to the general tourism attractions in an area but not tangible heritage resource specifically. Again he grouped assets in a place based on ownership into public, private and voluntary ownership. However, Prentice (1993) sees a deeper classification in heritage attraction. Prentice (1993) classified heritage attractions into 23 different categories based on the nature of the attraction. So far, this classification is considered as the most comprehensive and impressive. Table 2 presents Prentice's heritage attraction classifications

Table 2: Prentice's heritage attraction classification

| Classifications | Nature of attraction |
|---|---|
| Natural history attractions | Nature reserves, nature trails, rare breeds centres, wildlife parks, zoos, butterfly parks, geological sites including caves and waterfalls |
| Science-based attractions | Science museums, technology centres, 'hands-on' science centres |
| Attractions concerned with primary production | Agricultural attractions, farms, vineyards, fishing, mining, water impounding reservoirs |
| Craft centres and craft workshops | Water and windmills, potters, woodcarvers, glass-makers |
| Attractions concerned with manufacturing industry | The mass production of goods including pottery, porcelain, breweries, distilleries, economic history museums |
| Transport attractions | Including transport museums, preserved railways, canals |
| Socio-cultural attractions | Prehistoric and historic sites and displays including domestic houses, social history museum, costume museum, toy museums |
| Attractions associated with historic persons | Including sites and areas associated with writers and painters |
| Performing art attractions | Including theatre: Including theatres, street-based performing arts, circuses |
| Pleasure gardens | Including periodic gardens, arboreta, model villages |
| Theme parks | Including 'historic' adventure parks but |

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Table 2 continued

| | |
|--------------------------------------|---|
| | excluding amusement parks (where the principal attractions are exciting rides and the likes) |
| Galleries | Principally art galleries |
| Festivals and pageants | Including historic fairs and countryside festivals |
| Fieldsports | Fishing, hunting, shooting |
| Stately and ancestral homes | Palaces, manor houses |
| Religious attractions | Including cathedrals, churches, mosques, shrines, wells |
| Military attractions | Castles, battlefields, naval dockyards, military museums |
| Genocide monuments | Sites associated with extermination of other races |
| Towns and townscape | Principally historic townscape |
| Villages and hamlets | Principally rural settlements, usually of pre-twentieth-century architecture |
| Countryside and treasured landscapes | Including National parks |
| Seaside resorts and 'seascape' | Principally seaside towns of past eras and marine 'landscapes' |
| Regions | Including pays lands, counties or other historic areas identified as distinctive by their residents or visitors |

Source: Page et al (2001)

Importance of heritage assets

Heritage sites are multi-purpose; they provide a wide range of tourist attractions, a focus for community identity, a valuable resource for formal and informal education and in some cases, such as the inner cities, the basis for economic regeneration of an area. The four variables under consideration are:

- tourist attraction,
- community identity,
- formal and informal education and
- economic regeneration.

However, the emphasis of a particular site gives to each of these variables will differ according to the nature of its uniqueness as a resource, the aims and objectives of the organisation and its location (Millar, 1989). McKercher (2001) argues against the assumption that the purported beneficiary of asset is often the tourist, but the fact is that residents often share these facilities with tourists and in some cases may be the primary users. Nevertheless, the protection of heritage monuments, sites and places to provide cultural and economic resources for the benefits of future generations, relies first and foremost on community commitment to the moral and physical objectives of heritage stewardship (ICOMOS, 2000).

Since heritage places belong to the society which value them, the authentic experience visitors seek through cultural tourism allows the tourism industry to become active in facilitating the community's aspirations (Derrett, 1996). Heritage tourism reintroduces people to their cultural roots (Donert and Light, 1996; McCarthy, 1994) and reinvigorates people's interest in history or culture (Squire, 1996 In McKercher, 2001).

Areas that have spiritual relevance for communities are a common feature of many societies past and present and such spaces are likely the closest historical precedent for contemporary community-conserved areas. Anthropologists and Geographers have labelled such areas as sacred space; zones in which the concept of sacredness is invoked to mark a distinction between the divine and the profane. In many places these are recognized as marking a distinction between spaces imbued with spirituality and the spaces of everyday life. While areas described as sacred are often demarcated according to myth, the application of spirituality to landscape or to individual species is often used as a means of bounding space. In effect sacred spaces amount to community managed reserves, and are likely the closest historical precedent to contemporary conservation reserves. Sacred space for example, assumes numerous forms, from landscapes and the physical features they contain to individual trees seen to be the resting place of ancestral spirits.

Attractions and amenities are the very basis of tourism. As Robinson (1976) suggested, unless attractions are present the tourist will not be motivated to go to a particular place. Example is the drawing power of Stratford on-Avon because of its association with Shakespeare or of Pisa because of its famous leaning tower. It is based on the perceived new resources that are found at a place that will push tourists to that particular destination. Nevertheless, Millar (1989) is of the view that, these sites are the focus of the struggle between the potentially conflicting aspirations of conservation and tourism. It should be remembered that heritage sites provide the tangible links between past, present and future. In identifying with these components domestic tourists are making connection between themselves and

the nation, while overseas visitors see them as the distinctive mark of a nation (Lanfant, 1995).

From Smith (1991) perspective, heritage attractions are sacred centres, objects of spiritual and historical pilgrimage that reveal the uniqueness of their nation's 'moral geography'. He suggested the need for an examination of the use of such '(re)collected pasts' and assess their influence on contemporary concepts of nation-ness. Pearce (1989) and McKercher (2001) have realised that heritage assets are now recognised as important tourism attraction, because they help encourage the tourists to visit an area but their place in the attraction hierarchy is often overstated. Pearce (1989) finds that, tourist visit areas for variety of reasons; for entertainment and night – life, to appreciate historical and cultural attractions, to attend major sporting events, to shop or just to enjoy the charm and character of a particular city. In many of these cases, tourists share these attractions with city residents.

According to O'Connor (1993), "the way in which we see ourselves is substantially determined by the way in which we are seen by others". In "Recommendations on the Protection of Historical and Traditional Entities and Their Role in the Modern Life" (UNESCO, 1976) one of the standpoints refers to the fact that the historical and traditional entities represent an integral part of human environment and that their integration into the life pattern of the modern society is of the fundamental importance for the planning and spatial organization of our cities (Brković, 1997).

Apart from cultural heritage satisfying tourist desires, they can also serve broader community needs of increasing awareness, understanding and appreciation of cultural identities (McKercher, 2001). According to Peters

(cited in Robinson, 1976), some countries are extremely fortunate in that they have one asset so outstanding and unique that the tourist industry can largely depend on and be promoted by this feature. Palmer (1999) finds, tourism use of identity goes far beyond the commercial, it extends to the heart of the people because it serves to define their cultural identity so that this will be visible, both to themselves, and to 'others'. Furthermore, cultural identity underpins national identity as it communicates the past and present traditions and mores of a people, thus enabling them to be identified as a distinctive group. A community's identity and civic pride which is rooted in the physical and cultural links to its past. In China's modernization without sacrificing tradition, Wang, suggested that if the quadrangle and hutongs can be seen as a 'non-verbal communication' of identity," then, hutong tourism can be conceived of as a non-verbal cultural dialogue through which local cultural identity is communicated to outsiders.

Tourism provides the incentive and helps pay for the conservation of archaeological and historic sites (as attractions for tourists) that might otherwise be allocated to deteriorate or disappear, thus resulting in the loss of the culture heritage of areas. The substantial amount of historic preservation taking place in Europe, North America and else where provides important tourist attractions, with tourism helping pay for this effort. For instance, in Sri Lanka, admission fees paid by tourists are used directly for archaeological research and conservation (Inskeep, 1991). However, Mowforth and Munt (2003), view this differently based on the fact that there is a vast body of work that demonstrates that local communities in Third World countries reap few benefits from tourism because they have little control over the ways in which

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the industry is developed, as a result, they cannot match the financial resources available to external investors, and their views are rarely heard. Although, there may be benefits from tourism on assets but such benefits are not felt in the local communities and this can lead to conflict in the management of the resources.

According to Hassan (1999:393), "African archaeological and cultural heritage in the light of current global economic disparities should not only contribute to a sense of pride and achievement but must also become a means of economic development and trans-cultural education." This means that the use of tourism to educate people (tourists) is well noted. There is the need to support this notion so that tourism can be used as a platform for awareness and understanding of different cultures. This calls for government support in promoting and management of assets. The importance of these cultural forms as heritage is enhanced precisely because governments in promoting tourism tend to focus on those which are immediate, accessible, colourful, and visible to the 'tourist gaze', and which can be more easily shaped and constructed (Wood, 1997). The issue that needs to be considered here is those assets that are not in the realm of government focus but may be important to the community but may not be considered as tourist gaze.

The growing interest in cultural resources open new perspectives for the growing economy in culturally rich destinations which in turn provide the tourism industry with challenges of managing heritage facilities and attractions and for public agencies (Jansen-Verbeke and Lievois, 1999). Despite the relationship between heritage and tourism, there is a recognition that the ideological and institutional context of heritage tourism is

fundamentally different from that of general tourism, (Garrod and Fyall, 2000).

Conservation of heritage assets

The concept of conservation has developed into a distinct professional field whose area of expertise is the physical preservation of material culture (Clavir, 1996). Material culture refers to the cultural heritage of a group of people. It is sometimes regarded as the monumental remains of cultures. Since the end of World War II, modern conservation movement has touched practically all regions of the world, as shown by the success of the 1972 UNESCO convention for the Protection of the World Cultural and Natural Heritage (Jokilehto, 1998). This happened because there were a number of destructions of tangible cultural heritage assets during that period. It was out of this that Le Nazi made a statement in 1954 that "Indeed, the deliberate destruction of monuments, places of worship and work of art is a sign of degeneration into total war. It is sometimes the other face of genocide". A number of countries of which Ghana is part have joined ICOMOS and UNESCO after assessing their policies and frameworks of which they operate. This means that there is a growing awareness of the need to safeguard cultural heritage because its existence contributes to the Gross Domestic Product (GDP) of the country.

The motto of the International Day for Monuments Sites 2001, "Save Our Historic Village", suggests that the historic villages worldwide and their corresponding building traditions are at risk of disappearing. The Republic of Uzbekistan raised the issue of protection of cultural heritage as a national policy just after independence. In 1972, UNESCO adopted the World Heritage

Convention and today has over 131 countries that are party to it. Jokilehto (1998), noted that; "the growing awareness of the need to safeguard cultural heritage has been confirmed by the increasing membership in International Organisations such as UNESCO in the ratification of the World Heritage Convention". Through this instrument, nations of the world have agreed to inventory recognize and protect unique and irreplaceable properties of universal value.

However, it is not only the tangible products that should be conserved. According to McKercher and Du Cros (2002), the intangible heritage, cultural landscape and traditions embodied in such practices as folklore, storytelling, customs associated with worship, festivals and other expressions of cultural traditions must also be protected. All these have helped in safeguarding mankind's cultural, historical and natural heritage. These show how cultural heritage are so precious in the preservation of culture.

The past should not be neglected because it holds together a broad historical account of a particular generation. These accounts help to build one generation from the other. In Africa, oral traditions bridge the gap between generations and enrich the present with ancestral voices that speak directly from one person to another. The oral context of culture contrast with that of communication from the pages of a book that can only be possessed and read by a privileged minority who also write the books and monopolise social knowledge (Hassan, 1999).

According to the ICOMOS Tourism Handbook for World Heritage Sites Managers, there are 358 sites listed in 82 countries and these include 260 cultural sites, 84 natural sites and 14 mixed cultural and natural sites. These

heritage sites should be preserved in collaboration with the indigenous cultures that are involved. Jokilehto (1998) commented that, "conservation of cultural heritage remains a cultural problem not only for experts but for all communities". The need to sensitize communities at the grassroots level is gradually being recognized both locally and internationally. Communities should be made to understand the importance of what they have and how it will help them to develop. It is as a result of this that Dei (2000), suggested that there should be positive direct or indirect linkages between the state and the communities so that competencies could be transferred to the local communities because they have the resources and with them assets can be conserved.

In the past, a conscious trade-off has occurred whereby conservation values were compromised for tourism or tourism compromised for conservation. "The tourimification of cultural assets presents a number of issues for the management of these assets, not the least of which is the challenging task of accommodating both needs of the tourism industry and the ideals of cultural heritage management" (Cheung, 1999). The task is to seek a balance between tourism and conservation.

Irrespective of the opinions of the different interest groups (stakeholders), the high cost involved in the conservation of heritage makes the revenue from tourism indispensable. Furthermore, the dynamism of culture in its different forms and expressions finds both incentives and genuine support in tourism. Consequently, the perceived mutual benefits drive both sectors towards common economic goals and tourism, at least theoretically, assets offer the opportunity to generate income for the local community while

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simultaneously supporting the preservation of its culture (Peters, 1999 cited in Aas, Ladkin and Fletcher, 2005).

Special attention must be paid to those areas with large groups of monuments and historical sites in order to prevent them from becoming "museums in the open". Renovation of old structures often provides a reasonable economic solution because it offers new but specific possibilities for housing, hotels, business centres, etc. Thus, the economic aspect should be included as well and a notion of economic regeneration introduced into the field (Brković, 1997). In some places, cultural heritage resources are built and natural features that may have historic, architectural, archaeological, scenic or natural significance have been modified by human activities and are considered to be of value to the community (<http://www.kitchener.ca/city-hall>).

Architectural monuments, apart from the artistic, cultural and historical values, in great variety of cases have the applied and practical values as well. Preservation of these values essentially depends on adequate use of the architectural monuments in our modern lives. The idea of preservation and practical use of monuments would come from the attractiveness of the building or structure itself, its interior and appropriate equipment, and from the attractiveness of the whole complex of the ancillary structures and surrounding open area (Brković, 1997)

History is always written from the present and as such the past is always coming into being in relation to contemporary interests. In the case of conservation, the interest in the history of local or indigenous conservation practices stems from a contemporary politics of conservation in which it has

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become difficult or counter-productive to ignore the interests of local or indigenous communities. (MacDonald 1999). Conservation as a matter of historical inquiry has largely been shaped by disciplinary bias. Others come from social scientists operating from a diversity of theoretical, empirical and political standpoints. These writings on indigenous or local conservation have often been accused of essentialism and of supporting a stereotype of the 'ecologically noble savage' (Alvard 1993 cited in MacDonald 1999). Against this uncritical view that all local or small scale societies are, by nature, conservationist, is a set of rationalist arguments that claim little evidence for intentional conservation in indigenous or small-scale societies and assert that intentional conservation is a modernist practice (Cartledge 1999, Alvard 1994, 1995) cited in MacDonald 1999). A study conducted in Cumberoona in Australia shows that businesses surveyed were adamant that they did not wish to see the Cumberoona disappear from the region and also expressed strong support for continued council involvement in the vessel (McKercher, 2001).

Lets consider a statement made by William Morris on conservation of monument as he sets forth his philosophy of architecture:

" Let us admit that we are living in the time of barbarism between two periods of order, the order of the past and the order of the future, and then, though there may be some of us who think (as I do) that the end of that barbarism is drawing near, and others that it is far distant, yet we can both of us, I the hopeful and you the unhopeful, work together to preserve what relics of the old order are yet left us for the instruction, the pleasure, the hope of the new. So may the times of present war be less disastrous, if but a little; the time of coming peace more fruitful. " (Coolidge, 1944)

Game (1991), argues that there is little of the 'history of historians' in heritage tourism. Conservation of cultural heritage remains a cultural problem, not only for the experts but for all communities. It is encouraging that the importance of sensitizing communities at the grassroots level is gradually being recognized locally and internationally. It is therefore essential to define the roles and responsibilities of the different protagonists and to establish communication. The future demand clarification of the relationship between the policies of sustainable management of resources and the objectives of conservation of cultural heritage when dealing with settlements (Jokilehto, 1998).

Cultural heritage was first addressed in international law in 1907 and a body of international treaties and texts for its protection has been developed by UNESCO and other intergovernmental organisations since the 1950's. This was done in response to the destructions and looting of monuments and works of art during the Second World War (Blake, 2000). The conflicting demand of tourism and conservation can be seen in stark contrast in developing countries. Either the economic benefits of tourism are promoted without a parallel investment in a conservation policy or the lack of conservation awareness merely militates against the promotion of tourism in what would otherwise be an ideal location (Millar, 1989). Example is India where conservation has failed to keep pace with the explosion of tourism. However, it should be remembered that conservation should take precedence over visitors' use of heritage resources.

International organizations with interests in and responsibilities for sites of archaeological and historical importance impose their own mandate on

local communities, in the name of conservation' and they may disregard local cultural meanings and perspectives on heritage and its stewardship (Black and Wall, 2001). A similar process of cultural construction can be seen in relation to stone structures or megaliths among the Ngadha of Flores. Stroma Cole argues that megaliths 'have become a potent symbol of Ngadha society used in tourism marketing'. But there are differences between the symbolic meanings and significance assigned to them by the local population on the one hand who see them as 'clan' or 'ancestral stones' and as a continuing effective means to connect the living with the dead, and tourists and the representatives of the state and the others who see them as 'an outward sign of a culture', as 'totemic structures' and as the 'sacred relics' of a 'primitive and unchanged society' which should be preserved as 'national assets' (Hitchcock and King, 2003).

The use of tourism as a technique to achieve conservation is applicable everywhere but is especially important in less developed countries that do not have the economic resources to meet both conservation and general socio economic objectives (Inskeep, 1991). Traditionally, archaeological and historic conservation focus on outstanding examples of buildings and ruins that usually had been designed for civic and religious use or as wealthy persons' houses because these were the structures that were well constructed with permanent materials and survived through the centuries. Common persons' houses and many commercial buildings, being not as well built, deteriorate and disappear or are replaced by more recent development in urban areas (Inskeep, 1991).

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Threats to heritage assets

Threats are the activities or actions that render heritage resources to a deplorable state thereby reducing the touristic quality of the asset and the value of it. Heritage assets are vulnerable to a number of threats because of their location, the environment and the management of the asset. Threats can lead to the deterioration of heritage assets. In preparing the Warwick Castle for the future, the first step that was taken was to identify clearly the opportunities and the threats so that a better research marketing plan can guide the heritage asset more efficiently (Westwood, 1989). Existing museums are wearing out at a faster rate than they are being renewed, at a time when they have never been more popular and especially when demand for them is growing. Recently, demand for heritage assets is coming from a public that is more and more discerning. Nevertheless, these museums are also facing increased competition from well capitalized, highly commercial attractions that know how to market themselves well and command more and more of people's precious disposable time (Cossons, 1989). The recognition of the potential of cultural resources in economic development is encouraging but there is a serious drawback. This includes improper treatment of cultural resources especially when they are seen solely as tools for development. This can lead to their destruction of the asset and threaten the economic wellbeing of community. Also, communities often have unrealistic expectations of tourism potentials but in reality very few cultural heritage resources can support the majority of a community's economic activities (Jamieson, 1998).

There are numerous threats that affect heritage resource. The ICOMOS (2000) reported that an assessment on national heritage health was made in

Canada and 21 per cent of its built heritage has been lost or destroyed in the last 30 years. This shows that heritage assets are under threats. Some of the threats that affect heritage resources include vandalism, pillage, development, risk from fire and neglect of heritage resources. There is also a threat of selling of heritage resources where private owners wanted to sell a heritage resource to a different entity. When issues of this nature happen, the future of the resources becomes unknown and the resource also becomes susceptible to all sorts of change sometimes even to the extent of pulling down resources.

There are negative social, economic, physical and cultural impacts which can include traffic congestion, higher prices for housing and other commodities; inappropriate development, changes in social values and deterioration of cultural environment (Jamieson, 1998). To add to this, deterioration of assets has partly been attributed to increased tourist flow to heritage sites in India (Millar, 1989). In Cape Coast, Hyland (1995) made mention of heritage resources that were destroyed as a result of fire.

From the perspective of the ICOMOS (2000) and Shackley (1998), both over and under use heritage assets pose threats to the sustainability of tourism product. Overuse of heritage assets can degrade the physical asset, damage tangible and intangible value and lead to a diminished visitor experience. On the other hand, under use of heritage assets can result in the insufficient generation of revenue needed for conservation works.

Apart from the presentation of heritage in historical sites, urban landscapes, and museums, there is also the problem of the ways in which tradition and heritage are perceived at the local level, and the related problem of the conceptualization of 'the local' itself (Hitchcock and King, 2003).

CHAPTER THREE

METHODOLOGICAL ISSUES

Introduction

The methodological aspect of the study takes into consideration the study area, the type of study and the research design that was employed for the study, the target population and the sampling procedure used for the study. It explains in systematic order what the researcher did to obtain answers to achieve the objectives of the study. The chapter considers among other things how samples were selected, the target population for the study and the rationale for the selection procedure. Instruments that were used have also been indicated and the procedures for data collection and analysis of the data collected from the field.

Study area

The study covers the Cape Coast Metropolitan area in the Central Region of Ghana as shown in Figure 4. Cape Coast was probably founded in the early fifteenth century. The traditional name of Cape Coast, 'Oguaa', which is still in use, was derived from the Fante word 'gua' which means market. During the time of the Portuguese colonization Oguaa was named Cabo Corso (Short Coast). The name Cabo Corso or Short Coast was given to it by the Portuguese Captain Joao de Santarem and Pedro de Escobar in 1471 (Briggs, 1998). This was done as a result of the short rocky promontory protecting shelter bay of the coast (Hyland, 1995). Later the name was transformed by the English to Cape Coast.

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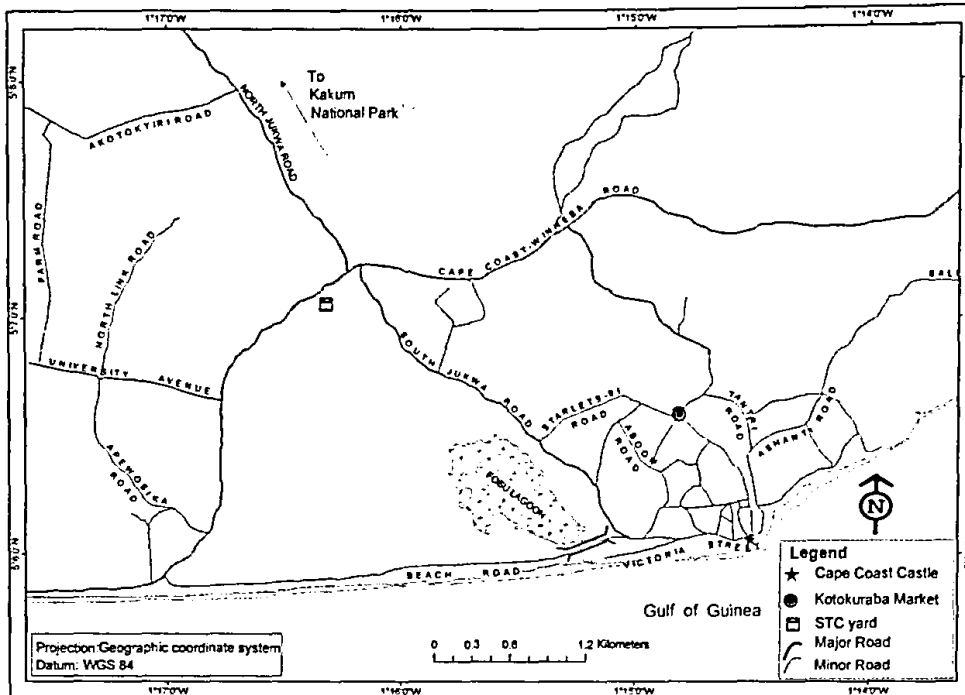


Figure 4: Map of Cape Coast Metropolitan Area

Source: Survey Department of Ghana, 1975

This area has been chosen because Cape Coast in itself represents layers of history and that each history is significant. These layers of history should be recognized. It should be remembered that this history is not for us only but for our children and their children.

The collapse of the ancient Ghana Empire in the Sudan, west of the Niger bend, set in motion a wave of migration southward around the 12th century. Among the various groups of people that moved southward in search of habitable lands were the Fetu (Efutu). The kingdom they eventually founded after moving southward through Techiman and Adansi (Akrokeri) dates back to the 14th century, with Efutu which is situated about twelve miles north of present Cape Coast as its capital.

Legend has it that an early king of the Fetu had as his chief delicacy, crabs, which he tasked his people to provide in copious quantities. It was in

search of this delicacy to please the king that his people stumbled on a sheltered bay at the beach, protected by rock outcrops and by small running water filled with fishes. Here, they found sufficient quantities of crabs they desired. Some of the people later settled down there and named the spot 'Kotoworaba' (crab hamlet), now adulterated to 'Kotokuraba.' The rock was given the name Tabir (or Taabi) and till today it is one of the seven titular gods of Oguaa (Cape Coast).

As time went by, a small settlement emerged and a market developed at Kotokuraba at which the exchange of other commodities came into being besides the crab catching occupation. The name of Kotokuraba survives till today as the biggest market in Cape Coast.

Founded by the Portuguese in the 15th century, Cape Coast grew around Cape Coast Castle, now a World Heritage Site. From the 16th century the city has changed hands between the British, the Portuguese, the Swedish, the Danish and the Dutch. It was converted to a Castle by the Dutch in 1637, then expanded by the Swedes in 1652 and captured by the British in 1664. The British based their Gold Coast operations in the town until Accra became the capital in 1877 under Governor Dr. Rowe.

The Cape Coast Metropolitan area has excellent educational institutions like University of Cape Coast, Cape Coast Polytechnic, Mfantsipim School, St. Augustine's College, Wesley Girls High School, Adisadel College and Holy Child that have produced prominent citizens in the country.

Location of the study area

The Cape Coast Metropolitan area is bounded on the south by the Gulf of Guinea, west by the Komenda-Edina-Eguafo-Abrem District, east by the Abura-Asebu-Kwamankese District and north by the Twifo-Hemang-Lower Denkyira District. The Metropolitan area covers an area of 122 square kilometers and it is the smallest district in the country. The capital, Cape Coast, is also the capital of the Central Region of Ghana. It is situated 165 km west of Accra on the Gulf of Guinea. It has a population of 118,106 (Ghana Statistical Service, 2005).

Relief and drainage of the study area

The landscape of the Cape Coast Metropolitan area is dominated by batholiths weathered and eroded into rounded hills interspersed with valleys, which become waterlogged during rainy season. Located in the valleys are several streams, the largest of which is the Kakum. Many of the streams end in wetlands and the Fosu Lagoon at Bakaano. In the northern parts of the district, however, the landscape is generally low lying and is suitable for the cultivation of various crops.

Climate

Cape Coast Metropolitan area, located in the littoral anomalous zone of Ghana, experiences relatively high temperatures throughout the year. The hottest months are February and March, just before the main rainy season, while the coolest months are June - August. The total annual rainfall is between 750mm and 1000mm.

The Metropolitan area is a humid area with a mean monthly relative humidity in the mornings varying narrowly between 85% and 99%. But in the afternoons, humidity varies considerably from around 50% in the dry season to the high 80% during the rainy season, especially in May and June. According to Mason (2002), the geographical concept of the study area should be considered as serious and as deep as the assets themselves since they have influence on the assets in the defined environment.

Research design

The study employed the descriptive sample survey. Neuman (2003) explains that descriptive research presents a picture of the specific details of a situation, social setting or relation. It deals with interpreting the relationship among variables and describing their relationship. It therefore seeks to find answers to questions through the analysis of relationship between and among variables. This design can either be quantitative or qualitative and it uses the logical method of deductive to inductive. Sarantakos (1995) also sees the descriptive research as a preliminary study of an area which deals with an independent investigation into a phenomenon with the aim of describing social systems, relations or social events. The design has an advantage of producing good amount of responses from a wide range of people. At the same time, it provides a more accurate picture of events and point in time. Fraenkel and Wallen (1993) continued that the big advantage of the descriptive survey design is that it has the potential to provide a lot of information obtained from the sample. Also in this design, variables and procedures are described as accurately and completely as possible.

On the contrary, Seifeit and Hoffnung (1994) maintained that there is the difficulty of ensuring that the questions to be answered are clear using the descriptive design and not misleading because survey results can vary significantly depending on the exact wording of questions. It may also produce untrustworthy results because they delve into private matters that people may not be completely truthful about. They continued that questionnaires require subjects who can articulate their thoughts well and sometimes even put such thoughts in writing.

The descriptive research design has been chosen based on the purpose of the study and the research questions associated with it. This is considered to be the appropriate design that could lead to the drawing of meaningful conclusions from the study. It will help to provide accurate profiles of the various groups involved in heritage assets in Cape Coast for tourism development. Again the descriptive method of survey is useful for investigating a variety of social phenomenon in tourism conservation and development. Descriptive research mostly deals with data collection through the use of questionnaire.

Sources of data

Data relating to identification of heritage assets, location and classification of assets, benefits of heritage assets and threats to heritage assets were needed to achieve the objective of the study. Based on the needed data, the study made use of both primary and secondary sources of data.

The primary data was obtained from field observations, questionnaire survey and Global Positioning System (GPS) survey conducted in Cape Coast Metropolitan area from January to July, 2007. Secondary data were obtained

from existing documents such as a one in ten thousand topographical map of Cape Coast by the Survey Department of Ghana, the 2000 Ghana Population and Housing Census Report.

Study population

The population for the study was the heads of household or their representatives (any household member over 18 years) residing in the Cape Coast Metropolitan area in January, 2007. According to the Ghana Statistical Service (2005), the total number of this group is 28,657. The target population for the study consisted of heads of households or their representative living in or within 300 meters radius around selected heritage assets in the Cape Coast Metropolitan area in January, 2007. A household has been defined by the Ghana Statistical Service (2005) as “a person or group of persons, related or unrelated who live together in the same house or compound, share the same housekeeping arrangement, and are catered for as one unit”.

This group was able to provide quality information with regard to heritage assets in Cape Coast for tourism development since they were living in or close to the asset. This population was also of good use in terms of planning towards the sustainability of the heritage assets and their usage in the tourism sector.

Sampling procedure and data collection methods

The section deals with the selection of a sample size for the study, the structured observation and the survey data. The section has been divided into two:

Sample size for the study

Since all elements in the target population cannot be questioned Amuquandoh (2007) suggests that a sampling procedure that will be able to reproduce the characteristics of the entire population should be adopted for a study. Hence the size of the sample for the study was determined by the availability of financial resources, time and the requirement of the proposed plan of analysis of the study. This would help to make generalization from the result.

As a result, the study adopted Fisher's formula (Fisher, Laing, Stoeckel and Townsend, 1998) of determining sample size which is shown below;

$$n = \frac{z^2 pq}{d^2}$$

Where :

n= the desired sample size (when population is greater than 10000)

z= the standard normal deviate, usually set at 1.96 which corresponds to the 95 percent confidence level

p= the proportion in the target population estimated to have a particular characteristic

q= 1.0 – p

d= degree of accuracy desired, usually set at 0.05

For the purpose of the study;

z= 1.96, most social sciences study adopt the 95 percent confident level based of the fact that, most studies involve social being and as a result, there is the possibility of error occurring in the course of the study.

p=90, previous studies have shown that over 90 percent of residents in Cape Coast have heard about heritage assets since Cape Coast is a historical town and the Castle is within the town, most residents are aware of the presence of some assets.

$$q=10 (100 - 90 = 10)$$

$$d=0.05$$

$$n = \frac{(1.96)^2(0.90)(0.10)}{(0.05)^2}$$

$$n = \frac{(3.84)(0.09)}{0.0025}$$

$$n = \frac{0.3456}{0.0025}$$

$$n = 138.24, \quad n \cong 138$$

The calculated value of 'n' shows that 138 households should be selected for the study. An additional 10 per cent of the 'n' was added to the desired number to take care of non-response rate.

Survey data

In the survey data, Stratified sampling was used to select cultural assets and historical assets. Respondents for each asset were selected based on a number of procedures:

- Chalking and listing of buildings: All buildings within 300 metres radius on each selected asset were first numbered with chalk by chalkers and listers. Traditionally, concern for heritage assets at a destination fades as distance increases. The chalking and listing helped

in locating buildings, household and respondents during the questionnaire administration for the study. The numbering of buildings was done from some arbitrary starting point, like a street corner, and continued from building to building in sequence. In order to embark on this exercise, permission was first sought from the Oguaa Traditional chief and the Assembly members within the selected areas.

- Assets were assigned to chalkers and listers and household listing forms (Appendix 1) were given to each group. For easy identification of buildings, the groups that did the chalking were assigned to the same areas and assets so that they would not cover areas that may not belong to a particular asset. The chalkers and listers performed the listing by moving from building to building and conducting brief interviews to determine which were households and who was the head of household in each household.
- The household listing forms were collected and grouped and numbered based on the asset. All households on each asset were numbered sequentially. Households on selected assets were given sequential unique identification numbers.
- Three respondents were selected using the lottery method under the simple random sampling from the heritage building if it was occupied and three respondents from buildings around the asset. For non residential assets, six respondents were simple randomly selected from buildings around the asset.

Of the 74 assets identified during the inventory, 26 were randomly selected from which respondents were interviewed. This list has been provided in Appendix 2.

Structured observation and GPS survey

In the structured observation, an observation checklist (see Appendix 4) was sent to the field and this checklist was adapted from McIntyre (1993) and Inskeep (1991). The variables selected for the study were based on the purpose of the study, the variables have also been used before and have proven reliable for such study and resources available for the study. The following variables were taken into consideration in the identification of heritage assets in Cape Coast:

- Name of asset
- Location/Area
- Type of Asset
- Present condition
- Ownership
- Brief history
- Satellite reference
- Picture

Selection of assets

Assets were selected based on a number of considerations. Assets that were identified as heritage assets were to meet one or more of the following criteria:

- Represent a masterpiece of human creative genius; or

- Exhibit an important interchange of human values over a span of time or within a cultural area on developments in architecture, monumental arts or town-planning; or
- Bear a unique or at least exceptional testimony to a civilization which has disappeared; or
- Be an outstanding example of a type of buildings or architectural ensemble or landscape which illustrates a significant state in history; or
- Be an outstanding example of a traditional human settlement or land-use which is a representative of a culture especially when it has become vulnerable under the impact of irreversible change; and
- Be directly or tangibly associated with event or living traditions with ideas or with beliefs or with artistic or literary works of outstanding significance.

A survey of the 74 heritage assets and other recognisable urban features such as road junctions was conducted using a hand held Gamin etrex GPS unit (Appendix 6). In order to overcome errors in the GPS data, a 1:10000 topographical map of Cape Coast was digitised and used as a base map to transform the coordinates of recognisable features from geographic coordinates to projected coordinate system using a 2nd order polynomial transformation. The points were transformed with the spatial adjustment tools available in the ArcGIS 9x GIS software and Root Mean Square (RMS) error of 0.002 was obtained.

Attributes of each asset such as type of ownership and other descriptive information were integrated with the transformed GPS observations and the

resulting database was used to create thematic maps of the assets by nature of heritage assets and by ownership of heritage asset.

Research instrument

The study made use of a checklist and questionnaire to solicit information from respondents. The observation made use of a checklist to identify heritage assets and also to assess threats that affected the assets in Cape Coast. During the identification process, information relating to the name of the asset, location of the asset, relative location, ownership, year, longitude and latitude of the asset were collected (see Appendix 4). Threats to heritage assets were also observed using the structured observation method (see Appendix 5). According to Bryman (2004), the structured observation deals with the formulation of rules for the recording of issues. A checklist of threats to heritage assets in Cape Coast include vandalism, pillage, soil erosion, dumping of waste, human or visitor number, development, risk from fire and neglect of heritage assets (see Appendix 5).

For the survey data, an interview schedule was used (see Appendix 7), although the interview schedule is expensive in terms of cost and time, it is known to help build rapport, create a relax and healthy atmosphere in which the respondent can cooperate, answer questions and clear misapprehensions about any aspect of the study (Kumekpor, 2002). Again interview schedule was used because it is considered as a standardised tool for data collection and also for maximization of quality and productive value of respondents. The interview schedule consisted of five sections and these were the physical condition of asset, significance of asset, threats to asset, other possible utilisation of asset and residents knowledge of asset in Cape Coast.

The interview schedule consisted of open ended, closed ended and likert scale questions. In the case of open-ended questions, respondents were free to formulate their own answers the way they considered to be the most appropriate. For example, respondents were asked to name any heritage asset that had been destroyed. The open ended questions mainly served as follow-up questions to responses made by respondents. The main advantage of asking open ended questions was to allow for clarity of data, and to allow for fresh insight or new information (Merriam, 1998). For the closed-ended questions, the responses were fixed and respondents were expected to choose the option within which the respondent agreed most (Sarantakos, 1997). It was realized that some questions required particular answers. For example, questions relating to marital status of respondents fell within specific category of responses. Questions of this nature were closed ended questions. Issues relating to perceived benefits of heritage assets were measured with the 5-point likert scale. Multi-scale items were employed to measure constructs relating to cultural, historical, economic and political benefits of heritage assets in Cape Coast. Demographic data that were collected at the end of the survey included age, sex, marital status, level of education and length of stay of respondents. These pieces of information were needed to find out whether there were differences in the mean responses in the various groupings of these variables on issues concerning heritage assets in the Cape Coast Metropolitan area.

With regard to this study, survey questions were asked orally using the face-to-face conversation method. The questions were directed to the head of household or their representatives who were the object of the research.

However, questionnaire as an instrument had some weaknesses. At times respondents may not provide appropriate answers when questions are not properly understood. Also questionnaires do not provide opportunity to collect additional information while they are being completed. These were taken into consideration before data collection.

Training of Field Assistants

Three field assistants were trained to help administer the interview schedule in the study area. They were taken through how to number the buildings within the selected areas and how to identify respondents on an asset from the household listing forms. Objectives and significance of the study were explained to them so that they would have knowledge about the study in question. The training also covered the translation of the interview schedule to the local dialect using the forward and backward translation method – from English to Fante and from Fante to English. This was done so that the interview schedule would be interpreted in the same way with the same meaning to respondents.

Pre-Test

The interview schedule was pre-tested at four different assets in Elmina. These assets consisted of two historical assets and two cultural assets. The pre-test helped the researcher to find out some of the possible problems that might arise from the field in terms of the structure of the interview schedule and how respondents understood it. One of the advantages of conducting a pre-test is that it might give advance warning about where the main research project could fail, where research protocols may not be

followed or whether proposed methods or instruments are inappropriate or too complicated. It therefore provided information on how to restructure the interview schedule for the actual fieldwork. The interview schedule was administered to respondents, and their responses and the process of the interview schedule administration were critically looked at to find out whether respondents really understood the questions and had provided valid answers to the questions.

Field work

The field work was undertaken in January to July, 2007. It took basically seven months because of the type of information needed from the field.

For the inventory and documentation of assets in Cape Coast, the first step was to document research and conduct interviews of government officials and other local research persons to determine the general types and locations of resources available (Inskeep, 1991). This was done with the help of a representative from the Oguaa Traditional Council and a resident Tour guide in Cape Coast. According to Inskeep (1991), the identification and description of assets should be done systematically indicating name, type, location, accessibility, special characteristics, type of any existing development and any advantage or problems of the existing development, including a photograph if relevant and a written summary description about the feature. A field survey was undertaken to visit the assets in Cape Coast.

Data analysis

Statistical Product for Service Solution (SPSS) version 12 was used to analyse the quantitative data. Statistical analyses that were employed include frequencies, percentage and descriptive statistics of some of the variables in the questionnaire. Others included the T-test and One Way Analysis of Variance (ANOVA) to compare the mean responses of some of the variables.

Approach to the study

For the purpose of this study, the researcher designed an approach that would help in collecting data and achieving the objectives of the study. This approach has been shown in figure 5.

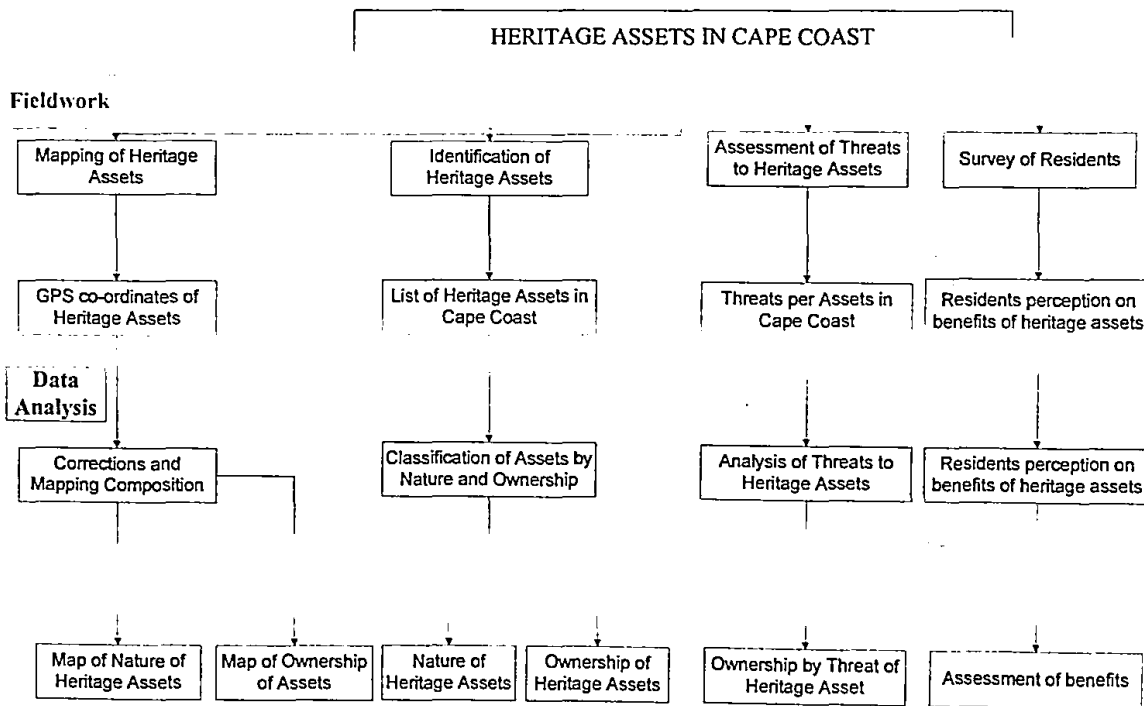


Figure 5: Approach to the study of heritage assets in Cape Coast Metropolitan Area

Source: Author's Construct

Observation and survey challenges

The fieldwork started with the identification of heritage assets in Cape Coast. This was done with a representative from the Oguaa Traditional Council and a Tourguide from Cape Coast. There were not many problems with the identification of the assets with the exception of the Asafo Companies. At some of the places, it was difficult taking Global Positioning System (GPS) measurement of the place let alone taking a picture of the place. Some places were considered as sacred and as such some of their items should not be brought to the public.

The chalking of houses for interview schedule administration was an issue which raised a little problem because of the nature of the buildings. It was difficult identifying and chalking all the houses within the selected areas. Care was taken to mark all houses from a known point and with different colour chinks to differentiate numbering of one heritage asset from the other.

The use of the GPS in locating the position of the heritage assets was a difficult task as some of the assets were of greater height. Due to the height of some of the assets and the internal GPS measurement error, the multi path error, most of the measurements taken on the assets fell at different places when the heritage asset map was drawn. A second round of GPS measurements were taken on existing streets taking into consideration the orientation of each measurement as a control measurement for locating the heritage assets. The control form has been presented in Appendix 6.

Although the interview schedule had the advantage of the presence of the interviewer ensuring that respondents answered all the questions, most of the respondents were not ready to answer some of the questions in the

interview schedule. On issues where respondents were supposed to give reasons or details of their choice of a particular answer, respondents were not ready to provide answers. Further probe on the question yielded no positive response. This made some of the interview schedules appear incomplete since there were some places which had not been filled in. This could have influence on the data analysis for the study.

Some of the respondents were of low level education and as a result, sometimes all the items on the interview schedule had to be interpreted in the local dialect for their understanding and this took lot of time during the interview schedule administration.

The period of interview schedule administration coincided with the beginning of the raining season. This slowed down the period of the interview schedule administration as it was sometimes difficult moving from one household to another. There was problem with interview schedule fatigue in the study area. Some respondents were reluctant to participate in the study with the reason that it was the same old story of asking questions with nothing coming out of it. Some respondents also requested financial benefit before answering the questions. In all these, the objectives of the research had to be explained into details to respondents before taking part in the study.

Summary of chapter

This chapter was devoted to the study area and the research methodology guiding the study. The research design, sampling procedure, sampling size and research instrument for the study have been elaborated. The statistical tools employed for the data analysis have also been explained. The

next chapter presents the result and discussion on heritage assets in Cape Coast.

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CHAPTER FOUR

RESULTS AND DISCUSSIONS ON HERITAGE ASSETS IN CAPE COAST

Introduction

Cape Coast is among the communities in Ghana that offers opportunity for heritage tourism. The city represents layers of history with each layer being significant (US/ICOMOS, 2000). This chapter discusses the background characteristics of respondents, heritage assets in Cape Coast, benefits residents associate with heritage assets, threats facing the assets, users of heritage assets and possible utilization of heritage assets in Cape Coast.

Socio-demographic characteristics of respondents

This section describes the socio-demographic characteristics of the respondents. Although, the study is not geared towards the personal characteristics of respondents, it is imperative to highlight some of the variables that have been found to influence people's perceptions and the benefits associated with heritage assets. Ritchie and Goeldner (1994) argue that the information residents give, represent their nontechnical advice designed to provide direction concerning the nature and type of development that the community wishes to support. Socio-demographic variables covered include age, sex, level of education, religion and length of stay.

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Age distribution

Generally age is perceived to shape people's view about things including heritage resources. Often, the value people attach to things, items, goods and resources is found to vary with age. Age therefore becomes an important variable when one assesses the value of historical resources of a place or community. Amuquandoh (2007) explains how age influences some of the variability in residents' interest, perceptions and attitudes toward tourism.

The age of the respondents ranges from 20 years to 85 years with a mean age of 47 years. Table 3 presents the age distribution of respondents in the study area.

Table 3: Age category of respondent

| Age (years) | Frequency | Percentage |
|--------------|-----------|------------|
| Less than 30 | 24 | 17.1 |
| 30 – 49 | 59 | 42.2 |
| 50 and above | 57 | 40.7 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

Respondents within 30 – 49 age bracket constitute 42.2 per cent. This was followed by those above 50 years (40.7 per cent) and below 30 years (17.1 per cent) in that order. The age distribution of the respondents depicts that most of the respondents are adults because of the target population for the study.

Sex distribution of respondents

Sex has been found to influence individuals' attitude towards preservation and development of heritage resources. Bluestone (1999) reports on how women stood in the forefront of historic preservation during the nineteenth century in the United States of America. Generally, males have been associated with decision making concerning the usage of heritage resources while their female counterparts have been identified with the caring for these assets. Care of heritage resources include sweeping and weeding around them. Besides, women have been linked with the education of children on national morality and care for heritage resources (Bluestone, 1999).

Table 4 presents the sex distribution of the respondents. The majority of the respondents were males (74.3%) while the rest were females (25.7 per cent). This distribution conforms to the 2000 Population and Housing Census of the area where male as head of household outnumbered that of female.

Table 4: Sex of respondents

| Sex | Frequency | Percentage |
|--------|-----------|------------|
| Male | 104 | 74.3 |
| Female | 36 | 25.7 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

The observed distribution of high representation of males may be attributed to the Akan cultural system where the male is usually considered as the head of the household. The distribution also supports the popular notion that males are often associated with decision making concerning the usage of heritage resources (Bluestone, 1999).

Level of Education

Education is another variable that influences people's view about things. Education is noted to shape people ideas and perception about objects, projects and systems (Amuquandoh and Brown, 2008).

Table 5 presents the educational background of the respondents. Less than a quarter (14.3%) of the respondents have no formal education and 40.7 per cent have completed middle/Junior Secondary School (JSS) level.

Table 5: Highest level of education of respondents

| Level of education | Frequency | Percent |
|--------------------|-----------|---------|
| None | 20 | 14.3 |
| Primary | 9 | 6.4 |
| Middle/JSS | 57 | 40.7 |
| SSS/Vocational | 34 | 24.3 |
| Tertiary | 20 | 14.3 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

Almost a quarter (24.3%) of the respondents have attained Senior Secondary School (SSS) education. The percentage of respondents who have never been to school is 14.3 per cent and those who have attained education up to the tertiary level consisting of Polytechnics, Teacher Training Colleges and Universities is also 14.3 per cent. In general, the educational level of respondents may be described as low particularly in a place described as the cradle of education in Ghana.

Religion of respondents

Religion has been found to influence peoples' way of thinking and relation with objects including historic resources such as battlefield, cemetery, sacred grove and temples. Religious distribution of respondents is presented in Table 6.

Table 6: Religion of respondents

| Religious affiliation | Frequency | Percent |
|-----------------------|-----------|---------|
| Other Christian | 50 | 35.7 |
| Protestant | 46 | 32.9 |
| Catholic | 32 | 22.9 |
| Traditional | 7 | 5.0 |
| No religion | 4 | 2.9 |
| Moslem | 1 | 0.7 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

As evident from Table 6, the majority of the respondents (91.5%) were Christians. Religious affiliation is dominated by other Christians (Pentecost, Assemblies of God, Church of Christ and other Pentecostal Churches) with 35.7 per cent. This is followed by Protestants (32.9%) and Catholics (22.9%) in that order. Traditional religion recorded 5.0% and only 1 respondent was a Moslem (Table 6).

Length of Stay

Length of continuous stay of respondents at a place is commonly assumed to have influence on residents' perceptions on project development

and benefits. There is a notion that people with short length of stay at a particular place tend to have little or less knowledge about the area and as such may not have in-depth information on developments and benefits of heritage assets in the area.

Table 7 shows the distribution of length of continuous stay of respondents in Cape Coast. A high percentage of the respondents (87.8%) have continuously stayed in Cape Coast for 6 years and above. Those who have continuously stayed from 3 – 5 years is 3.6 per cent while those with less than 3 years in Cape Coast is 8.6 per cent. Table 7 presents the distribution of length of stay of respondents in the study area.

Table 7: Length of stay

| Length of stay | Frequency | Percent |
|-------------------|-----------|---------|
| Less than 3 years | 12 | 8.6 |
| 3 – 5 years | 5 | 3.6 |
| 6 years and above | 123 | 87.8 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

Heritage Assets in Cape Coast

This section highlights the nature and types of heritage assets found in Cape Coast. Heritage assets are integral part of tourism attraction base of most destinations. It attracts both domestic and international visitors to where they are located. Traditionally, undertaking an inventory of resources of an area is fundamental to tourism development. In the words of Gartner (1996), making of inventory of all existing and potential attractions is the first step to identifying tourism attractions in an area. Inventory as an activity brings to

light the nature and state of historical resources. According to Zimmerman (1951); resources are not, they become; they are not static but expand and contract in response to human action. The identified heritage assets are potential tourism attraction in the Cape Coast Metropolitan area.

Some of these assets are unique and could be described as ideographic (Lew, 1987) because some of the sites are individually identified by name and usually associated with Cape Coast alone.

Nature of heritage assets in Cape Coast

Cape Coast is a museum piece where a number of heritage resources abound. Some of these heritage resources are part of the tourism attraction base of the area. The study identified seventy four (74) heritage resources in Cape Coast (see Appendix 3).

Heritage resources in Cape Coast are made up of homes, open spaces for durbar and games, shrines, educational centres and other historic relics that are important and worthy of conserving. These assets provide a wide range of choices to meet the needs of different socioeconomic groups with different interests and different lifestyles.

Heritage assets in Cape Coast are mostly concentrated around the Cape Coast Castle and along the sea with very few assets located away from the sea and the Castle. Thus heritage assets in Cape Coast decay from the Castle to the Peri-urban. Figure 6 presents the locations of the identified assets in Cape Coast. These heritage assets are the pre-independence heritage assets in the Cape Coast Metropolitan area.

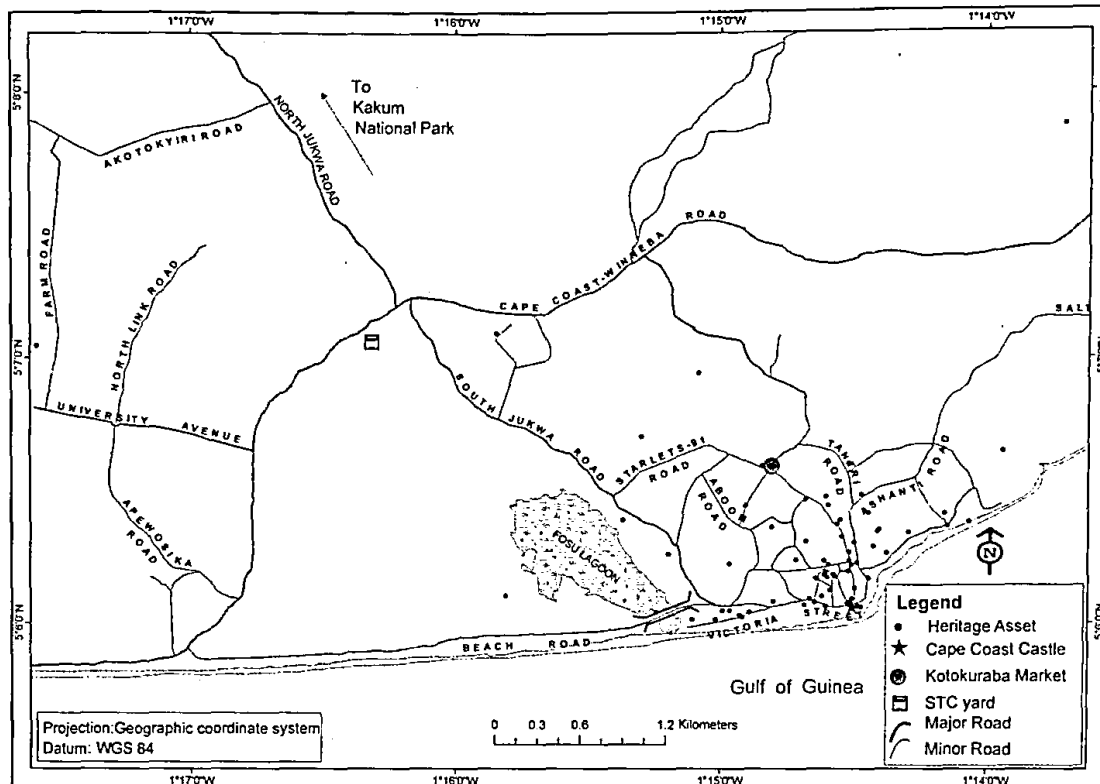


Figure 6: Identified heritage assets in Cape Coast

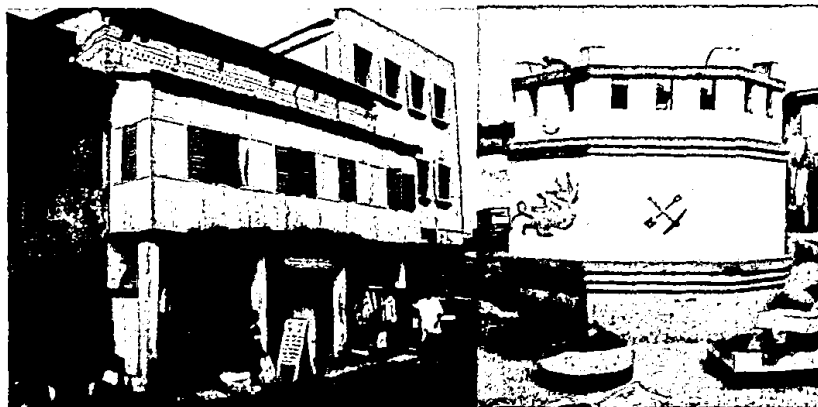
Source: Fieldwork, 2007

The present distribution of heritage resources in Cape Coast Metropolis may be attributed to its size in the early 1900s and the loss of assets in these areas due to growth and expansion of the town. Areas around the Castle are referred to as the historic core of Cape Coast because the town grew from the Cape Coast Castle. Though, most of the elements of the old settlement of Cape Coast are no more in existence Hyland (1995) found out that there were a number of important assets ranging from brick and stone houses by the Europeans, mulatto merchants as well as the locals.

Heritage assets in Cape Coast are of distinct architectural designs compared with the modern structures found in the metropolis. Most of the old or heritage buildings have some resemblance with the Castle. The structures and the designs on the buildings are peculiar to those buildings. Some of these

buildings include Architectural buildings along the Jackson Street, Mensah Sarbah's house, Chief Kweku Arhin's house, William Grant house and others. The shrines are associated with the Asafo Companies. Each Asafo Company has its own design as an emblem and these emblems are embossed on each shrine for easy identification of one's group or Asafo. Plate 1 is a typical nature of some heritage assets in Cape Coast.

Materials used in building the structures of these heritage assets range from wood through mud bricks to blocks. Some assets in which swish and mud were used in building have disappeared. Corrugated roofing sheets were used in roofing the buildings.



Architectural design

Emblem of an Asafo Company

Plate 1: Architectural design on some assets in Cape Coast

Source: Fieldwork, 2007

Classification of heritage assets in Cape Coast

One of the useful ways of organizing resources of an area is to classify them by some criteria. Among the researchers who have attempted to classify historical resources are Godfrey and Clarke (2000); Prentice (1993); Smith (1989) and Swarbrooke (1995). As part of the study, heritage assets in Cape

Coast were classified. The criteria used were based on nature of the asset and ownership.

Following Prentice's (1993), classification, heritage resources in Cape Coast were classified into seven categories (Table 8). Prentice classification was favoured because literature suggests that it is the most comprehensive classifications of heritage resources (see Page, Brunt and Connell, 2001).

The types of heritage resources found in Cape Coast are presented in Table 8. The categories include socio-cultural resources, resources associated with historic persons, pleasure garden, education, religious resources, military resources and other resources.

Socio-cultural resources are heritage resources that involve a combination of social and cultural factors. They include prehistoric and historic sites such as domestic houses.

Specific examples are Heritage house, Chapel Square and Court complex. Socio-cultural heritage assets constitute 33.8 per cent of the heritage resources in Cape Coast.

Resources associated with historic persons are resources associated with important local personalities who have contributed positively in the community or the nation as a whole. Resources of this nature are either built by or named after a historic person. Examples of such resources are Palm house, Mensah Sarbah house and Kwesi Plange house. Resources associated with historic persons cover 20.3 per cent as shown in Table 8.

Pleasure Gardens are gardens reserved purposely for pleasure and entertainment. It includes periodic gardens. In Cape Coast, Ato Austin garden

belongs to this composition. This type of resource constitutes 1.4 per cent of heritage resources in Cape Coast.

Table 8: Classification of heritage assets by nature

| Type of resource | Specific examples | Frequency | Percentage |
|---------------------|-----------------------------|-----------|------------|
| Socio-cultural | Heritage house, Chapel | | |
| | Square, Old Court Complex | 25 | 33.8 |
| Associated with | Mensah Sarbah house, Kwesi | | |
| Historic persons | Plange house | 15 | 20.3 |
| Religious resources | Cathedrals, Asafo Companies | 14 | 18.8 |
| Education | Mfantsipim School, Philip | | |
| | Quaque Girls | 9 | 12.1 |
| Military resources | Castle, Forts, War memorial | | |
| | London Bridge | 5 | 6.8 |
| Other resources | London Bridge, European | | |
| | Cemetery | 5 | 6.8 |
| Pleasure garden | Ato Austin garden | 1 | 1.4 |
| Total | | 74 | 100.0 |

Source: Fieldwork, 2007

Educational Resources are elements that are associated with imparting and or acquisition of knowledge. Heritage assets that belong to this class include schools, educational centre, libraries and training centres. Resources that are classified as educational resources cover 12.1 per cent of the assets (Table 8). Cape Coast is considered as the heart of education in Ghana. Most of the educational centres in the country started from Cape Coast. A number of assets that belong to this category include University of Cape Coast,

Mfantshipim Secondary School, Philip Quaquo Boys and Girls Schools and Kwesi Plange Library.

Religious resources include cathedrals, churches and shrines. They constitute 18.8 per cent of the total heritage assets in Cape Coast. Specific examples under this category are The Methodist Cathedral, Asafo Companies and Nana Bakam.

Military related resources are involved in defending and protecting the communities, people and individuals and are important to the community are classified under military related resources. Such resources include the Castles, Forts and military museums or symbols. This category of resources covers 6.8 per cent of the total heritage assets in Cape Coast. Specific examples in Cape Coast are Cape Coast Castle, Fort William and War Memorial.

Other resources are resources that may not be explicitly classified into the other categories are classified under other resources. They include resources such as stadium, stations and any other heritage asset. Other resources cover 6.8 per cent of heritage resources in Cape Coast.

A map showing classification of assets by nature has been presented in Figure 7.

Closely related to classification of heritage resources in Cape Coast is ownership of these assets. According to Mill and Morrison (1992), the form of ownership of attraction has great implications for tourism. With specific reference to Cape Coast, four main ownership types can be identified. These are family, community, institution and government. Table 9 presents a distribution of ownership of heritage assets in Cape Coast.

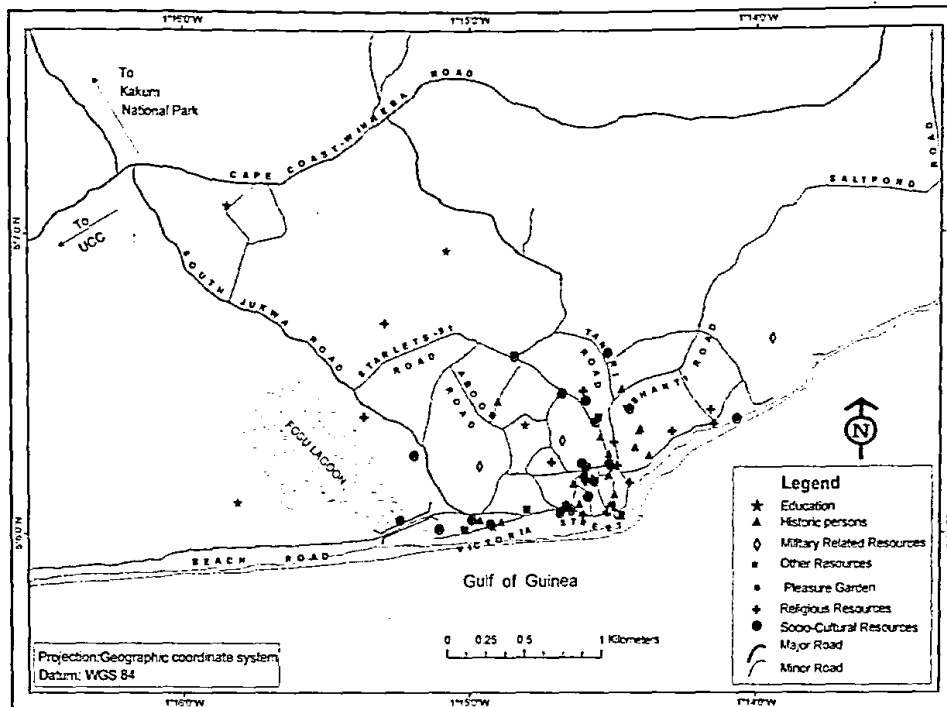


Figure 7: A Map of nature of heritage assets in Cape Coast

Source: Fieldwork, 2007

Family owned assets refer to assets owned by a group of people affiliated by consanguinity, affinity and co-residence. Family owned heritage assets covered 28.4 per cent and consist of assets such as William Grant house and Mensah Sarbah house.

Community owned assets refer to assets that are commonly owned by the whole community and an individual person cannot claim ownership of them. The community owned a greater proportion of the heritage assets (36.5%) in Cape Coast. Community refers to a group of any size whose members reside in a specific locality and have a historical heritage (Dei, 2000). Specific examples of heritage resources owned by the community include Town Hall, Asafo Company and Gothic House.

Table 9: Ownership of heritage assets in Cape Coast

| Type of Ownership | Specific Examples | Frequency | Percentage |
|-------------------|--|-----------|------------|
| Family | William Grant House, Mensah Sarbah House, | 21 | 28.4 |
| | Chief Kweku Arhin House | | |
| Community | Town Hall, Asafo Company, Gothic House | 27 | 36.5 |
| | Anglican Cathedral, | | |
| Institution | Methodist Cathedral, Catholic Cathedral | 11 | 14.9 |
| | Cape Coast Castle, Heritage | | |
| Government | House, Fort William | 15 | 20.3 |
| | | | |
| Total | | 74 | 100.0 |

Source: Fieldwork, 2007

Ownership by institutions had the minimum number of assets (14.9%) in the study area. Some of the assets owned by institutions include: Methodist and Catholic Cathedrals. Government owned assets constitute 20.3 per cent. One implication of this distribution is the social representation. Following the social representation perspective, it can be argued that, where residents have the impression that tourism is in the hands of outsiders, more negative attitudes will follow.

Ownership of heritage assets in Cape Coast brings to light some of the key stakeholders that may be of interest whenever there is the need for further development or usage of heritage assets. Figure 8 presents a map of ownership of heritage assets in Cape Coast

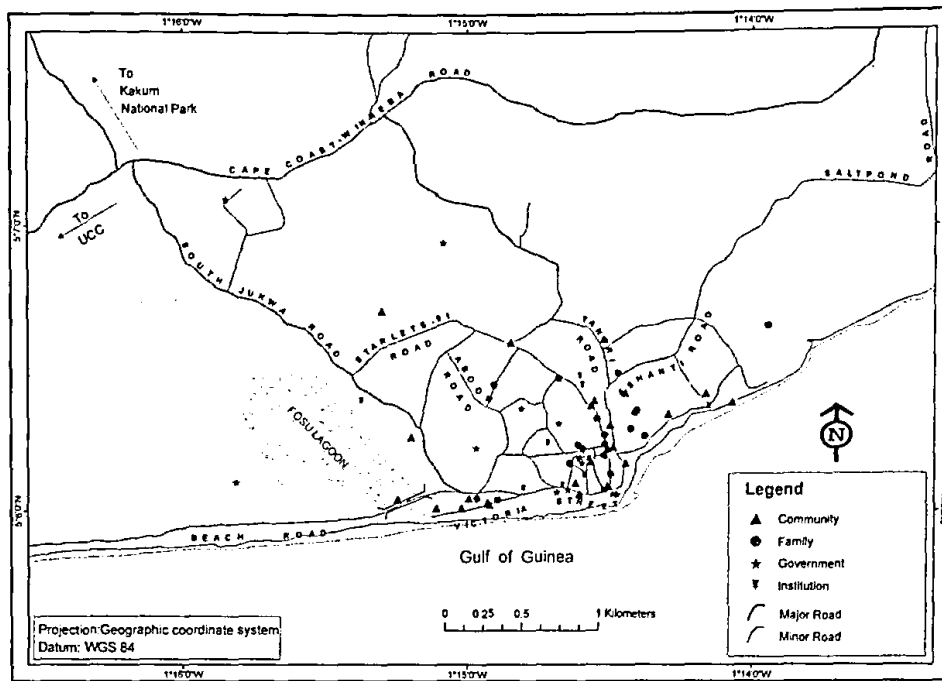


Figure 8: A Map of ownership of heritage assets in Cape Coast

Source: Fieldwork, 2007

Benefits Residents Associate with Heritage Assets in Cape Coast

Value as a concept suggests usefulness and benefits. The value people attach to heritage resources provides an insight into the socio-cultural aspects of heritage conservation. Value of heritage resources refers to the qualities and characteristics (actual and potential) of that resource in the community or an area. Heritage resources are known to play an instrumental, symbolic and other functional role in society. This is exhibited in the cultural, historical, economic and political benefits derived from heritage assets. Tangible heritage assets provide pictorial memories of the past; they help us to learn about the little-known aspect of the history, culture and people that are not well represented in history books. By this, heritage resource becomes an important asset not to the residents only but also the general public.

Heritage is considered as a multivalent asset with a lot of values, looking at it from the perspective of the assessor. Mason (2002) comments that heritage benefits are by nature varied and no single discipline or method yields a full or sufficient assessment of heritage benefits. In this way, a single asset can have a multiplicity of values. Due to this, a more encompassing assessment of heritage values and integration of these different values will lead to a better and more conservation planning and management.

In line with the cultural significance/value assessment model (see Figure 3) the benefits residents associated with heritage assets in Cape Coast were assessed. The model suggests that heritage assets may have diverse benefits some of which overlap or compete. Thus, a heritage asset may have more than one value because value of asset changes over time and may be changed by factors such as social force, cultural trends and economic opportunities. For the purpose of the study, benefits of heritage assets were measured based on the cultural, historical, economic and political values the people attached to survival resources in the Cape Coast Metropolitan area. A five point likert scale questions were used to assess these benefits and the following values were assigned to their responses: 1 as 'Strongly Agree', 2 as 'Agree', 3 as 'Neither Agree nor Disagree', 4 as 'Disagree' and 5 as 'Strongly Disagree'.

Cultural related benefits associated with heritage assets in Cape Coast were the creation of cultural awareness, provision of opportunity for greater understanding of culture and provision of intrinsic value. Table 10 shows that the majority of the residents (92.1%) agree that heritage assets found in Cape Coast have cultural benefits. The mean rating of respondents suggest that they

agree that heritage resource are an important aspect of culture (1.63), they create cultural awareness (1.73), opportunity for greater understanding of culture (1.83), serves as means of communication among people (1.90) and provision of intrinsic value (1.97).

Also historical related benefits residents attached to heritage assets in Cape Coast were that heritage shows the glories of the past, inform residents of their roots, provision of unwritten information, heritage as history in themselves, serving as a link between the past and the present and are of architectural importance. It is evident from Table 10 that most of the residents (94.3%) agree that heritage assets in Cape Coast have historical benefits. The mean rating of respondents depicts that heritage resources show the glories of the past (0.50), inform residents of their root (1.62), provision of unwritten information (1.74), heritage resources as history in themselves (1.65), serving as a link between the past and the present (1.69) and architectural importance of heritage resources(1.95).

Table 10: Perceived benefits from heritage assets in Cape Coast

| Statement | N | Percentage in Agreement | Mean Score | Std Error |
|--|-----|-------------------------|------------|-----------|
| • Cultural benefits | | | | |
| Important aspect of our culture | 140 | 92.1 | 1.63 | 0.0566 |
| Creates cultural awareness | 140 | 91.4 | 1.73 | 0.0532 |
| Opportunity for understanding of culture | 140 | 86.4 | 1.82 | 0.0651 |
| Communicate among people | 140 | 87.1 | 1.90 | 0.0598 |
| Provide intrinsic value | 140 | 82.1 | 1.97 | 0.0664 |
| Average score | 140 | 92.1 | 1.79 | 0.0480 |

Table 10 continued

| | | | | |
|---------------------------------|-----|-------|------|--------|
| • Historical benefits | | | | |
| Shows the glories of the past | 140 | 92.1 | 0.50 | 0.0620 |
| Inform us of our root | 140 | 92.9 | 1.62 | 0.0659 |
| Provide unwritten information | 140 | 86.4 | 1.74 | 0.0726 |
| History in themselves | 140 | 92.9 | 1.65 | 0.0664 |
| Shows link from past to present | 140 | 92.9 | 1.69 | 0.0656 |
| Architectural importance | 140 | 80.7 | 1.95 | 0.0747 |
| Average score | 140 | 94.3 | 1.71 | 0.0593 |
| • Economic benefits | | | | |
| Increase income | 140 | 72.9 | 2.07 | 0.0993 |
| Provide employment | 140 | 74.3 | 2.10 | 0.0952 |
| Open new businesses | 140 | 62.9 | 2.32 | 0.0985 |
| Bring additional income | 140 | 66.4 | 2.27 | 0.0982 |
| Diversify local economy | 140 | 61.4 | 2.42 | 0.0867 |
| Increase government revenue | 140 | 66.4 | 2.22 | 0.0940 |
| Average score | 140 | 66.4 | 2.24 | 0.0883 |
| • Political benefits | | | | |
| Symbol for community members | 140 | 71.4 | 2.17 | 0.0711 |
| Provide national identity | 140 | 73.6 | 2.17 | 0.0624 |
| Strengthen bilateral relation | 140 | 72.9 | 2.19 | 0.0632 |
| Make the nation popular | 140 | 85.0 | 1.78 | 0.0639 |
| Average score | 140 | 78.6 | 2.15 | 0.0539 |
| Overall mean score | 140 | 83.47 | 1.21 | 0.0435 |

Source: Fieldwork, 2007

In order to ascertain the economic related benefits residents associated with heritage resources found in Cape Coast, respondents were asked to indicate their agreement or disagreement on certain items. Economic related benefits assessed in Cape Coast were: increase in income, provision of employment, opportunity to open new businesses, bringing in additional income, heritage business serving as a form of diversification of the economy and increase government revenue. As shown in Table 10, average number of residents (66.4%) agree that heritage assets have economic benefits. The mean rating of respondents shows that heritage assets bring increase in income (2.07), provision of employment (2.10), opportunity to open new businesses (2.32), bringing in additional income (2.27), serving as a form of diversification of the economy (2.42) and increase in government revenue (2.22).

Although this result generally shows that residents agree to economic benefits of heritage assets in Cape Coast, their level of agreement is uncertain in terms of agreeing to economic benefits of heritage assets in Cape Coast. This is in line with what Gartner (1996) assumes that community residents do not often understand the economic benefits derived from tourism, especially, if they are not at the receiving end of the tourist expenditure. This finding is contrary to the observations made by Jurowski, Uysal and Williams (1997) and Tosun (2000) that locals often view economic impacts as being positive. This result could be due to the fact that, for most of the economic related benefits items, most residents in Cape Coast do not have a feel of it and that they cannot attest to those benefits. However, according to US/ICOMOS

(2000), economic benefit is one of the most powerful ways in which society identifies, assesses and decides on the relative benefit of heritage assets.

Also, political related benefits associated with heritage assets in Cape Coast were heritage serving as a symbol for community members, provision of national identity, strengthening of bilateral relation and heritage assets making the nation popular. On the average, residents agree to political benefits of heritage assets (2.15) with 78.6 per cent in agreement to political benefits of heritage assets in Cape Coast. The mean rating of respondents shows that heritage assets serve as a symbol for community members (2.17), provision of national identity (2.17), strengthening of bilateral relation (2.19) and making the nation popular (1.78).

An assessment of the overall benefits residents associate with heritage assets in Cape Coast shows that 83.47 per cent are in support of heritage benefits with a mean score of 1.21.

Perceived benefits by socio-demographic characteristics of respondents

There is a popular notion that benefit of heritage asset is influenced by socio-demographic characteristics of respondents. Benefits that people associate with heritage assets vary with their socio-demographic characteristics. As noted by Apostolakis and Jaffry (2005), differences exist in patterns of different segment of the population in terms of their socio-demographic characteristics and benefits derived from resources.

As a result, the effects of the independent variables such as sex, age, marital status, educational level, religion and length of stay on the dependent variable benefits of heritage asset were examined. In examining the perceived benefits by socio-demographic characteristics of respondents, t-test statistic

was used for variables with only two categories (sex) and One Way Analysis of Variance (ANOVA) was also used on variables with more than two categories. The significance level for the analyses was set at 0.05.

Table 11 presents cultural benefits by socio-demographic characteristics of respondents. It was noted that no significant difference existed in variables such as sex, age, marital status, religion, level of education and length of stay on cultural benefits of heritage assets in Cape Coast. On the average, all the respondents agreed to cultural benefits of heritage assets, independent of the categories in the socio-demographic characteristics of respondents.

Table 11: Cultural benefits by socio-demographic characteristics of respondents

| Characteristic | N | Mean | Test Statistic | T/F Value | P-Value |
|------------------------------|-----|------|-------------------|--------------|---------|
| Sex | | | | | |
| Male | 104 | 1.77 | T-Test | -0.571 | 0.569 |
| Female | 36 | 1.83 | | | |
| Age | | | | | |
| Less than 30 | 24 | 1.66 | | | |
| 30 – 49 | 59 | 1.71 | ANOVA | 2.918 | 0.057 |
| 50 and above | 57 | 1.92 | | | |
| Marital Status | | | | | |
| Never married | 28 | 1.67 | | | |
| Ever married | 112 | 1.82 | T-Test | -1.190 | 0.236 |
| Religious Affiliation | | | | | |

Table 11 continued

| | | | | | |
|--------------------|-----|------|-------|-------|-------|
| Catholic | 32 | 1.84 | | | |
| Protestant | 46 | 1.67 | | | |
| Pentecostal | 50 | 1.90 | ANOVA | 1.56 | 0.201 |
| Others | 12 | 1.66 | | | |
| Length of stay | | | | | |
| Less than 3 years | 12 | 1.91 | | | |
| 3 – 5 years | 4 | 2.00 | ANOVA | 0.692 | 0.502 |
| 6 years and above | 123 | 1.77 | | | |
| Level of education | | | | | |
| Primary | 29 | 1.82 | | | |
| Middle/JSS | 57 | 1.82 | ANOVA | 0.366 | 0.694 |
| SSS and above | 54 | 1.74 | | | |

*Significant at 0.05

Source: Fieldwork, 2007

Another benefit of heritage assets that were assessed in Cape Coast was economic benefits. It was noted that a significant difference existed with regard to sex, age, marital status and level of education. There is no significant difference in economic benefit with respect to religion and length of stay.

The males agree (2.09) to economic benefits of heritage assets while the female neither agree nor disagree (2.66) to economic benefits of heritage assets. The significant difference in sex with respect to economic benefits of heritage may be attributed to the fact that males are the recipient of most of the incomes generated from rent on heritage assets.

Table 12: Economic benefits by socio-demographic characteristics of respondents

| Characteristic | N | Mean | Test Statistic | T/F Value | P-Value |
|------------------------------|-----|------|-------------------|--------------|---------|
| Sex | | | | | |
| Male | 104 | 2.09 | T test | -2.898 | *0.004 |
| Female | 36 | 2.66 | | | |
| Age | | | | | |
| Less than 30 | 24 | 1.75 | | | |
| 30 – 49 | 59 | 2.32 | ANOVA | 3.362 | *0.038 |
| 50 and above | 57 | 2.36 | | | |
| Marital Status | | | | | |
| Never married | 28 | 1.67 | | | |
| Ever married | 112 | 2.07 | T-Test | -0.273 | *0.016 |
| Religious Affiliation | | | | | |
| Catholic | 32 | 1.96 | | | |
| Protestant | 46 | 2.28 | | | |
| Pentecostal | 50 | 2.38 | ANOVA | 1.045 | 0.375 |
| Others | 12 | 2.24 | | | |
| Length of stay | | | | | |
| Less than 3 years | 12 | 2.50 | | | |
| 3 – 5 years | 5 | 2.82 | ANOVA | 1.206 | 0.302 |
| 6 years and above | 123 | 2.19 | | | |
| Level of education | | | | | |
| Primary | 29 | 2.93 | | | |

Table 12 continued

| | | | | | |
|---------------|----|------|-------|-------|--------|
| Middle/JSS | 57 | 2.10 | ANOVA | 8.948 | *0.001 |
| SSS and above | 54 | 2.01 | | | |

* = significant at 0.05

Source: Fieldwork, 2007

Age was another variable that was significantly different with regard to economic benefits of heritage. Although, the various age categories agree to economic benefits of heritage assets, those less than 30 years appear to agree more (1.75) than those 30 years and above who are uncertain about their perception (2.36) concerning economic benefits of heritage assets. This could be due to the involvement of a large number of those less than 30 years in tourism related jobs. This job related issue might benefit them economically and for that matter have reason to agree more to economic benefit of heritage.

In addition to the above mentioned variables, level of education was also observed to have significant difference with economic benefit of heritage. Those with Basic education and below on the average were uncertain (2.93) whether heritage assets have economic benefits or not and those with Middle/JSS (2.10) and SSS and above (2.01) on the average agree to economic benefits of heritage assets in Cape Coast. This difference may be attributed to the educational attainment of respondents. Those with high level of education might have learnt something concerning economic benefits of heritage and those with lower level of education lack these information.

In addition to cultural and economic benefits, historical benefit was also examined (Table 13). As evident from Table 13, there was no variable that was statistically significant as far as historical benefit was concerned. On

the average, all the categories of respondents under the socio-demographic characteristics examined agreed to historical benefits of heritage assets in Cape Coast.

Political benefit was investigated to find out whether there were differences in rating with respect to sex, age, marital status, religion, length of stay and level of education. Table 14 presents the result of political benefits by socio-demographic characteristic of respondents. Again, no statistical difference was observed in political benefits of heritage assets in Cape Coast. On the average, all the categories of respondents under the socio-demographic characteristics examined agreed to political benefits of heritage assets in Cape Coast.

Table 13: Historical benefits by socio-demographic characteristics of respondents

| Characteristic | N | Mean | Test Statistic | T/F Value | P-Value |
|-----------------------|-----|------|-------------------|--------------|---------|
| Sex | | | | | |
| Male | 104 | 1.69 | T-Test | -0.628 | 0.531 |
| Female | 36 | 1.77 | | | |
| Age | | | | | |
| Less than 30 | 24 | 1.83 | ANOVA | 0.472 | 0.624 |
| 30 – 49 | 59 | 1.71 | | | |
| 50 and above | 57 | 1.66 | | | |
| Marital Status | | | | | |
| Never married | 28 | 1.92 | T-Test | 1.820 | 0.071 |
| Ever married | 112 | 1.66 | | | |

Table 13 continued

| Religious Affiliation | | | | | |
|-----------------------|-----|------|-------|-------|-------|
| Catholic | 32 | 1.53 | | | |
| Protestant | 46 | 1.65 | | | |
| Pentecostal | 50 | 1.90 | ANOVA | 2.075 | 0.106 |
| Others | 12 | 1.66 | | | |
| Length of stay | | | | | |
| Less than 3 years | 12 | 1.91 | | | |
| 3 – 5 years | 5 | 2.00 | ANOVA | 1.035 | 0.358 |
| 6 years and above | 123 | 1.68 | | | |
| Level of education | | | | | |
| Primary | 29 | 1.68 | | | |
| Middle/JSS | 57 | 1.68 | ANOVA | 0.179 | 0.837 |
| SSS and above | 54 | 1.75 | | | |

* = significant at 0.05

Source: Fieldwork, 2007

Table 14: Political benefits by socio-demographic characteristics of respondents

| Characteristic | N | Mean | Test | T/F | P-Value |
|----------------|-----|------|-----------|--------|---------|
| | | | Statistic | Value | |
| Sex | | | | | |
| Male | 104 | 2.09 | T-Test | -1.655 | 0.105 |
| Female | 36 | 2.33 | | | |
| Age | | | | | |

Table 14 continued

| | | | | | |
|-----------------------|-----|------|--------|--------|-------|
| Less than 30 | 24 | 2.08 | | | |
| 30 – 49 | 59 | 2.10 | ANOVA | 0.931 | 0.397 |
| 50 and above | 57 | 2.24 | | | |
| Marital Status | | | | | |
| Never married | 28 | 2.10 | | | |
| Ever married | 112 | 2.16 | T-Test | -0.462 | 0.644 |
| Religious Affiliation | | | | | |
| Catholic | 32 | 2.03 | | | |
| Protestant | 46 | 2.23 | | | |
| Pentecostal | 50 | 2.24 | ANOVA | 2.025 | 0.113 |
| Others | 12 | 1.83 | | | |
| Length of stay | | | | | |
| Less than 3 years | 12 | 2.41 | | | |
| 3 – 5 years | 5 | 2.40 | ANOVA | 1.555 | 0.215 |
| 6 years and above | 123 | 2.12 | | | |
| Level of education | | | | | |
| Primary | 29 | 2.24 | | | |
| Middle/JSS | 57 | 2.21 | ANOVA | 1.140 | 0.323 |
| SSS and above | 54 | 2.05 | | | |

* = significant at 0.05

Source: Fieldwork, 2007

From the above results on perceived benefits of heritage assets by socio-demographic characteristics of respondents in Cape Coast, it is been observed that there is no significant difference as far as cultural, historical and political benefits are concerned. On the average, respondents agree to these

benefits of heritage assets in Cape Coast. However, there are significant differences in sex, age, marital status and level of education of respondents as far as economic benefits of heritage assets are concerned.

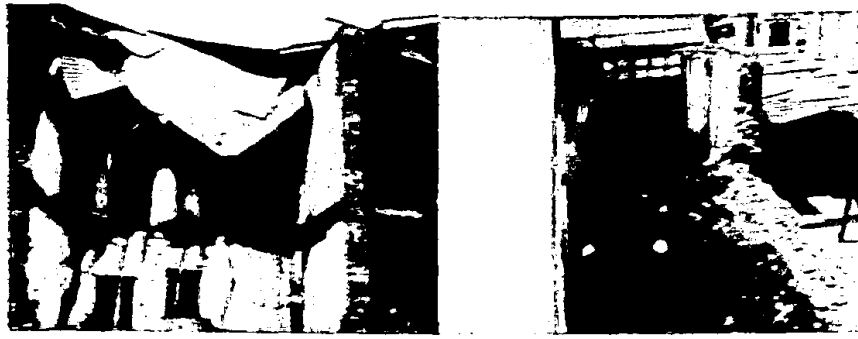
Threats to Heritage Assets in Cape Coast

Threats to heritage assets are important issues as far as heritage management is concerned. Threats that affect heritage assets can lead to deterioration in quality and quantity of heritage assets. It has been noted that heritage resources cannot be substituted in case of loss or major damage to the asset (Riganti and Nijkamp, 2005). This section highlights the nature of threats to heritage assets, threats of asset by ownership and residents opinion on near collapse of assets in Cape Coast.

Nature of Threats to heritage assets in Cape Coast

Issues about threats cannot be eliminated from heritage conservation. Threats may affect heritage assets from the inception of the product and throughout its existence. At the international level, heritage assets are diminishing in number and in quality because they have been affected by a number of factors. Reeds (1999) wrote that the historic structures always melt like snow in the summer sun (cited in Bluestone, 1999).

As noted by Westwood (1989), identification of threats to heritage assets is one of the major steps in preparing heritage resources for the future. In heritage conservation, threats that affect assets include vandalism, pillage, soil erosion, dumping of waste, human (visitor) numbers, development, risk from fire and neglect of asset.



Rev S.R. Nicholas House

Gothic House

Plate 2: Examples of threats to heritage assets in Cape Coast

Source: Fieldwork, 2007

Assets in Cape Coast are not exceptionally different from assets in other parts of the world. They are continuously affected by a number of threats. The ICOMOS Heritage at Risk report (2000) shows some form of threat to assets worldwide, for example the wear-and-tear of some monuments. The 2001 International Day for Monuments and Sites buttressed it with the theme "Save Our historic Villages". All these are indications of increasing threats to assets in the world.

Plate 2 shows some heritage assets in Cape Coast that have been affected by threats and have rendered those assets in a dilapidated state. When threats affect heritage assets, the assets reduce in quality, become less attractive and difficult to make them appealing to visitors.

The threats that affect heritage assets in Cape Coast can be grouped into two different categories: natural threats and anthropogenic threats. Natural threats are threats that are influenced by nature. A natural threat that was observed in Cape Coast was soil erosion. However, anthropogenic threats are threats that are induced by human in their attempt to interact with the environment. This type of threat is usually influenced by human action. These

threats include vandalism, pillage, dumping of waste, development, risk from fire, human numbers and neglect of asset. According to Salafsky and Margoluis (1999), all threats that affect heritage assets encompass both the internal and external direct threats.

Some of the specific threats that affect heritage assets in Cape Coast are vandalism, pillage, soil erosion, dumping of waste, human or visitor number, development, risk from fire and neglect of heritage asset. Table 15 presents details of the threats facing heritage resources in the Cape Coast Metropolitan area as observed by the researcher.

Table 15: Threats to heritage assets in Cape Coast

| Threats | Frequency | Percentage | Rank |
|-------------------------|-----------|------------|------|
| • Natural threat | | | |
| Soil erosion | 35 | 27.3 | 1 |
| • Anthropogenic threats | | | |
| Dumping of waste | 27 | 21.1 | 2 |
| Neglect | 24 | 18.8 | 3 |
| Vandalism | 13 | 10.2 | 4 |
| Development | 10 | 7.8 | 5 |
| Fire risk | 8 | 6.2 | 6 |
| Pillage | 6 | 4.7 | 7 |
| Human (visitor) number | 5 | 3.9 | 8 |
| Total | 128 | 100.0 | |

*N = 74

Source: Fieldwork, 2007

As evident from Table 15, most of the assets identified suffer from negative effects in varying degrees. The threats have been ranked in order of occurrence of a particular threat on the asset, that is, threats that affect most of the heritage assets in Cape Coast.

Soil erosion is the topmost threat to heritage assets in Cape Coast because of its coastal location. It involves erosion due to sea spray, sea erosion and oxidation due to the presence of water on iron. It also involves gully erosion that affects the foundations of most buildings. Soil erosion ranked first with 27.3 per cent, in the threats that affect assets in Cape Coast. Soil erosion has also changed the outlook of some of the assets.

The next threat to assets was dumping of waste around heritage assets. Dumping of waste refers to the indiscriminate disposal of waste in and around heritage assets or sites. This results in the asset being diminished in quality, character or value. This mostly occurs due to bad attitudinal nature of some of the residents in Cape Coast. In India, dumping of waste around heritage assets has partly been attributed to increased tourist flow to heritage sites which leads to deterioration of the asset (Millar, 1989).

Neglect of asset ranked third in the specific threats to assets in Cape Coast. With reference to the type of asset, cultural heritage assets are more neglected compared with historical heritage assets. Since most of the cultural heritage assets are in the hands of families, maintaining them well becomes difficult. A case in point is when some listed buildings in Cape Coast were neglected after been renovated by the Ghana Heritage and Conservation Trust.

Vandalism ranked fourth in the threats to heritage assets in Cape Coast. It refers to defacement or destruction of asset. It is seen as a threat because it

usually occurs to assets in Cape Coast when people intentionally cause destruction to heritage asset; some also search for gold in or around assets and others write on some of the assets. Vandalism in Cape Coast also includes dropping of pieces of litter in and around assets, graffiti, dumping of refuse and smashing of part of assets. These actors do not follow the code of conduct for tourists because these assets should be conserved for future generations and for tourism development.

On risk from fire, it was observed that some heritage assets are still using the old wires used when the assets were constructed. There are also some non residential assets which have been wired and there is still power in the wires and these can cause fire outbreaks. Other risks from fire could be attributed to misuse of fire in the asset, misapplication of electrical gadgets or appliances, the use of candles and negligence on the part of inhabitants. It should be remembered that fire can occur at any given time. It was based on risk of fire that the Nkum-Bentsir area was laid out on spacious new lines as a precaution against outbreak of fire (Hyland, 1995).

The threat that was ranked eighth is human or visitor number. This refers to large numbers of visitors to a particular site or living in an asset. This manifests itself in bad sanitation in and around heritage assets, overcrowding, and defecating around assets due to the number of people living in and or using the assets. This leads to wear and tear of the asset and the eventual deterioration of the asset. Some assets are even sinking and are not in good state. Plate 3 shows examples of assets affected by rapid deterioration. This study is consistent with that of Rghei and Nelson (1994) where deterioration of walled heritage sites was observed.



Gothic House

Prince Owusu Ansah House

Plate 3: Incidence of deterioration of heritage assets

Threats by Ownership of heritage assets

One useful way to assess threats to heritage assets is to assess them by the ownership of heritage assets. Particular type of ownership of heritage assets might be affected by particular threats. Table 16 shows classification of heritage assets by ownership and associated threats that affect them.

From Table 16, all the threats to heritage assets in Cape Coast affect all the types of ownership of heritage assets. However, heritage assets owned by the community are the most affected followed by the family owned assets. These types of ownership are the ones with large numbers of assets in Cape Coast. This result presupposes that heritage assets owned by the community and the family are at high risk of disappearing if nothing is done to check the threats that affect the assets.

Concerning assets owned by institutions and the government, few of the assets within these ownerships are affected by threat in Cape Coast. This could mean that, care is being taken on assets belonging to institutions or the government.

Table 16: Ownership of asset by threats in Cape Coast

| Ownership type | Vandalism | Pillage | Erosion | Deterioration | Human Number | Development | Fire | Neglect |
|----------------|-----------|---------|---------|---------------|--------------|-------------|------|---------|
| Family | 6 | 4 | 11 | 10 | 5 | 3 | 5 | 7 |
| Community | 5 | 2 | 15 | 14 | 0 | 5 | 3 | 11 |
| Institution | 1 | 0 | 7 | 1 | 0 | 2 | 0 | 3 |
| Government | 1 | 0 | 2 | 2 | 0 | 0 | 0 | 3 |
| Total | 13 | 6 | 35 | 27 | 5 | 10 | 8 | 24 |

Source: Fieldwork, 2007

An implication of the distribution in Table 16 is that it would direct developers and conservationists of the category of owners of assets to target when there is the need to address threats to heritage assets in Cape Coast.

Residents opinion on the near collapse of assets in Cape Coast

Heritage assets in Cape Coast are in varied forms and are located at different places. There are some heritage assets that are at risk of disappearing because they have been neglected or lack maintenance. The survival of the assets depends largely on the care that is given to the asset. Since the assets are located at different places, different threats affect them and also they fall under different ownerships. These contribute in part or whole towards the survival of the asset. As a result, some of the assets have been neglected while others have been poorly maintained and are deteriorating at a faster rate.

To conserve the historic core of Cape Coast, the threats that affect these heritage assets need to be considered. From the field observation, heritage assets that have suffered neglect and lack of maintenance in the area include Mensah Sarbah house at Amissah Akyir, Rev. S. R. N. Nicholas house on the Ashanti road, Fort Victoria, Asafo Company No. 6, Gothic house, European cemetery, Prince Owusu Ansah house and others. Table 17 presents the distribution of respondents' views on action to be taken on deteriorating assets in Cape Coast.

Table 17: Action to be taken on deteriorating assets

| Action | Frequency | Percentage |
|------------------|-----------|------------|
| Maintain | 84 | 60.0 |
| Put to other use | 54 | 38.6 |
| Destroy | 2 | 1.4 |
| Total | 140 | 100.0 |

Source: Fieldwork, 2007

Even though, some of these assets are at risk of disappearing, over half of the respondents (60.0%) said the asset should be maintained and 38.6% said the asset should be put to other use. Only 1.4% of the respondents said the assets should be destroyed and these respondents were from those living around Rev S. R. N. Nicholas house.

Based on the nature of the asset, respondents see it as a threat to the life of those living around it and even during the process of the identification, it was realised that a notice had been placed on it to be demolished as shown in Plate 4.

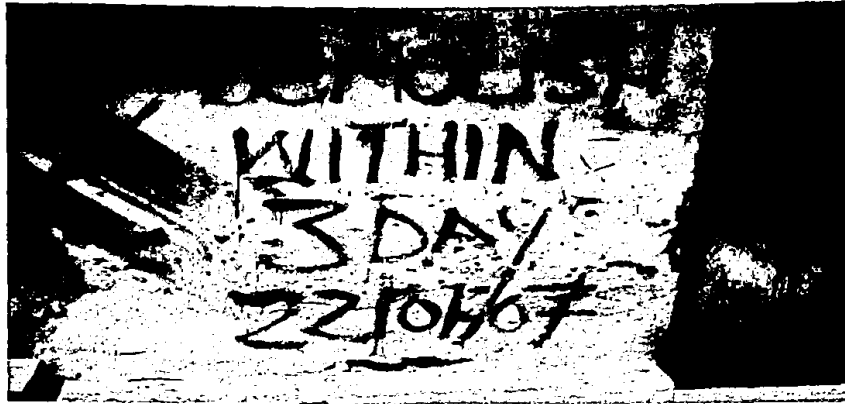


Plate 4: Rev. S. R. N. Nicholas house to be demolished

Source: Fieldwork, 2007

Proponents of heritage assets being maintained and assets put to other use are of the view that the nature of the asset could be improved or renovated, they could be used to generate income and because of the history associated with the assets. This is in line with an inscription in the Cape Coast Castle which states that:

"Buildings need to be maintained, and buildings that have been neglected for many years can be brought back to life with sensitive and thoughtful conservation. Old buildings can continue to serve the Community through a wide spectrum of functions – creating and preserving a historic environment that is part of our common heritage will never be lost to future generations."

Users of heritage assets in Cape Coast

Heritage assets are used by different people and for different purposes. In the same way heritage assets in Cape Coast are used by different categories of people. The degree in which these assets are used vary based on visits and utilization of the asset. Table 18 presents the categories of user group of heritage assets in Cape Coast.

Table 18: Users of heritage assets in Cape Coast

| User | Frequency | Percentage |
|-------------------------------------|-----------|------------|
| People living in heritage buildings | 97 | 28.8 |
| Community | 85 | 25.2 |
| Tourists | 64 | 19.0 |
| Students | 54 | 16.0 |
| Organisations | 37 | 11.0 |

Source: Fieldwork, 2007

The survey result indicates that heritage resources in Cape Coast are patronized by five main entities. These entities are the tourist, community as a whole, people living in heritage buildings, organisations and students. As evident from Table 18, heritage assets in Cape Coast are mostly used by the people, living in heritage buildings. In both cultural and historical heritage assets, it is evident that people living in heritage buildings use the assets most (28.8%). This result confirms what McKercher (2001) noted that residents often share heritage resources with tourists and sometimes may be primary users of the resources.

The second group of people considered by the respondents to be users of the assets is the community (25.2%). The community as a whole uses the heritage assets for most of their functions such as festivals, durbars and also all the Asafo Companies are there in the interest of the community. Other categories of people that use heritage assets in Cape Coast are tourists which constitute 19 per cent, students as users cover 16 per cent and organisations constituted 11 per cent.

Possible utilization of assets in Cape Coast

Most heritage assets are not purposely built for tourism but they can be incorporated into the tourism attraction base in an area. Resources are subjective, relative and functional (Zimmerman, 1951) and as such some heritage assets in Cape Coast can be used for other purposes such as tourism, educational and cultural purposes. These purposes of assets add to the value of assets in Cape Coast. According to Hall and Jenkins (1995), heritage assets with collective values provide foundation for the policy arena in the tourism policy making. Table 19 presents a distribution of possible utilization of heritage assets in Cape Coast.

Table 19: Possible Utilization of heritage assets in Cape Coast (Percent)

| Possible Utilization | Cultural heritage | | Historical heritage | |
|----------------------|-------------------|----------|---------------------|----------|
| | Agree | Disagree | Agree | Disagree |
| Hotel | 26.5 | 73.5 | 41.0 | 59.0 |
| Guesthouse | 40.6 | 59.0 | 49.2 | 50.8 |
| Restaurant | 22.4 | 77.6 | 41.7 | 58.3 |
| Bar | 20.6 | 79.4 | 25.4 | 74.6 |
| Flat | 19.4 | 80.6 | 18.3 | 81.7 |
| Museum | 72.1 | 27.9 | 83.6 | 16.4 |
| Shop | 39.4 | 60.6 | 39.0 | 61.0 |
| Craft workshop | 48.5 | 51.5 | 66.1 | 33.9 |
| Artist studios | 50.7 | 49.3 | 56.7 | 43.3 |
| Exhibition | 71.6 | 28.4 | 81.7 | 18.3 |
| Indoor sports | 26.1 | 73.9 | 24.1 | 75.9 |
| Stores or Offices | 36.8 | 63.2 | 38.6 | 61.4 |

Source: Fieldwork, 2007

Table 19 shows that respondents would allow the assets to be used for museum, guesthouse, craft workshop, artist studios and exhibitions. For restaurant and hotel, percentages of agreement were over 40 per cent for historical assets because most of the assets that fall under the historical assets are houses built by important people in Cape Coast.

On the other hand, the Posuban shrines and other assets that are under cultural heritage asset cannot be used for such purposes and that they scored lower percentages under these uses.

Strengths and Weaknesses of Heritage Assets in Cape Coast

In the tourism planning process, Fridgen (1996) suggests that the strengths and weaknesses of the identified heritage assets in the community should be made known. This will help to identify current tourism opportunities in the community. Heritage assets in Cape Coast are of different types and can be grouped into different categories. These groupings serve in diverse ways to attract different types of tourists and stakeholders interested in heritage assets. Quality of heritage assets in Cape Coast is worthy to be mentioned. Some of the assets have been maintained and are in good condition that could be used for tourism purposes. Gartner (1996) noticed that product quality determines value and since most assets are of good quality, it is hoped that their values would be high in tourism. Also, the assets are located at strategic places that make them accessible to visitors. Places in and around the heritage assets that may need development either infrastructure or superstructure could be done to add value to the assets.

Most of the assets are unique and of a single kind in themselves. This increases their ability to draw visitors to the site. In panning for tourism,

replicating what exists in the market or in other destination does not add anything new to the tourist. The most important thing is to present a unique attraction, and Cape Coast has these assets which need to be packaged and present to the public.

Nevertheless, the quantum of heritage assets in Cape Coast has reduced. Most of the assets are affected by threats and these have led to deterioration of some of the assets. Table 15 shows evidence of threats to heritage assets by ownership in Cape Coast. Threats serve as major weakness to heritage assets in Cape Coast. Anthropogenic threats are seen as a weakness to heritage assets because they can cause an asset to disappear or collapse.

Summary of chapter

The chapter has provided information on heritage assets in the Cape Coast Metropolitan area. It started with the assessment of the socio-demographic characteristics of respondents. It then looked at the heritage assets that have been identified in Cape Coast as at January, 2007. These assets have been classified into categories based on nature and ownership of the heritage assets. Some of these assets in Cape Coast have been lost entirely and others are at risk of disappearing. Threats that affect heritage assets were assessed and benefits residents associated with heritage assets were also examined. The closing sections of this chapter consist of users of assets, possible utilization and strength and weaknesses of heritage assets in Cape Coast. The next chapter focuses on summary, conclusions and recommendations of the study.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This part of the study reflects on the entire research of heritage assets in Cape Coast. In view of this, a summary of the purpose of the study and major findings have been elaborated. This has been followed by conclusions from the major findings as well as recommendations to help sustain heritage assets in Cape Coast.

The purpose of this study was to make an inventory of heritage assets in Cape Coast and examine the threats that affect these assets. This was to help document the existing heritage assets in Cape Coast to increase the tourism resource base for visitors and plan towards the development of these assets for tourism and cultural purposes.

The study aimed to achieve the following objectives:

- identify heritage assets in Cape Coast,
- identify benefits residents of Cape Coast associate with heritage assets in the Metropolis,
- classify heritage assets in Cape Coast,
- discuss the threats to heritage assets in Cape Coast and
- assess residents' perception about using the heritage assets of the area for tourism, durbar or other functions.

The study has sought to identify relevant heritage assets in Cape Coast as at January, 2007. Heritage asset is part of culture that is preserved to educate, inform and entertain people. It has been found out that assets are an important part of tourism product and that they need to be identified, conserved for posterity and for tourism purposes. The study was guided by the Threat Reduction Assessment model and the Cultural Significance/Value Assessment model. These models outlined the threats and values of heritage assets.

In order to achieve the stated objectives, data relating to heritage assets, benefits of assets, threats to heritage assets and possible utilization of assets were collected from heads of household in or around selected heritage assets from January to July, 2007. Stratified sampling was used to select heritage assets for the survey. Twenty six heritage assets were selected for the survey from which 140 interview schedules were conducted.

Statistical techniques were employed for the analysis of data. Frequencies, percentages and descriptive statistics were employed to examine the nature of the responses of respondents. The analysis of variance (ANOVA) and the t-test were performed to test whether there were significant differences in benefits residents associate with heritage assets and socio-demographic characteristics of respondents. The t-test was used for variables involving two groups while the ANOVA was used for variables involving three or more groups.

Summary of Findings

The main findings of the study may be summarized as heritage assets in Cape Coast, benefits residents associate with the heritage assets, threats to

heritage assets in Cape Coast and possible utilization of those assets in Cape Coast.

From the study, Cape Coast has 74 different heritage assets consisting of both cultural and historical assets. The heritage assets in Cape Coast are either residential where people are living in it or non residential where the asset is preserved for tourism purposes or for cultural purposes. The residential heritage assets are 32.4 per cent and the non-residential heritage assets are 67.6 per cent of the identified heritage assets in the Cape Coast Metropolitan Area. A number of heritage assets identified are clustered around the old settlement of Cape Coast, which is around the Cape Coast Castle and along the sea.

Heritage assets in Cape Coast have been classified into two different types. These are classification based on nature of the heritage asset and classification based on ownership of the heritage asset. Types of nature based heritage assets in Cape Coast include socio-cultural resources, resources associated with historic persons, pleasure garden, education, religious resources, military resources and other resources. A related classification was based on ownership of asset. The types of ownership of heritage asset in Cape Coast are families, communities, institutions and government. These heritage assets have rich historical background which needs to be preserved for future generations.

Heritage assets are valued based on a number of reasons. With specific reference to Cape Coast, heritage assets are valued because of their historical background, spiritual benefits, important personalities associated with the assets and some because of present awareness and importance of assets.

Residents were found to associate heritage resources in Cape Coast with cultural, historical, economic and political benefits and these benefits extend not to residents only but to the nation and international communities as a whole in varying degrees. Cultural benefit was found to be the topmost benefit of assets in the study area.

Heritage assets that were identified in Cape Coast were found to be affected by two main types of threats. These threats are anthropogenic threats such as dumping of waste, vandalism, neglect and natural threats such as soil erosion.

Soil erosion was found to be the topmost threat that affects most heritage assets. Soil erosion in Cape Coast consists of sea spray, sea erosion and oxidation due to the presence of water on iron. The second threat that affected most of the heritage assets was dumping of waste in and around heritage assets in Cape Coast. Some of the assets are located close to the sea and the reaction of the breeze and some of the building materials deteriorate the heritage assets. The threats that affect the heritage assets reduce the quality of the assets and the assets deteriorate at faster rate. In terms of threats such as vandalism and pillage, not much was seen in Cape Coast although these threats exist and affect some assets.

It was also realised that heritage assets can be used for a number of purposes. Apart from the traditional purposes for which the heritage assets in Cape Coast were built or are being used for, respondents were of the view that heritage assets in Cape Coast can also be used for museum, guesthouse, craft workshop, artist studios and exhibitions. Other possible utilization of heritage assets for economic purposes such as hotel, restaurant, bar, flat, shop, indoor

sport and shop/offices which may be applicable elsewhere may not be alternative utilization of assets in Cape Coast.

Conclusions

Cape Coast will continue to be the historic town in Ghana if the assets in it are well conserved for future generations. The study has shown that, as at January - August, 2007, there were 74 different heritage resources in Cape Coast. Heritage assets in Cape Coast are diverse in terms of nature and ownership. The resources have rich historical backgrounds which have been handed down through generations. During the processes of identification of the assets, it was observed that most assets in Cape Coast were clustered around the Cape Coast Castle even though the old settlement of Cape Coast was no more in existence.

Some of the heritage resources in Cape Coast have deteriorated and some have even disappeared. Some of these lost assets include Acquah's hotel, Fort Fredrickburg, J. W. Sey's house on the side of the Anglican Cathedral and others.

Heritage assets are always under threats from all sorts of angles. When these threats are identified early and managed very well, it could safeguard assets from disappearing and the benefits of heritage could be enjoyed for a longer period of time. The study has shown that there are a number of threats that affect heritage assets in Cape Coast. These threats include soil erosion, dumping of waste, fire risk, human number, neglect of asset, development, pillage and vandalism. All these threats affect assets in varying degrees. Soil erosion was identified as the most serious threats that affect most of the assets. Soil erosion ranked first in all the threats that were discussed. Following the

threat of soil erosion are the threats of rapid deterioration and fire risk while vandalism and pillage were the least threats that were identified to affect assets in Cape Coast.

Generally, assets are valued by both residents and non residents of heritage assets in Cape Coast. People visit these assets for tourism, educational, cultural, entertainment and other purposes. This shows that heritage assets in Cape Coast are beneficial and that they are worthy of conservation.

Recommendations

The study has shown that, truly, Cape Coast is one of the historic towns in Ghana. This is manifest in the number of important assets that are located in the town. As a result, the following measures to help sustain the assets in Cape Coast are proposed:

Conservation of assets

Based on the 74 different assets identified in Cape Coast consisting of both cultural and historical assets, there is the need to conserve these assets. Although, some of these assets are not in good condition and some have even disappeared, their sites should be conserved for future generations. Care should be taken not to erase the history of the asset in any way in an attempt to conserve the asset. Since the assets in Cape Coast consist of both residential and non residential and also the ownership are in the hands of stakeholders: the family, community, institution and government, any conservation measures that need to be undertaken should be done in collaboration with all the stakeholders involved in the assets. The Cape Coast Metropolitan

Assembly and the Oguaa Traditional Council should be made aware of the heritage assets and their threats in the area so that measures can be taken to conserve these historic resources.

Management of threats to assets in Cape Coast

There are a number of threats that affect heritage assets in Cape Coast. As these threats have been identified, there is the need to manage them so that the existing assets in Cape Coast would not be lost. It was realised that, soil erosion affect most of the assets in Cape Coast. In view of this, Ghana Heritage and Conservation Trust (GHCT), Cape Coast Metropolitan Assembly and Ghana Museums and Monument Board (GMMB) need to look at how the threats can be reduced. Gutters and drainage systems should be provided at the places where there are needed in the Metropolis and most especially where the assets are located should be improved. Individuals and family members living in or around heritage assets should assist in managing threats to assets in Cape Coast.

Also, some of the assets could be used for other purposes to conserve the assets and to generate income too. Those assets that can be used for other purposes could be identified so that value could be added to them. In doing so, care should be taken to keep faith with the original nature of the asset.

Education

Education is an important issue in heritage conservation. The Ghana Heritage and Conservation Trust (GHCT) and GMMB should be in charge of this education of community members on heritage assets. However, because of limited resources there is the need to educate residents of heritage assets and

those living around heritage assets. The education could cover conservation of available assets in the community, the benefits that the assets generate and can generate, threats that affect these assets and the whys of the conservation of the assets in Cape Coast. If this education is done, it will help in the conservation of the heritage assets in the area.

Recommendations for further research

Ghana Heritage and Conservation Trust (GHCT) and GMMB should employ a strategy of inclusiveness by calling on different disciplines and bringing in the views of residents and non residents in Cape Coast in the planning of heritage conservation.

Heritage values that have been identified are not exhaustive and that a combination of methods from a variety of disciplines should be employed to generate a sufficient assessment of heritage values in the study area. Other benefits such as education (both formal and informal) should be looked at. This will lead to a more conservation planning and management of assets.

The assets that have been identified consist of the tangible historical and cultural assets in Cape Coast. There is the need to find out the other tangible assets such as the natural and archaeological assets as well as the intangible assets such as language and festivals in Cape Coast.

Contribution to knowledge

The study has contributed to knowledge in the following areas:

- The expansion on knowledge base on heritage assets in Cape Coast. It has been realised that apart from studies done by Hyland (1995) and Conservation International and GHCT (2000) on architectural history

of Cape Coast and conservation and tourism development plan for Cape Coast respectively, not much has been done in term of the identification of heritage assets and their threats in Cape Coast. Most of the studies done in this area of study have focused on the UK, the USA and China. As a result, the study has helped to document heritage assets in Cape Coast and their associated threats.

- The study has also been able to build on existing studies done by Salafsky and Margoluis (1999) on threats that affect assets. In the identification of assets, the study combined two different methods used by Inskip (1991) and McIntyre (1993) to arrive at a comprehensive method of identifying heritage assets within an area.
- In terms of concepts guiding threats to assets, the study has made a contribution to the Threat Reduction Assessment (TRA) model developed by Salafsky and Margoluis (1999). The adopted model had a shortfall of the omission of natural threats as a variable that affects assets and should be given recognition in terms of threats to assets.

Contribution to Practice

The study of heritage assets in Cape Coast is essential based on its contribution to societal growth and tourism development. Among the contributions of this research to practice are:

- The provision of baseline data on heritage assets in Cape Coast for tourism development. For tourism to grow well, one of the issues is to increase the attraction base of the destination. The study has therefore

sought to identify and document cultural heritage assets which in effect will attract more of the heritage tourists to Cape Coast.

- The study has also provided scientific data that can be used as a basis for tourism decision making and implementation in Cape Coast. Issues relating threats, benefits and ownership of heritage assets in Cape Coast have been provided in the study.

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Appendix 1: Household Listing Form – 2007

| Area: | | | | Heritage Assets: | | | | | | | | | | | |
|-----------------|--|--|----------------------|------------------|------------------|--|-----------------------|--|-----------------|--|------------------------|--|-------------------|--|--------------|
| Building Number | | | Location of Building | | HHs in Building? | | HH Number in Building | | Name of HH Head | | Number of People in HH | | HH Number in List | | HH Selected? |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| | | | | | Yes... 1 | | | | | | | | | | Yes... 1 |
| | | | | | No.... 2 | | | | | | | | | | No.... 2 |
| INTERVIEWER | | | | | | | | | SUPERVISOR | | | | | | |
| Name..... | | | | | | | | | Name..... | | | | | | |
| Date..... | | | | | | | | | Date..... | | | | | | |

Appendix 2: List of Selected Heritage Assets for the Survey

Acquah's Hotel

Asafo Company No 5

Asafo Company No 4

Chief Kweku Arhin House

Chief Emmanuel Sam Amissah House I

Gothic House

Kobina Sekyi House

Mensah Sarbah House I

Old Cape Coast Settlement/Nkum

Rev. S. R. N. Nicholas House

Philip Quaque Boys

Kwesi Plange House

Oguaa Traditional Area Symbol

Cape Coast Castle

Chapel Square

European Cemetery II

Former Colonial Court

Fort William

Heritage House/Government House

Victoria Park – Jubilee Park

Kofi Hills House

Methodist Cathedral

Mfantsipim School

London Bridge

Original Site, Wesley Girls High School/Mfantsipim School

Swanzy Building

Old Hospital Hill

Appendix 3: List of Heritage Assets in Cape Coast Metropolitan Area

| Area | Name of Heritage Asset |
|---------------|---|
| UCC | University of Cape Coast |
| Bakaano | Fort Victoria |
| Bakaano | European Cemetery I |
| Bakaano | Court Complex |
| Bakaano | Philip Quaque Boys School |
| Bakaano | Mensah Dadzie House |
| Bakaano | Town Hall |
| Bakaano | Site for British Bank of West Africa |
| Bakaano | William Grant's House |
| Bakaano | European Cemetery II |
| Bakaano | Asaase Pa |
| Victoria Park | Original Site : Wesley Girls High School and Mfantsipim |
| Victoria Park | Jubilee Park formerly Victoria Park |
| Victoria Park | Nkum Asafo Company No. 4 |
| Victoria Park | Former A. M.E. Aggrey Memorial Zion Sec. School |
| Victoria Park | Burst of The Queen |
| Victoria Park | Gothic House |
| Chapel Square | Former Colonial Police Station/Kofi Hills |
| Chapel Square | Topps Yard |
| Chapel Square | Chapel Square |
| Chapel Square | Methodist Cathedral |
| Chapel Square | Heritage House/Government House |
| Chapel Square | Ato Austin Memorial Garden/Former Government Garden |
| Chapel Square | Kwesi Plange's Library |
| Anafo | Asafo Company No.5 |
| Anafo | Asafo Company No.2 |
| Anafo | Nana Paprata |
| Anafo | Asafo Company No. 6 |
| Acquiruim | St Nicholas Seminary/Ghana National College |

| | |
|--------------------|--|
| Acquiruim | Bus Park - Nana Mbrah Park |
| Siwdu | Sport Stadium |
| Siwdu | Nana Bakam |
| Amoakofua | Fort Fredrickburg |
| Gegem | Chief Kweku Arhin's House |
| Gegem | Chief Cokers' House |
| Castle | Kobina Sekyi House |
| Castle | Old Cape Coast Settlement/Nkum |
| Castle | George Maclean's Tomb |
| Castle | Philip Quaque's Tomb |
| Castle | Cape Coast Castle |
| Castle | Anglican Cathedral |
| Castle | War Memorial |
| Adisadel | Adisadel College |
| Mfantshipim | Mfantshipim School |
| Aggrey | Aggrey Memorial School |
| Aggrey | Aggrey Bridge |
| National | Ghana National College |
| Zion/Barnes Hills | A.M.E. Zion Church |
| Zion/ Barnes Hills | Old Football Field/Lawn Tennis Pitch |
| Trom/Royal Lane | Catholic Cathedral |
| Trom/Royal Lane | Philip Quaqoo Girls |
| Ntsin | Asafo Company No. 3 |
| Ntsin | Chief Emmanuel Sam Amissah House 1 & 2 |
| Augustine's | St. Augustine's College |
| London Bridge | Oguaa Traditional Area Symbol (The Crab) |
| London Bridge | London Bridge |
| Tantri | Tantri Lorry Station |
| Old Hospital | Old Hospital Hill |
| Municipal | Prince Owusu Ansah House |
| Jackson Street | Swanzy Building |
| Jackson Street | Collection of architectural buildings |
| Kotokoraba | Kotokoraba Market |

| | |
|-------------------|------------------------------|
| Amanful | Asafo Company No. 7 |
| Amanful | Whale Burial Ground |
| Amanful | Trinity Methodist Church |
| Commercial Street | Merchant Buildings |
| Commercial Street | Palm House |
| Commercial Street | Mensah Sarbah's House I |
| Commercial Street | Brempon Kwadwo's House |
| Mercathy Hill | Kwesi Plange's House |
| Amissah Akyir | Mensah Sarbah's house II |
| Ashanti Road | Rev. S. R. S. Nicholas House |
| Coronation | Acquah's Hotel Site |
| Fort William | Fort William |



Appendix 7: Interview Schedule for Respondents

UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY AND TOURISM
CAPE COAST

HERITAGE ASSETS IN CAPE COAST

The purpose of this survey is to collect data on heritage assets in Cape Coast. You are assured of complete anonymity as all information provided would remain confidential to the researcher alone. I would be most grateful if you could please answer the questions as candidly as possible.

Date: Interviewer:

Area: Name of Asset

SECTION A: SOCIO-DEMOGRAPHIC CHARACTERISTICS

Instructions: Please tick (✓) in the appropriate box.

1. Sex of respondent a) Male b) Female

2. Age completed

3. Marital status

a) Single c) Separated

b) Married d) Widowed

4. Number of children

5. Religion

- a) Catholic d) Moslem g) others specify
b) Protestant e) Traditional
c) Other Christian f) No religion

6. Are you a native of Cape Coast?

- a) Yes b) No

7. How long have you continuously stayed in Cape Coast?

Months Years

8. Can you read and write? a) Yes b) No

9. What is the highest level of school completed?

- a) None c) Secondary/Vocational
b) Keranic f) Tertiary
c) Primary g) Dropout
d) Middle JSS

10. Employment status

- a) Employed d) Homemaker
b) Unemployed e) Retired
c) Student f) Don't know

11. If employed please state occupation

.....

12. Approximate income level per month?

- a) Less than c1000000 d) c4000000 - 5900000
b) c1000000 - 1900000 e) c6000000 and above
c) c2000000 - 3900000

5. Religion

- a) Catholic d) Moslem g) others specify _____
b) Protestant e) Traditional _____
c) Other Christian f) No religion

6. Are you a native of Cape Coast?

- a) Yes b) No

7. How long have you continuously stayed in Cape Coast?

Months _____ Years _____

8. Can you read and write? a) Yes b) No

9. What is the highest level of school completed?

- a) None e) Secondary Vocational
b) Koforankor f) Tertiary
c) Primary g) Dropout
d) Middle JSS

10. Employment status

- a) Employed d) Homemaker
b) Unemployed e) Retired
c) Student f) Don't know

11. If employed please state occupation

.....

12. Approximate income level per month?

- a) Less than c1000000 d) c4000000 - 5990000
b) c1000000 - 1990000 e) c6000000 and above
c) c2000000 - 3990000

SECTION B: PHYSICAL CONDITION OF HERITAGE ASSET

Instructions: Please tick the appropriate answers where necessary.

13. Where are you living currently?

- a) In a heritage asset
- b) Outside/Around heritage asset
- c) Works in a heritage asset

14. How long have you stayed in this place?

15. What is the name of this heritage asset?

16. What is the nature of the heritage asset?

- a) Residential
- b) Non-Residential
- c) Don't know

17. If non-residential, what is the heritage used for at the moment?

.....

18. Why was this heritage asset built?

.....

.....

19a. Does the heritage asset belongs to the people/group who built it?

- a) Yes
- b) No

19b. If no, why?

.....

.....

SECTION C: SIGNIFICANCE/VALUE OF HERITAGE ASSET

Instructions: Please tick (✓) the appropriate answers where necessary.

20. Are people aware of the presence of this heritage asset?

- a) Yes
- b) No

21a. Do you approve of the present use of the heritage?

- a) Yes
- b) No

21b. Give reason to your answer

.....
.....

22. Do people come to visit the heritage asset?

- a) Yes b) No

23. Do you want visitors to visit this place?

- a) Yes b) No

24. Does the heritage generate income at the moment?

- a) Yes b) No

25a. Do people value the heritage asset?

- a) Yes b) No

25b. Give reasons

.....
.....

26. Benefits of the heritage

Please indicate the extent of your agreement on the scale where 1 = strongly agree,

2 = agree, 3 = neither agree nor disagree, 4 = disagree and 5 = strongly disagree.

| Benefit | Extent of Agreement | | | | |
|---|---------------------|---|------|---|----|
| | SA | A | NA/D | D | SD |
| Cultural benefits | | | | | |
| Heritage assets are important aspect of our culture | | | | | |
| Heritage assets creates cultural awareness | | | | | |
| Heritage assets provide opportunity for greater | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| understanding of culture | | | | | |
| Heritage assets help to communicate among people of diverse background | | | | | |
| Heritage assets provide intrinsic values | | | | | |
| Historical benefits | | | | | |
| Heritage assets show the glories of the past | | | | | |
| Heritage assets inform us of our root | | | | | |
| Heritage assets provide unwritten information | | | | | |
| Heritage assets are history in themselves | | | | | |
| Heritage show direct link from the past to the present | | | | | |
| Heritage assets are of architectural importance | | | | | |
| Economic benefits | | | | | |
| Heritage assets increase income | | | | | |
| Heritage assets provide employment | | | | | |
| Heritage assets open new businesses | | | | | |
| Heritage assets bring additional income | | | | | |
| Heritage assets diversify local economy | | | | | |
| Heritage assets increase government revenue | | | | | |
| Political benefits | | | | | |
| Heritage asset is a symbol for community members | | | | | |
| Heritage assets provide national identity | | | | | |
| Heritage assets strengthen bilateral relations | | | | | |
| Heritage assets make the nation popular | | | | | |

27. What do you think are some of the qualities of the asset that will attract visitors to the site?

.....
.....
.....

SECTION D: MANAGEMENT OF HERITAGE ASSET

Instructions: Please tick the appropriate answers where appropriate.

28. How do you consider the state of the heritage asset?

- a) Good c) Deteriorating e) Almost disappear
b) Stable d) Bad

29a. Have you witness any maintenance on this asset before?

- a) Yes b) No

29b. Has this heritage asset been maintained before? a) Yes

b) No

30. Which group did the maintenance? (Tick all that apply)

- a) Government d) Government Private Partnership
b) Quasi government e) NGO
c) Private f) Other specify

31. What did they do on the asset?

.....

32. Which group(s) should be involved in maintaining this asset?

(Tick all that apply and provide reasons)

| Group | Yes | No |
|---|--------------------------|--------------------------|
| Individuals/Families living in heritage asset | <input type="checkbox"/> | <input type="checkbox"/> |
| Reason : | | |
| The community | <input type="checkbox"/> | <input type="checkbox"/> |
| Reason : | | |
| Government body | <input type="checkbox"/> | <input type="checkbox"/> |
| Reason : | | |
| Private individual/organization | <input type="checkbox"/> | <input type="checkbox"/> |
| Reason : | | |
| NGO | <input type="checkbox"/> | <input type="checkbox"/> |
| Reason : | | |
| International organization | <input type="checkbox"/> | <input type="checkbox"/> |

| | |
|---------------|---|
| Reason : | |
| Other specify | <input type="checkbox"/> <input type="checkbox"/> |
| Reason | |

33. What is the status of this heritage asset? a) Public b) Private

34. Is this resource on the itinerary of any tour?

a) Yes b) No c) Don't know

SECTION E: CONSERVATION OF HERITAGE ASSETS

Instructions: Please tick the appropriate answers where appropriate.

35a. What should be done to heritage assets that are no longer needed for the purposes

that they were built?

a) Maintain b) Destroyed c) Put to other use

35b. Give reasons

.....

36a. Do you know any place of importance that has not been taken care of?

a) Yes b) No

36b. If yes, please list them.

.....

.....

37a. Do you know of any place in Cape Coast that used to be an important heritage asset but does not exist any longer?

a) Yes b) No c) Don't know

37b. If yes, name some of these heritage assets in Cape Coast

.....
.....

38a. Has there been any damage on the heritage asset?

a) Yes b) No

38b. If yes, has it been repaired a) Yes b) No

38c. If no, why?

.....

39a. Is everything that is old worth conserving? a) Yes b) No

39b. Please give reasons

.....
.....

40a. Do you believe that a structured programme to encourage heritage conservation would be appropriate for this community?

a) Yes b) No c) Don't know

40b. If yes, what should this programme emphasize?

.....

41. Conservation of heritage assets

Please indicate the extent of your agreement on the scale where 1 = strongly support, 2 = support, 3 = neither support nor opposed, 4 = opposed and 5 = strongly opposed.

| Statement | SS | S | NS/O | O | SO |
|---|----|---|------|---|----|
| The whole heritage asset should be replaced | | | | | |
| Part of the heritage asset should be replaced | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Change can be made without consulting owners | | | | | |
| Heritage should be put to different use | | | | | |
| Nothing should be done to heritage assets | | | | | |
| Those living around heritage should not be involve in conservation issues | | | | | |
| The interest of history should be part of conservation | | | | | |
| Areas with spiritual relevance should be conserved | | | | | |
| Economic factors influence conservation of heritage asset | | | | | |
| Cultural factors influence conservation of heritage asset | | | | | |
| Political factors influence conservation of heritage asset | | | | | |
| Everything that is old should be conserved | | | | | |

SECTION F: THREATS TO HERITAGE ASSETS

Instructions: Please circle the appropriate answers and rank where necessary.

42. Are you aware of any threats to heritage assets in Cape Coast?

- a) Yes b) No c) Don't know

44. Have you experienced negative impacts from visitors on the heritage asset?

- a) Yes b) No c) Don't know

If yes, in what form?

.....

45a. Are you aware of your action on the heritage asset?

- a) Yes b) No c) Don't know

45b. If yes, please indicate any two of these impacts

.....
.....
46a. Have you ever received any education on threats to heritage assets?

a) Yes b) No c) Don't know

46b. Nature of education

.....

SECTION G: OTHER POSSIBLE UTILISATION OF HERITAGE

ASSETS

Instruction: Please circle the appropriate answers and tick where appropriate.

47. Other possible utilization of the heritage asset.

Please indicate the extent of your agreement on the scale where 1 = strongly agree,

2 = agree, 3 = neither agree nor disagree, 4 = disagree and 5 = strongly disagree.

| Possible Utilization | SA | A | NA/D | D | SD |
|--|----|---|------|---|----|
| Heritage assets can be used for hotel | | | | | |
| Heritage assets can be used for guesthouse | | | | | |
| Heritage assets can be used for restaurant | | | | | |
| Heritage assets can be used for bar | | | | | |
| Heritage assets can be used for flat | | | | | |
| Heritage assets can be used for museum | | | | | |
| Heritage assets can be used for shop | | | | | |
| Heritage assets can be used for craft | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| workshop | | | | | |
| Heritage assets can be used for artist studios | | | | | |
| Heritage assets can be used for exhibition | | | | | |
| Heritage assets can be used for indoor sports | | | | | |
| Heritage assets can be replace with stores/offices | | | | | |
| Other possible use specify | | | | | |

48a. Do you want this asset to be marketed?

- a) Yes b) No c) Don't know

48b. Give reasons

.....

49. Are you aware of conservation policies in Cape Coast?

- a) Yes b) No c) Don't know

50. Are these policies being implemented in Cape Coast?

- a) Yes b) No c) Don't know

51. In case of further development at this place, do you want to be contacted before any

- work is taken place? a) Yes b) No
c) Don't know

SECTION G: RESIDENTS KNOWLEDGE ON HERITAGE ASSETS

Instructions: Please tick the appropriate answers where necessary.

52. Do you have knowledge about the history of this asset?

- a) Yes b) No c) Don't know

53. Have you ever heard of the term heritage asset?

- a) Yes b) No c) Don't know

54. List any four (4) heritage assets that you are familiar with.

.....

55. Have you ever visited the Cape Coast Castle before?

- a) Yes b) No c) Don't know

56. Do you consider the Gothic House as a heritage asset?

- a) Yes b) No c) Don't know

57a. Do you know of any heritage asset that has been destroyed?

- a) Yes b) No c) Don't know

57b. Name such heritage asset.

58. Rank the following in terms of sources of heritage knowledge

| Sources of knowledge | SA | A | NA/D | D | SD |
|---|----|---|------|---|----|
| Ever got knowledge on heritage assets from museums | | | | | |
| Ever got knowledge on heritage assets from television | | | | | |
| Ever got knowledge on heritage assets from travel broacher | | | | | |
| Ever got knowledge on heritage assets from books | | | | | |
| Ever got knowledge on heritage assets from magazines | | | | | |
| Ever got knowledge on heritage assets from Secondary School | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Ever got knowledge on heritage assets from College/University | | | | | |
| Ever got knowledge on heritage assets from newspaper | | | | | |
| Ever got knowledge on heritage assets from primary school | | | | | |
| Ever got knowledge on heritage assets from movies | | | | | |
| Ever got knowledge on heritage assets from public lecture | | | | | |
| Other | | | | | |

59. How accessible is this heritage asset?

- a) Very accessible c) Average e) Out of bounds
 b) Accessible d) Not accessible

60. Who are the primary users of the heritage asset? (Tick all that apply)

- Tourist
 Community
 Residents
 Organisations
 Students

61. Does the heritage asset play any important role in shaping the identity of the community?

- a) Yes b) No c) Don't know

THANK YOU