UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY AND TOURISM

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

BY

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DECLARATION

Candidate's Declaration

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

Candidate's Signature .... Date 26th July 2006.

Name: George Ekuenoo Aidoo...............

Supervisors' Declaration

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

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ABSTRACT

The study used a modified systems framework for analysing the role of stakeholders in tourism promotion, to explore and analyse the level of collaboration and coordination between the private and public stakeholders in domestic tourism promotion in a Ghanaian setting. Primary data were collected through a destination survey of four popular tourist attractions in the Kumasi metropolis, namely: the Kumasi Zoo, the Manhyia Palace, the Kumasi Fort/Military Museum and the Centre for National Culture. Data were elicited from respondents through self- administered questionnaires to a total target population of 200 visitors at the four destinations sites and also to 100 private service providers. Multistage cluster and quota sampling methods were employed in the sampling. Thus a convenient sample size of 300 was settled upon for the study. Analyses of data were descriptive using frequency tables and cross-tabulations. The Chi-square statistic was used to test five hypotheses of the study.

Visitors to the tourist attractions were mostly students with at least some primary education. Majority of these visitors had positive perception of attractions and were thus willing to embark on repeat visits. Not all service providers had registered or regularized their operations with the Ghana Tourist Board, yet, they were in full operation. Also, many of them did not belong to any recognized association. Consequently, the level of collaboration and coordination among stakeholders needed to promote

domestic tourism was affected. The Tourist Board had to close down some facilities for failure to abide by laid down rules and regulations. As a result of this, some service providers took antagonistic attitude towards the Board, and refused to collaborate with the board to promote domestic tourism in the metropolis.

ACKNOWLEDGEMENT

I am highly indebted to Prof. J. Blankson, my principal supervisor whose inspiration, friendliness and supervision contributed immensely towards the completion of this work. I will also like to make special mention of Dr. Oheneba Akyeampong for his immense advice, direction and useful suggestions. Indeed, I am greatly indebted to both of them.

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I also show gratitude to my wife, Miss. Salina Obeng for her moral support and assistance she gave me to complete this work. Indeed, I could not have reached this far without her. A special gratitude is owned to Mr. Kenneth Boadi of the Department of Geography and Tourism, for prompting and encouraging me to finish up. I also give thanks to Miss Joyce Arthur at the UCC library for typing and correcting this work.

DEDICATION

To the memory of the late Mr. & Mrs Beecham and to my late brother, Mr. Emmanuel Kingsley Aidoo. Finally to my dear mother who laid the foundation for my education.

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LIST OF ABBREVIATIONS

GATTA	Ghana Association of Travel and Tour Agents
GDP:	Gross Domestic product
GTB:	Ghana Tourist Board
GHATOF:	Ghana Tourism Federation
MOT:	Ministry of Tourism
NTO:	National Tourism Organisation
TOUGHA:	Tour Operators Union of Ghana
TIC:	Tourism Information Canters
TIP:	Tourism Information Points
KMA:	Kumasi Metropolitan Assembly
WTO:	World Tourism Organisation

CHAPTER ONE

INTRODUCTION

Background to the Study

When we talk of tourism, most people immediately focus their minds on foreigners coming to our shores from distant places with US dollars and pound sterling, which will become available to this country to improve our economy.

Indeed since 1986 tourism has become a significant contributor to the Ghanaian economy. From 1.45% in 1986, the sector's contribution to the Gross Domestic Product (GDP) more than doubled, a decade later to 3.7% in 1996 (GTB, 1999). Tourism has now been acknowledged as the third leading foreign exchange earner for Ghana with total earnings growing rapidly throughout the 1990s and stabilising at US $205m as at 1996 (GTB1999).

According to the World Tourism Organisation; WTO (1997), tourism is not only the world's largest industry, but also one of the world's fastest growing industries. Global tourism's current and projected growth constitutes an immense impact. The WTO estimates that the global tourism industry, which is valued at $4.5 trillion a year, will grow to a $10 trillion industry by 2010, with a 4.3% growth rate thus making it one of the fastest growing industries in the world.

Until recently most developing countries especially those in Africa regarded tourism as a luxury in comparison to other sectors such as agriculture, education and health. According to Adejuwon (1986) Africans have regarded tourism as somehow foreign to their culture, and the ordinary person has not been targeted as a potential tourist. Consequently, tourism promotions are geared towards external, non-Africans and Africans in the Diaspora.

Table 1: International Tourist Arrivals by Region (1993)

Region	Arrivals (millions)	% Share
Africa	17.7	4
Americas	104.4	21
East Asia and the Pacific	69.0	14
Europe	298.2	60
Middle East	7.2	1
South Asia	3.5	1
World	500.1	100

Source: WTO (1994)

When African countries embraced tourism, most of them were considering the advantages of international tourism as a provider of foreign exchange and a generator of employment and higher incomes. However, in spite of its efforts to attract tourists, Africa as a destination, received only four percent (4%) of total world arrivals in 1993 (Table 1). On the continent itself, the bulk of arrivals are concentrated mostly amongst countries north of the Sahara, which are closer to the European generating market (WTO, 1994).

Although statistics concerning the development of domestic tourism are fragmentary, in 1980 (Table 2) it was estimated that on regional aggregate, the industrial market economies of Europe and America accounted for the vast majority of domestic tourist arrivals in the world (Burton, 1995).

Table 2: World Regional Patterns of Domestic Tourist Generation

Region World Tourist	Millions of Tourist Arrivals (1980)	Percentage of Arrivals
Europe	1179.0	86.6
America	122.2	9.0
East Asia & Pacific	45.0	3.3
South Asia	6.0	0.4
Africa	4.7	0.3
Middle East	4.6	0.3

Source: Burton (1995)

The general motive for foreign exchange by most third world countries including Africa has often led to their getting heavily involved in international tourism promotion. This obviously determines the type of tourism policy, which in turn influences the trend of development and promotional activities in this sector (Adejuwon, 1986).

However, events in the early 1980s prompted these countries to take a second look at the political, social, cultural and economic disadvantages that are associated with over-reliance on international tourism. For example, many African countries attempted to implement certain economic reforms but the fluctuations in the international economy made this task a very difficult one. As a result, between 1980 and 1983, real per capita income declined in sub-Saharan African countries, and affected tourist arrivals because of the rapid deterioration of receptive facilities. According to Archer (1978), international tourism in extreme cases could impose a form of neo-colonial type of development upon an emerging nation. On the other hand domestic tourism, defined as travelling within one's own country without any visa or language restrictions, has produced several socio-cultural benefits to many countries, which have exploited its varied opportunities.

The volume of domestic tourism world-wide has been estimated by the WTO to be about ten times greater than international tourism with expenditure levels in developed economies higher by a factor of seven (WTO, 1983). In economic terms, domestic tourism brings about a geographical redistribution of income within the boundaries of a state. The money spent by tourists creates additional employment and incomes within the destinations. In most cases, the benefits are diffused widely through the regional and national economies through the multiplier effect (Archer, 1978).

Domestic tourism does not generate foreign exchange neither does it depend heavily on foreign exchange for its development in view of its large non-import component. Furthermore, domestic tourism is more likely to lengthen the tourism season in order to minimise the negative effects of seasonality resulting from international arrivals.

The promotion of domestic tourism can act as an integrating force for strengthening national identity and also reducing tribal conflicts within a country. It also gives cultural and social experiences that induce a sense of pride of one's national heritage.

However, the potential Ghanaian tourist faces some obvious barriers, which include inadequate disposable income (poverty); low value placed on pleasure travel, poorly developed tourism infrastructure, and inadequate access to most tourist attractions. In Ghana, the public stakeholders in tourism are made up of the Ministry of Tourism (MOT) Ghana Tourist Board (GTB), Ghana Museums and Monuments Board, District Assemblies Department of Parks and Gardens, National Commission on Culture and Department of Game and Wildlife whilst the private sector is made up of operators of hotels, restaurants, night clubs, drinking spots, car rentals, travel and tour agencies among others, which come under the umbrella organisation, GHATOF.

The Ghana Tourist Board as a Public Stakeholder

The GTB has offices in all the ten regions of Ghana and is charged with the responsibility for implementation of policies. The GTB carries out the implementing role of the Ministry for Tourism and Diasporan Relations in terms of tourism policies. The Board was established under the

National Redemption Council Decree 224 of 1973 and later amended by the Supreme Military Council Decree 80 of 1977.

Among the many roles, the GTB is specifically tasked to facilitate the development and promotion of Ghana's tourism and also to ensure high standards in tourism receptive facilities. It is also mandated to carry out research activities in the tourism industry, to co-ordinate tourism activities and advice the Ministry of Tourism (MOT) on the formulation of policies. Moreover, the Board has the power and authority to regulate the activities of all businesses in the travel, accommodation and catering sectors, known as the private service providers or private stakeholders.

In furtherance of this, the Board through legislative instruments is authorised to make it mandatory for any person or group of persons to first register and obtain the appropriate licences before the commencement of any tourism business. This is to ensure that the appropriate standards and professionalism were maintained. Again, the Board is to market the tourism resources and facilities through the publications of brochures as well as dissemination of information about the country. This is because the establishment of Tourism Information Centres (TICs) and Tourism Information Points (TIPs) will both help keep the visitor informed about tourist facilities and services in order for them to properly plan their trips and enjoy their stay. The public sector has often taken control of destination access in order to usually protect popular cultural sites and natural resources.

Ministry of Tourism as a Public Stakeholder

A major step in the promotion of domestic tourism by the public and private sectors is the establishment of a joint promotion board for co-ordinating and carrying out promotional activities. The private sectors must undertake promotional activities for their own enterprises. The public sector on the other hand has the responsibility to provide adequate funding as its role of marketing in order to make tourism promotion successful. In Ghana the Ministry of Tourism "in line with its objective to promote domestic tourism", proposed the following in the 15 - Year Tourism Development Plan, 1996

- The need to encourage employers to provide paid annual leave/holiday for all workers.
- The need to encourage the practice where hotels, attractions and other tourist facilities could offer discounted rates to Ghanaian residents, so that these facilities are more affordable to domestic tourists.
- The need to offer special hotel rates should also be offered during the low tourist season.
- The need to provide low-cost but clean accommodation facilities for domestic tourists. This is to be done by encouraging boarding schools' facilities to be utilized for overnight tours during vacations.
- The need to organise travel activities in institutions, schools where educational visits to places of national importance are increasingly an integral part of their curriculum.

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- The need to encourage further development of travel clubs where groups of employees, social and ethnic group combine to travel to areas of specific interest.
- The need to promote awareness of the local attractions and facilities through news articles and media broadcasting and general marketing of domestic tourism.

The Role of Private Stakeholders in Domestic Tourism Promotion

Besides, the private sector's role includes the continuous upgrading of the skills of the workforce by continuously providing training and retraining exercises. They are expected to satisfy customers' needs by providing quality products and services whilst continuously refurbishing plant and equipment. They also have to collaborate with the public sector in the planning, promotion and marketing of tourism.

Their roles also involve collaboration with local communities through joint ventures such as purchasing goods and services from them. The National Tourism Development Plan (1996) stipulates that the private sector is to operate according to appropriate standards and through co-operation, be able to efficiently organise itself to enable it to speak with one voice.

Statement of the Problem

Tourism is an industry in which several stakeholders are involved at the national, regional and local levels. The role of stakeholders in dealing with tourism planning and management of destination is very essential since the participation of these stakeholders ensures that their wishes are incorporated in the planning and implementation process. This is because sustainable tourism at destination needs the collaboration of all stakeholders in the tourism industry, since it is not self-generating and therefore needs direction (Middleton, 1998).

In Ghana, where poverty is widespread, free time and disposable income with which to engage in pleasure travel are limited. These coupled with the lack of appreciation of the importance or value of holiday travel as well as ignorance about the existence and nature of local tourist attractions, are some of the problems facing stakeholders in their attempt to promote domestic tourism.

Moreover most researchers dealing with the spatial structure of tourism have confined themselves to one sector, i.e. to international tourism. To a greater extent this may reflect the availability of data but often it seems that international tourists are regarded as being more important economically than domestic tourists and thus worthy of closer study (Pearce, 1989).

The problem that confronts domestic tourism is therefore two-fold: on one hand is the apparent lack of interest by private and public stakeholders and on the other hand is the emphasis placed on international tourists. In Ghana the policy as spelt out in the National Development Plan (1996) is that the private sector should assume the commercial functions of tourism, but with guidance, standards and incentives provided as need be by the government. The Plan states that the Ministry of Tourism, which is the NTO in Ghana, has the responsibility to see to the sustainable development of tourism in the country. The Ministry is organised into four divisions, namely; Planning, Monitoring and Evaluation; Research and Human Resource Development. The GTB is the implementing agency of the ministry and sees to the classification and monitoring of tourism businesses as well as promotion of Ghana as a destination.

However, there seems to be a lack of collaboration by the key players like the GTB, Ministry of Tourism and Diasporan Relationship and GHATOF which has affected the promotion of tourism locally. Indeed, most stakeholders have neglected the promotional aspect as part of their responsibilities, and the issue is how to encourage them to develop attractions and promote them as part of the domestic tourism drive.

The Kumasi Metropolis, like other parts of the country, is endowed with many varied tourist attractions. Nevertheless, observation shows that other parts of the country have for sometime become more popular with domestic tourists and excursionists.

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Additionally, tour operators in the Kumasi Metropolis have been more interested in organising tours for international tourists much to the neglect of the domestic market. This has led to a situation where a vacuum has been created since stakeholders' influences in the promotion of domestic tourism have not been very much felt and, very little promotional activities have been embarked upon to sensitise Ghanaians to undertake domestic tourism.

Objectives of the Study

The general objective of the study is to examine stakeholders' perception of domestic tourism promotion in Ghana using Kumasi as a case. The specific objectives are as follows:

i. To explore and analyse the level of collaboration and co-ordination between the private and public stakeholders in domestic tourism promotion

ii. To examine how visitors' socio- demographic and economic background affect their patronage of domestic tourism.

iii. To determine how visitors' perception of domestic tourism affect their participation in leisure and recreational activities in the metropolis.

iv. To explore ways of promoting domestic tourism.

v. To determine the trend of domestic tourism demand and propose appropriate policy intervention to promote and sustain domestic tourism.

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iv. To explore ways of promoting domestic tourism.

v. To determine the trend of domestic tourism demand and propose appropriate policy intervention to promote and sustain domestic tourism.

Research Questions

The following research questions are vital for critical examination in order to explore and explain the problem as it relates to stakeholders' perception and role:

1. To what extent do private service providers involve themselves in domestic tourism promotion?

2. To what extent do members and non-members of GHATOF relate to Ghana Tourist Board (GTB)'s role in licensing and regulation for domestic tourism promotion?

3. To what extent do private service providers (GHATOF) cooperate with each other in domestic tourism promotion?

4. How do people perceive tourist attractions in Ghana?

5. What are service providers' opinions of GTB's role in promoting domestic tourism?

6. Is people's perception of domestic tourism promotion shaped by their socio-demographic characteristics?

Hypotheses

1. Ho 1: There is no significant relationship between visitors' perception of tourist attractions and their decision on repeat visits.

2. Ho 2: 'There is no significant difference between members and non-members of GHATOF in their willingness to register (licence /regularise operations) with GTB.'

Rationale for the Study

Relatively few people world wide, enjoy the opportunity to travel abroad and even within their own country. By far, the most common form of travels is by residents of a country within their own country i.e. domestic tourism (Cooper et al, 1993). There is also the recognition that the market for domestic tourism could be quite large and therefore could be a most effective mechanism for fostering national cultural exchange and understanding among Ghanaians. Moreover, domestic tourism can be developed largely with local resources and manpower and can aid in the growth of national economic development (Wylie.1990).

Notwithstanding the fact that domestic tourism has a lot of potential and is strategically important, very little work has been done to promote it in the study area. Generally, very little work has been done about the potential role of stakeholders in the promotion of domestic tourism in Ghana. Since the development and promotion of domestic tourism could be used to encourage other sectors of the economy and to generate new and innovative employment opportunities there is a need for active participation by stakeholders in the form of collaboration or team work to increase tourism awareness among Ghanaians.

Indeed The Road To Success Is Not A 100 Meters Dash; It Runs Uphill!!! To Endure Is Greater Than To Dare! In Life, You Will Be Judged By What You Finished And Not By What You Started! Yes There Can Never Be Enough Motion Without Friction And That Challenges (Enemies) Are Sometimes Good Because Without Them we Wouldn't Have Been Where We Are Now. They Were The Ladders We Needed To Climb. They Taught Us Courage And Boldness. Challenges (Enemies) May Come To Erase Your Footprint But God Turns Them Into Sharpeners. You Will Come Out Of Each Challenge (Job, Battle, Betrayal Or Scandal) Stronger And Bigger. There Would Not Be; No David Without Goliath, No Mordecai Without Haman, No Hannah Without Penninah As A Mocker, No Sampson Without A Delilah Or Philistines, No Degrees Without Education,. No Managers Without Entry Position. Never Quit Because There Is Nothing New Under The Sun. Others Have Been Through It And Were Able To Make It, Overcome It And Succeed. Hold On And Hold Out. God Will Be Your Strength If You Will Try. It Is Well.

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This study is geared towards the assessment of stakeholders' perception of domestic tourism promotion and to examine visitors' reaction to services provided by stakeholders in the industry. Hence the study would provide an understanding of cooperation by stakeholders in the promotion of domestic tourism and how this impacts on the socio-cultural and the socio-economic benefit to Ghana. This study is also expected to serve as a platform for further studies to build-up and broaden the scope of knowledge in domestic tourism promotion. The significance of this work is that it would contribute to the direction of policies and actions that would help stakeholders to seek more collaboration and proper co-ordination of efforts.

FIG.1 : KUMASI METROPOLITAN AREA AND ITS SUB-METROPOLITAN DISTRICTS

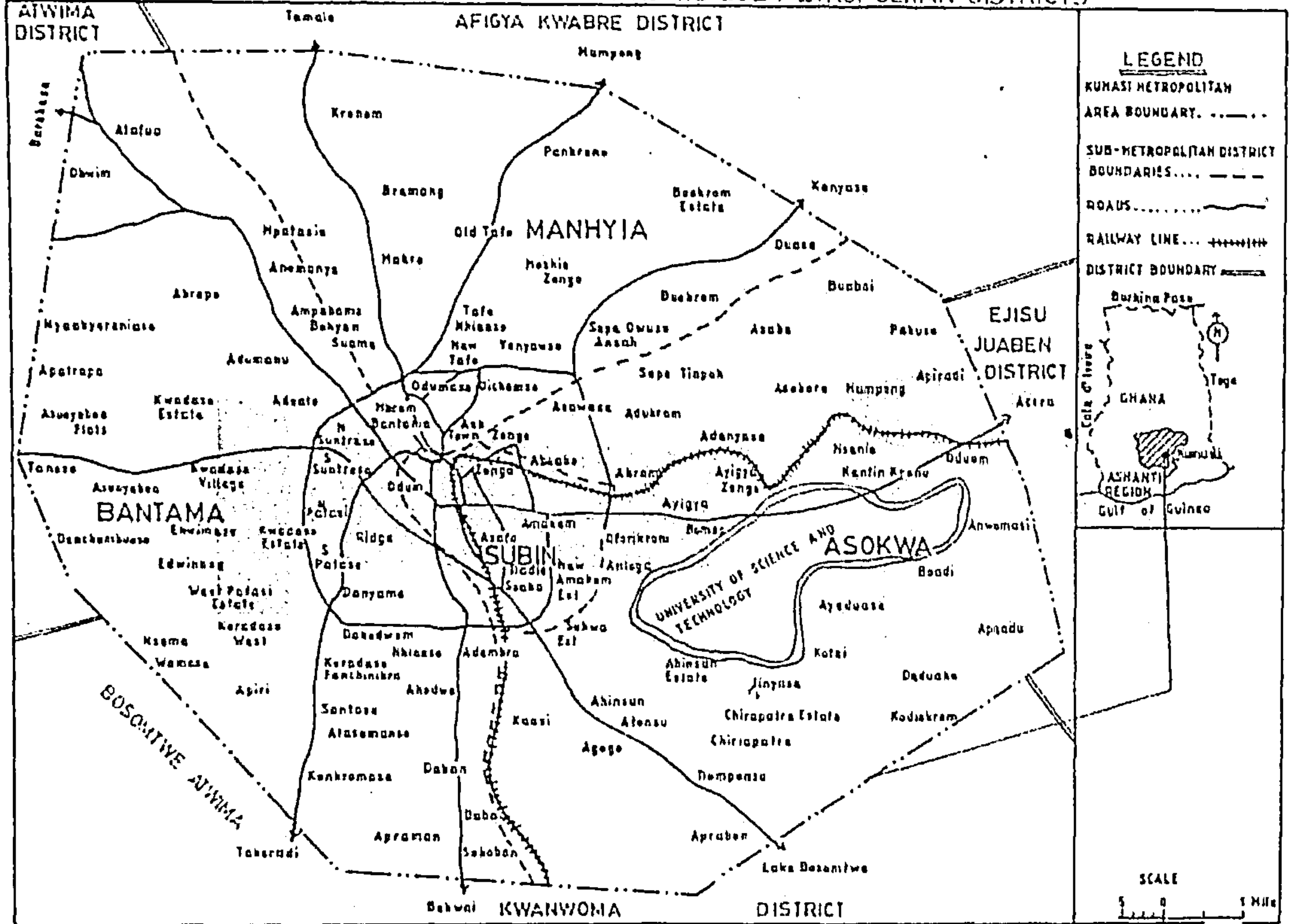

Figure 1: Map of Kumasi Metropolitan Area and its Sub-metropolitan Districts

Profile of Study Area

The Kumasi Metropolis (Figure 1) is centrally located in the Ashanti region in the forest zone of Ghana on latitude (6o .35'- 6o 4o N) 1'30 W and longitude (1o 30' – 103 – 35 'N) 6' 40.The city was founded in 1695 by the Asantehene, Osei Tutu (Briggs, 1998). It has an approximate area of 254 square kilometres and is the second largest city in Ghana, being strategically located on the crossroads of the northern and southern parts of Ghana. Kumasi is bounded by the Kwabre District to the north, Atwima District to the west, Ejisu –Juaben District to the east and Bosomtwe- Atwima-Kwanwoma District to the south. Being the capital of Ashanti and coupled with its strategic position, Kumasi wields political and economic importance as a major trading centre with all the country's major trading routes converging on it.

Climate and Vegetation

The Kumasi metropolis falls within the wet sub- equatorial climate; with an average minimum temperature of about 21.5° C and an average maximum of 30° C. The average humidity is about 84.16 % early in the day and 60% later in the day. The annual rainfall ranges between 214.3mm in June and 165.2mm in September. The metropolis lies within the moist semi-deciduous southeast ecological zone (Dickson and Benneh, 1988).

Population and Economy

The population of the Kumasi metropolis is 1,170,270 (Ghana Statistical Service, 2002). Females are the dominant group and constitute 51.4% of the population. The growth rate is estimated to be about 2.5% .The economy of Kumasi comprises agricultural, industrial and service sectors. Like any other urban economy, the agricultural sector is rather small accounting for about 10% of its GDP. The service sector is the largest and most important sector, and contributes about 60% of the GDP. The industrial sector, accounts for about 30% of the GDP (KMA, 1988). Kumasi has one of the largest open-air markets in the whole of Ghana.

Tourism Facilities and Attractions

Tourism in the study area has gained much recognition internationally, due partly to age-old traditions being very much in practice in Ashanti today. The Kumasi metropolis offers rich unadulterated culture as well as a number of tourist attractions, supported by the availability of hotel facilities that cater for people of all walks of life. The availability of transport and communication has helped promote activities undertaken by tourists. Some of the popular attractions are the Centre for National Culture, Okomfo Anokye Sword, The Bantama Royal Mausuleum, Kumasi Fort/Military Museum, Kumasi Zoo, Manhyia Palace and the Prempeh Assembly Hall.

Definitions

Domestic Tourist

One who travels within his/her country, to destinations other than his or her usual environment, for a period of less than one year but for at least one night (24 hours), and whose main purpose of visit is none other than the exercise of an activity.

Domestic Tourism

Refers to travelling within the country of residence, there are rarely any language or visa implications.

Tourists

Tourists are visitors who stay in the place visited for at least one night. They function as stakeholders because they make individual decisions, which collectively determine the volume and type of demand for any destination whether it is domestic or international.

Excursion

It involves a trip away from home but do not involve overnight travel. e.g. organised trips to places of interest and returning without sleeping over.

Stakeholders

Tourism stakeholders are all institutions or bodies regarded as having an interest in tourism/and or wishing to contribute to its success. They could be divided into the Public and Private sector stakeholders. The public sector comprise the national tourist organisations (NTO) like the Ministry of Tourism and its implementing agency the Ghana Tourist Board (GTB), National Commission on Culture (NCC), the Museums and Monuments Board (MMB), The Centre for National Culture and the Metropolitan Assembly etc.

Private Sector Stakeholders

The private sector stakeholders constitute the members of Ghana Tourism Federation (GHATOF) formed in 1994. They are: Ghana Hotels Association; Ghana Association of Travel and Tours; Travel Writers Association; Ghana Board of Airline Representatives; Car Rental Association; National Drinking Bar Association; Chop Bars Association of Ghana ; Hotel, Catering and Institutional Management Association (Ghana) ; Africa Travel Association- Ghana Chapter ;

Skal Club International (Ghana) and Tourism Society of Ghana and Non Governmental Organisations (NGOs).

Community

It refers to all people who live in the same area or town, who as stakeholders help to identify potential tourism resources and attractions within their area.

Tour Operator

An entity whose primary purpose is to plan, arrange and market tours and/or vacation packages featuring domestic and/or worldwide destinations.

CHAPTER TWO

REVIEW OF LITERATURE AND CONCEPTUAL FRAMEWORK

Introduction

Literature on the historical growth of domestic tourism and the global need for domestic tourism including issues on domestic tourism promotion; the demand for domestic tourism; the role of the public and private stakeholders in domestic tourism are examined. Also examined in the review are tourists' expectations, experience and perception of domestic tourism, and the need for social tourism as tourism promotion. The systems framework which informs this study is also discussed.

Historical Growth of Domestic Tourism

Between 1800 and 1900, there was very little motivation for the common person to travel for leisure due to the physical and financial difficulty that many of them were confronted with. It was mostly the few elite who could transport themselves on leisure trips.

According to Burton (1995), the annual summer holiday was invented in England around the 19th century to give workers a rest from their work. With the passage of time, the industrial revolution brought improved transport and better remuneration, which saw many people beginning to enjoy holidays from work without much hardship.

With the advent of the railway, travel became much easier to the masses especially urban dwellers, who had become rich and therefore had both time and money available to travel. This led to the beginning of the domestic day-trips in the early 1900s, which eventually saw the growth of domestic tourism. It is estimated that by 1911, 55 per cent of the population of England and Wales were taking day trips to the seaside and 20 per cent of the population were taking holidays on the coast (Burton 1995).

According to Burton (1995), the growth of domestic tourism was slowed down by the two world wars and the advent of the economic depression of the 1930s. By 1925, about 1.5 million workers were receiving holidays with pay. It is estimated that by 1945, 80 percent of the population took paid holidays in England. This was reflected in the use of the railway network for mass travel to the seaside for domestic summer holidays.

Domestic Tourism – A Global Overview

Davidson (1993) observed that although the British people have been taking more holidays overseas each year, they still have to spend an enormous amount on tourism in their own country on day trips, business tourism, short breaks and visiting friends and relatives. WTO (1997) also envisages that the main growth in domestic tourism would be in the developing countries of Asia, Latin America, the Middle East, and Africa where a large proportion of the population are actively participating in domestic tourism.

Although statistics concerning the development of domestic tourism are more fragmentary, in 1980 it was estimated that on regional aggregate, the industrial market economies of Europe and America accounted for the vast domestic tourist arrivals in the world (Burton, 1995). This confirms that the most developed market economies of the world had reached the stage of having both fully developed international and domestic markets, whereas the poorest countries of the world had yet to develop even a significant domestic market, other than limited travelling to visit friends and relatives.

Burton (1995) asserts that tourism generation is between the affluent 'North' consisting of the 'Core' regions that play dominant and active roles in the world and the poor 'South' consisting of the 'Peripheral' countries whose economies are dependent on the core which forms the source of imports as well as the destination for exports. This is why according to Burton the economically developed countries have a well-developed domestic tourist market while some of those in the peripheries have hardly reached the stage of having even a significant level of domestic leisure travel.

Akyeampong (1996) on the other hand, contends that even though the basic-core-periphery view of tourism holds, it is worth noting that the less industrialised economies like those of sub-Saharan African countries have other forms of tourism all of which have characteristic spatial forms and have quite different regional implications. Akyeampong further states that in Ghana the tourist flow has never been unidirectional i.e. though some form of tourism is attracted to the urban centres of rich regions, nevertheless other forms especially those in the lower class, either focus on peripheral regions, or in the case of Ghana, both urban and rural centres are favoured.

Jafari (1986) advocates that domestic tourism should be developed and consolidated before developing countries embark on international tourism. He further suggested that it is only when the domestic industry has gained the necessary experience and the necessary infrastructure that a country should enter into the international market. Jafari further states that in some countries the development of domestic tourism might lead to a development of foreign tourism, whilst in others, whose tourism resources are yet to be developed, encouragement of foreign tourism would lead in due course to growth in domestic tourism

In most developing countries, as observed by Jain (1980) in studies in India, domestic tourists are more likely to accept moderate hotel accommodation and facilities available than foreign tourists. Pearce (1987) also notes that in Europe, there is a considerable variation in the relative importance of domestic and international tourism, with the extremes being found in Belgium and Luxembourg, though important differences exist in countries such as France and Austria with much larger tourist industries. Factors contributing to these differences are reported as:

i. The population size and the national propensity for travel, which together influence the size of the domestic market;

ii. The nature, extent and degree of development of the tourist resources, which also affect the volume of visitors (Pearce 1987).

Though France experiences one of the largest influxes of foreign visitors in Europe it also has a large and relatively affluent population, which tends to generate an even bigger domestic market. The extent to which domestic and international tourism are concentrated or dispersed tend to vary from country to country even though in some cases both forms of tourism may be spatially concentrated.

Socio-Cultural Impact of Domestic Tourism

According to Wyllie (1990) domestic tourism like international tourism, creates economic, social, and cultural benefits and also some problems for developing countries. In most cases the development of the domestic tourism product is linked to the contribution that tourism development can make to the general economic development of the country. According to Archer (1978), the traditional and cultural behaviour patterns of a particular group of people can become the focus of domestic tourism industry. The mixing of people from different regions of a country can produce a better understanding of each other's way of life and an appreciation of the problems that are specific to particular regions. This in effect, determines the socio-cultural impact of tourism on the host population.

Once domestic tourists share similar cultural background and values, the negative effects of their activities may not be as severe in domestic tourism as in international tourism (Cooper et al, 1993). In other words, the extent of cultural exchange will not be so drastic as to pose any antagonism by the host community towards the visitors. Politically the unity of a country is strengthened as in the case of many developing countries when students and groups of social clubs and churches are encouraged to travel to other parts of the country. However, if characteristic identities of individuals or groups from various regions are submerged, this may increase misunderstanding and even mistrust as to cause potential mutual benefits to be lost.

The Role of Public and Private Stakeholders in Tourism Promotion

The concept of stakeholders' role in tourism development and promotion has been discussed by Freeman (1984), Pearce (1989), Cooper et al (1993) and, Middleton et al (1998).

Schoel and Guiltinan (1995) define stakeholders "as any group affected by or can affect the future of a corporation'. Pearce (1989) on his part defines tourism development as "the provision or enhancement of facilities and services to meet the needs of tourists'. These authors share the common view that for effective collaboration of any institution, the starting point is to define

the role of stakeholders. In other words, the institutions and bodies that are regarded as stakeholders need to be identified, be they private or public so that their roles could be analysed effectively. According to Heeley (1986) there should be clear and unambiguous divisions of the responsibilities between the public and private sector.

According to Pearce (1989), no one organisation has the resources or competence to undertake everything on hand and so there is a need for tourism organisations to carefully co-ordinate their efforts. The significance of tourism as a mechanism for economic development means that it is an investment opportunity that few governments can afford to ignore. Governments are involved in tourism through national tourism organisations (NTOs) both at the international and national levels. At the domestic level, they are the instigators for the establishment of a national tourist office while at the international level they are partners with such bodies as the World Tourism Organisation (WTO), the European Travel Commission, and the Pacific Asia

Travel Association. The public stakeholders contribute to the formation of a country's tourism policies worldwide (Pearce 1989). They are characterised by the role they play in the industry, be it passive or active. Passive roles entail conducting marketing efforts while active roles may include public ownership and operation of tourism service facilities.

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the host population could be considerable, it is necessary that the options concerning the development of tourism be considered at the highest level of government and the appropriate public administration framework put in place. This in effect implies that, the greater the importance of tourism to a country's economy, the greater should be the involvement of the public sector, so as to cause the creation of a government ministry with sole responsibility for tourism

When tourism is a significant element of a country's economic activity, a good deal of weight would be attached to the role of the Ministry in drawing up policies and formulating management strategies as well as planning and development of tourism infrastructure.

The private sector plays a critical role in the development and promotion of domestic tourism, i.e. the private sector bears the major risk of tourism investment as well as a large part of the responsibility of satisfying the visitor (Heeley 1986; Pearce 1989; Cooper et al 1993 and Middleton 1998). The private sector's delivery of quality tourism services and facilities depends on their level of investment in the industry. Pearce (1989) on his part notes that the private sector's responsibility also includes the effective, efficient and profitable operation and management of the tourism facilities and services.

Demands for Domestic Tourism

According to Pearce (1989), the demand for tourism may be expressed and measured in different ways depending on the perspective from which one looks at it. While geographers may look at tourist demand as the total number of persons who travel or wish to travel, economists approach this as pertaining to the relationship between demand and price. Psychologists on the other hand, look at it from the perspective of motivation and behaviour. Pearce (1989) perceives demand in terms of "the relationship between individuals desire or motivation to travel and their ability to do so, which is largely a function of time; finance, and other resistant factors".

In developing countries, demand for tourism is often hampered by the fact that most of the citizenry do not have disposable income, which may compel them to take leisure trips to places of interest, despite the abundance of attractions. In reality, most domestic tourism takes place informally due to the undeveloped nature of the domestic tourism.

The demand for domestic tourism demand in Ghana takes various forms such as; cultural, historical, religious, social, and educational and sports (GTB 1997) while business tourism has and still continues to enjoy a substantial patronage. Page (1995) notes that tourism demand should not be equated to tourism motivation in that tourism demand is the outcome of tourists' motivation as well as other factors such as the travellers' choice behaviour. Page agrees with Pearce (1993) that tourism motivation is only a part rather than the equivalence of tourist demand.

The WTO (1994) reports that there are relatively few countries that collect domestic travel and tourism statistics. Many countries do not even try to measure domestic demand due to the unfavourable nature of their domestic demand (Cooper et al, 1993). Nevertheless in Ghana, the Ministry of Tourism has instituted a sensitisation programme to promote domestic tourism where parents, and educational institutions are to be encouraged to undertake educational tourism in other to put children in a better position to understand local cultural practices and customs (Brown, 2001).

Writing on trends in domestic tourism demand for Africa, Adejuwon (1986) is of the view that domestic tourism is becoming a matter of great importance to African countries for a number of reasons namely:

- To preserve exportation of foreign exchange by keeping their nationals within the country.
- To create adequate holiday habit for their nationals and make them spend such holidays within their country.
- To foster national unity and understanding through regional travel exchanges.
- To create education/ awareness and national consciousness.
- To achieve the multiplier economic effect of tourism within the framework of circulation of local currency.

Relationship between Demand and Consumption of Tourism

Demand and consumption in tourism are often confused to be one and the same thing but in reality they are different and even opposite. According to Mitchell (1994), "demand is an individually felt want or desire while consumption is an act of acquiring, participating in or utilising a need".

He further argues that demand is a feeling, emotion, or belief while consumption is an activity. The participation in tourism experience may satisfy an individual's tourism desire (i.e. need). But consumption of tourism activities is the same as need for tourism activities". This is because according to Mitchell (1994), even though demand is an emotion, it exists in space like any other fact.

Furthermore, geographers explain demand by considering certain factors that they assume to have a significant effect on tourists need and hence may stimulate tourism demand as follows: distance and access, relative location among competing destinations; population size, age; income; mobility and availability of leisure time, and the supply of the tourist activities. Other factors are attractions at tourist destinations, market conditions such as inflation, interest rates, employment, amount of expendable income and the availability of leisure time.

Supply of Tourism

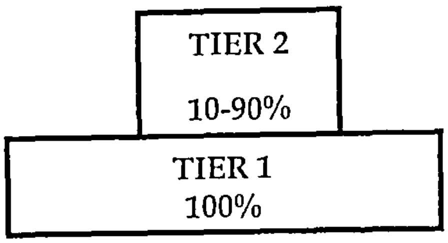
According to Leiper (1990), "the tourist industry consists of all those firms, organisations, and facilities, which are intended to serve specific visitor's needs and wants". In other words, supply consists of all assets, services and goods to be enjoyed or bought by visitors and occasioned by the journeys of visitors. "Tourism classifications are said to be unusual in that they are driven by demand –side than by the supply-side considerations" (Cooper et al, 1993).

A major problem concerning the supply-side considerations is the fact that a spectrum of tourism businesses exist from those which are wholly serving tourists, to those, which also serve local residents and other markets. One approach to the problem is to classify businesses into two types as follows:

Tier 1. Business which would not be able to survive without tourism; - airlines, hotels, national parks, travel agencies, etc. They depend 100% on tourism.

Tier 2. Businesses that could survive without tourism, but in a diminished form; -restaurants, taxis, nightclubs, casinos, local attractions. They depend 10-90 % on tourism (Fig.2).

Figure 2: Supply-side considerations in the tourism industry



Source: Smith (1995)

The linkage that exits between the place of demand and supply depends on the level of complimentarity. In other words, a place of supply must provide some recreational facilities and some services such as places for meals, drinks and accommodation. According to Mitchell (1984), "it is worth noting that many enterprises, which provide commodities for tourists also, serve non-tourists". In this case, local residents may consume meals even more than tourists and taxis may also serve residents more frequently than tourists. Furthermore, hotels exist to serve mainly the travelling public and therefore they are included in Tier 1. However many of them derive their revenue from local tourists and therefore may not depend 100% on visitors for their revenue.

Tourists' Experience of Domestic Tourism

The tourist experience is a complex combination, which shapes the tourist's feelings and attitudes towards his or her visit. Some people may have a low tolerance threshold for crowded sites while others may be less affected by similar conditions. "The tourist experience is said to be what people do while on site and this constitutes the satisfaction of travel, even if people have multiple destinations on a single trip" (Gartner, 1998). The sum of those expectations usually determines the travel level of satisfaction or dissatisfaction with the entire trip. Thus, evaluating the quality of the tourist experience is a complex process, which may require a careful consideration of factors motivating visitors.

One's attitude towards domestic travel is reflected in one's beliefs, feelings and behavioural orientations with respect to domestic tourism travel. "It is very important therefore to know the psychological determinants of demands in order to explain some of the reasons why tourists travel and their selection of particular destinations" (Gray, 1970).

Gartner (1998) considers satisfaction as "a function of the anticipation stage and that the information search and image evolution in the anticipation stage determines expectations". In other words, Gartner contends that satisfaction is related to motives influencing destination choice and expectations of the visits. To him, satisfaction is the direct link of the anticipation stage. Moreover, satisfaction also depends on the individual since different individuals have satisfaction levels even though conditions at the destination remain the same.

Visitors' Perception of Tourist Destinations

Kotler (2000) acknowledges that a motivated person is always ready to act and this is influenced by his or her perception. Two people with the same motivation may however, act quite differently based on how they perceive the conditions they find themselves in. "Perception is the term used to describe the way individuals select and organise the mass of information they are exposed to" (Middleton, 1998). Experience and perceptions are strongly linked and they are influenced by attitudes, motivations, knowledge and interest in products i.e. tourism destinations and this may also be influenced by experience.

The tourist image of a destination (Ashworth and Goodall, 1988) is very much influenced by how that individual processes the message being consumed. This is because, tourists vary in their sensitivity to information and exposure and, this is the crux of the matter. In situations where and ceived image differ, there will be a gap between the tourism or xpectations and the resulting experiences of the tourist. According sh n and Goodall, (1988) "the greater the differences between image and reality, i.e. between expectations and experiences, the sfied the tourist will be and the more likely he or she will seek stinations on future occasions". Thus destination must have their messages right and must target the appropriate market segments. ds, "they must also provide tourists with quality experiences ge of affordable prices if their long-term success in domestic be sustained".

as a Determinant of Travel Behaviour

Pearce (1989) defines "motivation to travel or participate in of tourism as that set of needs and attitudes which predisposes a in a specific touristic goal- directed way". Gray (1970), writing also notes two basic reasons for pleasure travel, which he nderlust' and '*sunlust*'. He explains that the *wanderlust* is a human nature that causes some individuals to want to leave things they are familiar and go to see at first hand different exciting d places. The *sunlust* on the hand depends on the existence of different or better amenities for specific purposes that are ally.

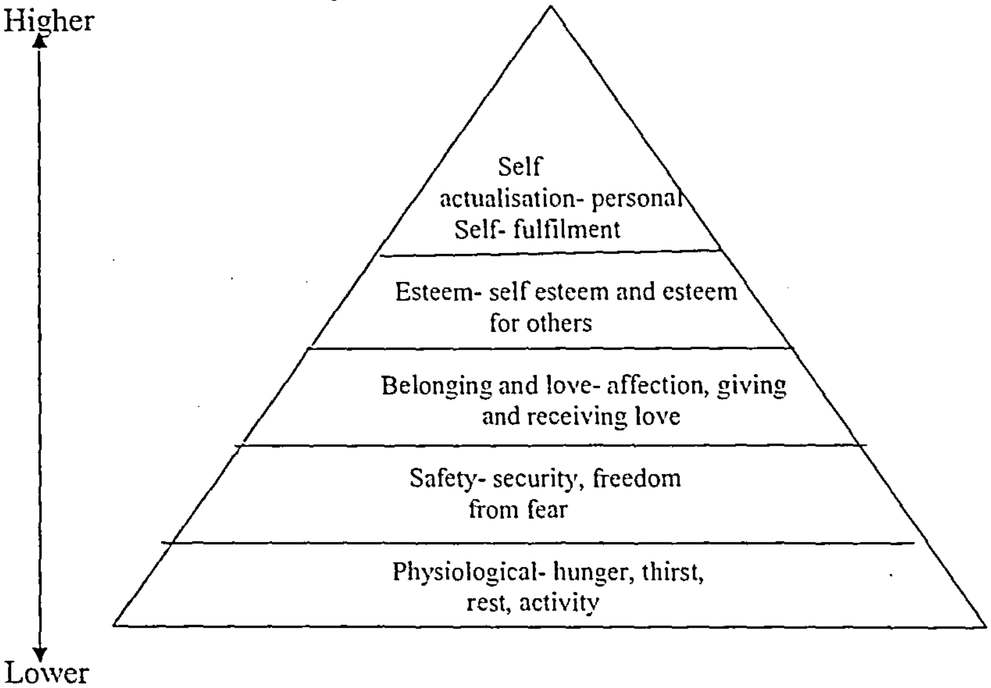
fact and perceived image differ, there will be a gap between the tourism or excursion expectations and the resulting experiences of the tourist. According to Ashworth and Goodall, (1988) "the greater the differences between destination image and reality, i.e. between expectations and experiences, the more dissatisfied the tourist will be and the more likely he or she will seek alternative destinations on future occasions". Thus destination must have their promotional messages right and must target the appropriate market segments. In other words, "they must also provide tourists with quality experiences within a range of affordable prices if their long-term success in domestic tourism is to be sustained".

Motivation as a Determinant of Travel Behaviour

Pearce (1989) defines "motivation to travel or participate in some form of tourism as that set of needs and attitudes which predisposes a person to act in a specific touristic goal- directed way". Gray (1970), writing on motivation, also notes two basic reasons for pleasure travel, which he named as '*wanderlust*' and '*sunlust*'. He explains that the *wanderlust* is a basic trait in human nature that causes some individuals to want to leave things with which they are familiar and go to see at first hand different exciting cultures and places. The *sunlust* on the hand depends on the existence elsewhere of different or better amenities for specific purposes that are available locally.

Maslow's hierarchy of needs (Figure 3) is probably the best-known theory of motivation. Maslow's theory starts at the base with the physiological

Figure 3: Maslow's Hierarchy of Needs



Source: Maslow (1956)

Needs, followed by safety or security. The next on the ladder is the need for social belonging which is also followed by status or self-esteem. At the apex is the self-actualisation, which forms the highest level of motivation.

Maslow argues that, if none of the needs in the hierarchy is satisfied, then the lowest needs, the psychological ones, would dominate behaviour. If these are satisfied, however, they would no longer be motivated and the next level in the hierarchy would motivate the individual. He maintains that while all needs are innate, only those behaviours that satisfy physiological needs are unlearned.

According to Dann (1981), travel is a response to what is lacking yet desired in that, tourists are motivated by the desire to experience a phenomena which are different from those available in their environment. He went on to suggest that, there is a destination pull, which is a response to motivational push. Dann (1981) thus sees motivation as stemming from an ego enhancement motive.

Crompton (1979) proposes seven socio-psychological motives for understanding why people travel. According to him, the motivations come variously as:

i. The escape from a perceived mundane environment
ii. An exploration and evaluation of self
iii. The need for relaxation
iv. Travelling for prestige,
v. Regression of oneself (less constrained behaviour)
vi. The enhancement of kinship relations
vii. The facilitation of social interaction.

It must be noted however that motivations to travel may be dependent on the nature of one's cultural background. In Ghana, motivation to travel according to Akyeampong (1986) comes in the form of imperatives and not as leisure related activities. These imperatives ranged from attendance of family gatherings and travelling to attend naming ceremonies. These imperatives are also termed customary imperatives. Other imperatives also come as peer imperatives, which involve organised travel by social and youth clubs

for novelty, education or sheer adventure. The last of these imperatives is the escapist imperative which involves those in the upper class of society who are mostly top ranking government officials, expatriates, diplomats and business executives who often travel outside the cities on weekends to the beaches for purpose of leisure and relaxation.

Tourism Promotion

Promotion is defined as the activities that communicate the merits of the product and persuade target customers to buy it" (Kotler 2000). This tends to conform to the view of Cooper et al (1993) that promotion is the descriptive term for the mix of communication activities, which tourist companies carry out in order to influence the public whom their products depend. Most of these authors on tourism promotion share the view that the bulk of promotion effort is to increase destination awareness and make potential tourists disposed to purchase the products involved.

For many years it has been the responsibility of the public sector to take a lead in destination promotion by providing the opportunities for the private sector to participate by inserting their own advertisement as destination brochures (Middleton 1998). Nowadays the private stakeholders are actively involved in the drive to promote destinations by organising destination awareness seminars as well as essay competition for students in the basic and secondary schools. In effect an essential part of promotion is the provision of information to the target population. It is worth noting that what first-time visitors learn of a destination's facility, which in turn influences their choice, tends to lie in the hands of the private sector (Middleton 1998).

Kotler (1984) defines "marketing mix" as the mixture of controllable variables that a firm uses to pursue the required level of sales in the target market. The controllable variables consist of four groups, called the four 'Ps'. These are **product, price, place** and **promotion.**

i. Product: The goods and services that are offered to the target market.

ii. Price; The amount of money customers have to pay to obtain the product.

iii. Place (Destination): The activities that make the product available to the target consumers.

iv. Promotion: The activities that communicate the merits of product and persuade target customers to buy. Promotion is seen as the most visible of the four '**Ps**" and include direct selling, sales promotion, brochure production and public relations activity. Promotion is particularly important to tourism because the product cannot be sampled before hand. Promotion is needed to stimulate local demand for holiday, to enable the pendulum of tourism demand in favour of domestic tourism.

The Case for Social Tourism

Some researchers believe that for domestic tourism to be successfully promoted, it is best to adopt social tourism. Wyllie (1990) and Coopers et al (1993) are of the opinion that ignorance or low income should not prevent citizens from participating in goods and services that are important to their well-being.

To them, social tourism is an attempt to remove tourism barriers for some groups in society. In other words, social tourism is for those who do not have discretionary income, or time for leisure. Therefore they are helped to also enjoy tourism by subsiding and other means on the part of the state or an NGO. The idea behind this is that the society benefits as a whole rather than for profit maximisation. Since this form of tourism has been geared to situations where most of the population have limited resources, it is particularly importance as a model for Third World countries seeking to develop and promote domestic tourism for more than a privileged few.

Unlike countries like the United States, Canada and United Kingdom where tourism has been developed to such an extent that it has widespread and efficient systems of public transport coupled with the high income levels, most developing countries including Ghana cannot boast of any of such development. Wyllie (1990) notes that social tourism is more likely to solve the traditional obstacles to leisure in Ghana such as poor savings and poor wages. Ultimately, if social tourism principles could be applied in Ghana, it would represent a most important advancement in domestic tourism development and promotion.

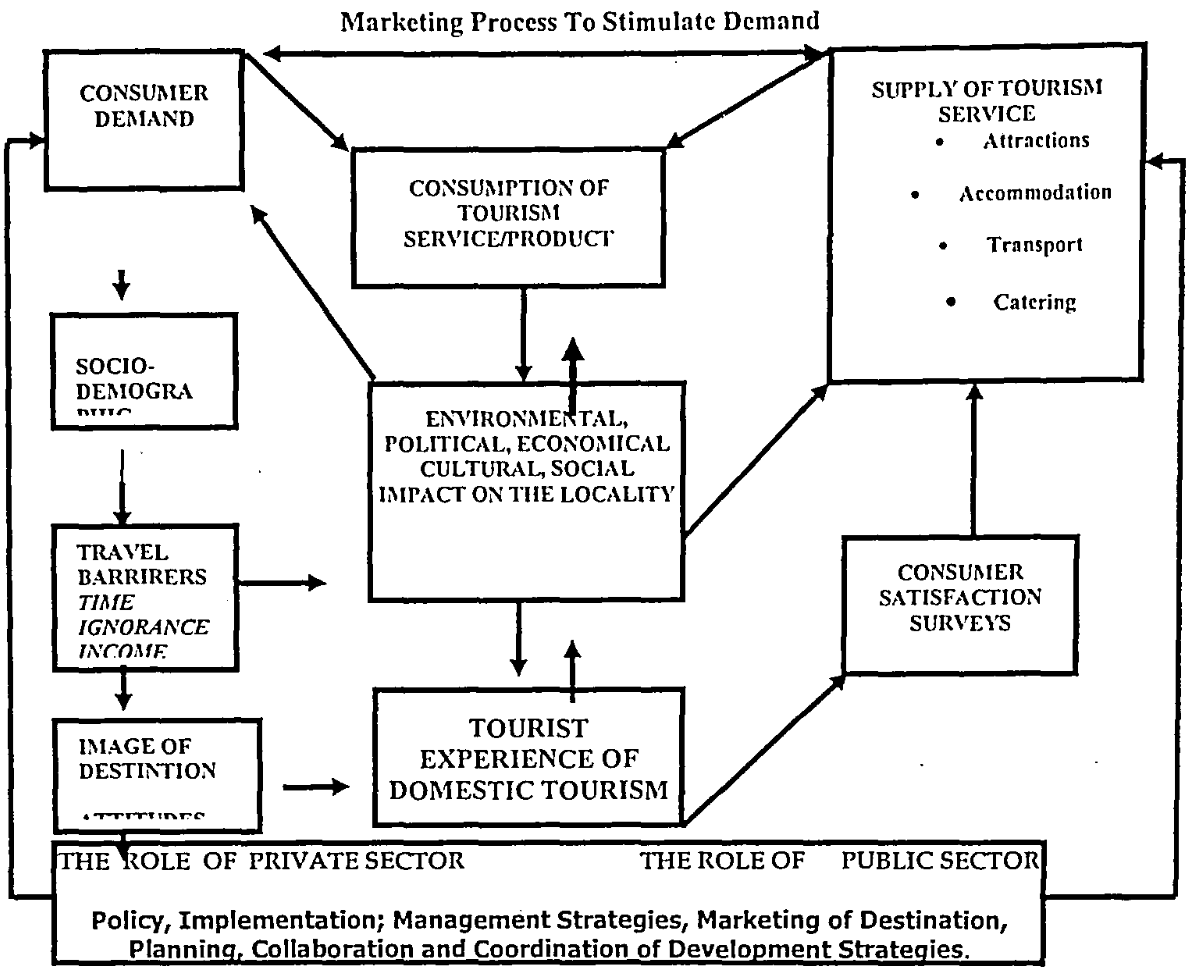
Conceptual Framework

The conceptual framework employed for this study was the systems framework adapted from Page (1985). The systems framework replicates a dynamic system whereby an action taken by any of the member components generates a change in other components. The essence is to look at the tourist as the focal point of tourism in order to help study the relationship among the key tourism stakeholders. The framework has been modified to include socio- demographic variables such as , barriers to travel, image of destination, attitudes and values.

The Systems Framework

The framework as shown in Fig. 4, provides understanding of the complexity and relationship, which coexists within domestic tourism promotion.

Figure 4: Modified Systems Framework For Analysing The Role of Stakeholders



Source: Adapted from Page (1985) FLOW/INTERACTIONS IN THE SYSTEM

Leiper (1990) defines system as a set of elements or parts that are connected to each other by at least one distinguishing element. In this instance, the domestic tourism phenomenon is the distinguishing feature, and focus of the system. The elements connecting the system are the "demand" and "supply" in domestic tourism. The demand comes from the consumers who are referred to as visitors while the supply side indicates the role of stakeholders.

Page (1985) explains the framework of the systems idea by identifying the key features of tourism systems as follows;

i. The inputs (e.g. the supply of tourism products and tourism demand)

ii. The outputs (e.g. the tourist experience of domestic tourism).

iii. The external factors conditioning the system (e.g. the role of public and private sector, business environment, consumer preferences, political and economic issues).

External factors such as the role of stakeholders or the type of political and economic policies of a government may exert some degree of influence on the nature of the system. Where these factors have a strong effect on the system it is termed as an "open system". In reality, demand for domestic tourism is just as likely to be affected by the state of the economy.

Ideally when there is a change in a system, it should adjust immediately to its new state, in reality however, there is almost always a delay before the other factors adjust. The delay may occur as a result of inertia and friction. This explains why a change in the government's policy may take time for stakeholders to implement the change and communicate the new idea to visitors. Conversely where external factors exert limited influence, the system is considered "closed".

The framework again considers the nature of the "flow" between the various components, where specific relationship may exist. If the flow is in one direction only, then the relationship is seen as a cause and effect.

For example, if there is an improvement in the marketing process that in turn stimulates demand for domestic tourism, then it can be said that the marketing process or promotion caused an increase in domestic tourism demand.. However if the flow is in both directions a reciprocal relationship exists whereby the two factors are interrelated and influence each other. The role of stakeholders is to influence each other positively in order to achieve an objective. This framework presents a "schema" about how to analyse the roles of stakeholders and helps to determine whether they are working together as a system.

The relevance of the framework to this study is that it presents a system where components exhibit a high degree of interdependence so that the behaviour of the whole system is very much seen more as the sum of all the parts (Murphy, 1985). The advantage of using this system (or model) is that it allows for the tracing of the effect of different issues as well as identifying where improvements need to be made in the overall domestic tourism experience. It again considers the distribution channel by key players in marketing and operations management. It identifies domestic tourism promotion as involving the interplay of demand and supply; human activities; communications between different elements in the system ; and the effect of tourists on the system. The main weakness in this framework is that it does not consider travel arrangement by tourists.

Summary

The stakeholders' perception and role in domestic tourism development and promotion and how they influence domestic tourism demand are outlined. Available literature indicates that stakeholders must co-ordinate and collaborate in all aspects of tourism development and promotion. The public and private sector as stakeholders, thus have the responsibility to ensure that the planning and promotion of domestic tourism are done in conjunction with others to ensure efficiency and sustainability of tourism. The need to adopt other promotional measures such as social tourism has been stressed. For the purpose of guiding this study and showing understanding of key factors in domestic tourism and the relationships among its stakeholders a systems framework was adopted and discussed.

CHAPTER THREE

METHODS OF DATA COLLECTION

Introduction

The issues discussed in this chapter include data collection method, sources of data, target population, sample size and sampling method, research instrument, and problems encountered in the field.

Research Design

The research design used for this study is the descriptive survey design. According to Gay (1992), the descriptive survey involves collecting data in order to test hypotheses or answer research questions concerning the study. Information gathered from the descriptive method was used to investigate the role of stakeholders in their attempt to promote domestic tourism. The destination survey method was employed at four destination sites in the study area namely: Centre for National Culture, Kumasi Fort/Military Museum, Kumasi Zoo and the Manhyia Palace in order to contact domestic tourists who visited these attractions. These sites were selected due to their popularity as tourist attractions. The descriptive design was employed considering the purpose of the study, the research questions, hypotheses and the nature of the target population.

Sources of Data

Data related to the research objectives were collected from primary and secondary sources. Secondary sources were the Ministry of Tourism (MOT), Ghana Tourist Board (GTB), Kumasi Metropolitan Assembly, and Centre for the National Culture. In addition, books, journals and written reports as well as the Internet were consulted for the study. The primary data were obtained from respondents in the study area through open and closed- ended questionnaires. The self- administered questionnaire was used for visitors and private tourism service providers.

Target Population

The target population for this study were in two categories. First, domestic visitors of both sexes to tourist destinations who were 15 years and above. This age group is seen as those who are likely to undertake excursion or holidays either in groups or on their own.. Secondly, private tourism service providers made up of members of GHATOF.

Sample Size and Sampling Method

The target population as indicated in Tables 3 and 4 comprised different social groups whose numerical size was difficult to determine. For this reason it was difficult to arrive at the appropriate sampling frame for the study area. To overcome this shortcoming, the multistage cluster and the quota methods were employed.

Table 3: Private Service Providers' Sample

Target Population (GHATOF)	Registered Members	Sample Quota	Percentage
Ghana Hoteliers Association	135	20	14.8%
Tour Operators Union of Ghana	51	20	39.2%
Ghana Restaurants Association	49	20	40.8%
Ghana Trad.Caterers Association	167*	20	11.9%
Transport Operators	-	20	-
Total Sample		**100**	

Source: Fieldwork, 2002 *Based On Estimated Figure From Secretariat

Table 4: Attractions Sample

Tourist Attractions	Average Monthly Visits (Domestic)*	Sample Quota	Percentage
Manhyia Palace	1770	50	2.8%
Kumasi Fort / Museum	270	50	18.5%
Kumasi Zoo	1870	50	2.7%
Prempeh II Museum/C.N.C	260	50	19.2%
Total Sample		**200**	

Source: GTB (2000) * Estimate from the Attractions (2000). See Appendix 7

According to Sarantakos (1998), the cluster sampling is employed primarily when no sampling frame is available for all units of the target population, when economic considerations are significant; and when cluster criteria are significant for the study.

In addition, the quota system does not require sampling frames and it is effective as well as less costly than other techniques and can also be completed in a short period of time (Sarantakos 1998). The quota sampling is a version of stratified sampling, the difference being that instead of randomly choosing a number of respondents, it works on chosen or agreed " quotas". It is a non – random stratified sampling procedure. Kumekpor (1999) notes that quota sampling attempts to introduce an element of representativeness in a non-probability sample.

In the first stage, the study clustered the target population into private tourism service providers (or GHATOF) and visitors to tourist attractions. In the second stage, the five (5) GHATOF associations were selected for their involvement with domestic tourists. In the third stage, elements from each of these groups were assigned a quota for interview. This brought the total sample of GHATOF to 100. Destination surveys comprising 50 respondents were conducted at four popular tourist attractions in the study area mentioned in 3.1. This also brought the sample of visitors to 200, thus a convenient sample size of 300 was settled upon for the study. The ratio of visitors to service providers was 2:1 based on two reasons.

In the first place, cognisance was taken of the claim by WTO at its 1991 Ottawa Conference that the measuring of visitors should be of importance in any domestic tourism study and secondly, as a result of the homogeneity of service providers. Sarantakos (1998) claims that if the population is homogenous with respect to the study objective, a small sample might suffice. Hence, considering the nature of spatial distribution and homogeneity of products, a sample size of 100 was considered sufficient for the private service providers and 200 for visitors.

Research Instruments

The survey instruments used were questionnaires, which were of two types, one for individual domestic visitors and the other for stakeholders (private tourism service providers). The questionnaires for individual domestic visitors were self -administered and consisted of four parts while that of private tourism service providers were by interview schedule and consisted of two parts.

In the case of the visitors, Section A requested information on previous travel indices such as, the last holiday or excursion was taken; the means of transport to the destination; the organisers of the trip; how long the trip lasted and where the night was spent. Section B sought the visitors' perception and experience of domestic tourism, all on a five- point Likert scale.

Section C also gathered information on the trend of domestic tourism demand, and here questions on tourist attractions in Ghana visited; the size of travel party, their knowledge of the attractions and level of promotion. The last part, Section D dealt with the socio-demographic background of visitors. The closed–ended questions reflected respondents' opinion or experience. The reason for using the closed–ended was because of its flexibility and cost–efficiency. The self- administered questionnaire, showed greater accountability, simplicity and the freedom to express opinion as compared to open-ended questionnaires. However, illiterates and those who had difficulty in understanding were assisted.

The first part of the questionnaires for the private tourism service providers solicited information on stakeholders' operations such as the type of business and advertisement and target clients .The second section dealt with stakeholders' collaboration; their relationship with the Ghana Tourist Board (GTB) and other members in the promotion of domestic tourism. Informal interviews were also held with some officials from the MOT, GTB and the KMA.

Pilot Study

A pilot study was conducted in Cape Coast early June 2002 to test the suitability of the research instruments and to identify areas of confusion or other problems. A sample size of 20 made up of 10 visitors' questionnaires and 10 stakeholders (private service providers) was used.

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Following the pilot study, modifications were made to certain parts of the questionnaire by rephrasing certain questions and deleting others.

Field Work

Fieldwork was conducted between 14th June 2002 and 24th July 2002. A day's training was carried out for four field assistants at the various destinations in English and Twi. The questionnaires were then lodged with the four field assistants, (one at each of the four sites) who administered them under supervision. A quota of fifty visitors each were interviewed at each of the four sites. The interviews were conducted at the entry and exit points of the four sites. The private tourism service providers were interviewed through the help of two field assistants.

Though a total of 300 questionnaires were administered, 248 responses were obtained. This indicated a total response rate of 82%. This was made up of 176 (88%) and 72 (72%) of visitors and private stakeholders respectively.

Problems Encountered in the Field

A number of problems were encountered during the data collection. Firstly, there was a lack of co-operation on the part of some private tourism stakeholders as well as of some visitors. While some respondents demanded tips before they would agree to take part in the survey, others also wanted to take the questionnaires away instead of responding to them there and then. It was particularly difficult getting data on domestic tourism from the GTB. The manager at the Kumasi office of the GTB who had just assumed post expressed disgust at the fact that no such data existed. Some proprietors also collected the questionnaires but did not want to return them even after several visits to their premises. Others gave excuses that their superiors were absent and were reluctant to be interviewed until after some persuasion. A number of chop bar operators were very suspicious and therefore gave several excuses in trying to avoid being interviewed. Also some offices of tour operators had long ceased to exist, some also turned out to be travel agents rather than tour operators.

Data Analysis

Data collected has been summarized and presented in tables showing frequencies and percentages. Both quantitative and qualitative tools were used to analyse the data and to describe the background characteristics of respondents and the activities of stakeholders. Research questions were also answered qualitatively and quantitatively using simple frequencies, percentages and the chi - square. Cross tabulation of responses was done to explain the relationships between variables. The chi-square technique was used to test the relationship between visitors' demographic backgrounds and their perception of tourist attractions and as well as the relationships between private service providers and GTB.

Summary

Self-administered and the informal interview schedule were the main instruments used in collection of data. The self-administered schedule was more flexible, cost- efficient and allowed enough time for respondents to complete their responses in the questionnaire. Since a large number of private service tourism operators were not registered members of their recognised association it was difficult to obtain an exhaustive list for sampling.

CHAPTER FOUR

CHARACTERISTICS OF RESPONDENTS AND PERCEPTION OF DOMESTIC TOURISM PROMOTION

Introduction

The socio-demographic background of respondents, their travelling behaviour; purpose of trip; means of transport; duration of trip; and organisers of the trip, and also their travel expenditure as well as their domestic tourism experiences at the destination are discussed in this chapter. Frequency tables are used to describe and analyse the background of respondents qualitatively.

Socio-Demographic Background of Respondents

Age of Respondents

Although the age at which people undertake holidays independent of their parents begin at 15 years, this age is constrained by lack of income but compensated for by a lot of discretionary time (Cooper et al, 1994). The ages of respondents ranged between 15 and 50 years as shown in Table 5 In all there were 92 (52.3%) males and 84 (47.7%) female respondents.

Table 5: Ages of Respondents

Age	Number of Respondents	Percentage
15-24	111	63.1
25-34	50	28.4
35-44	12	6.8
45-50+	3	1.7
Total	**176**	**100.0**

Source: Fieldwork, 2002

About 90% of respondents were between the ages of 15 and 34 years. Of this number, 63.1 % were in the 15-24 year group. The age distribution also showed that only 8.5 % of respondents were 35 years and over. This is confirmed by Cooper et al (1994) that the age group (15-24) has the tendency to travel to new places for new experiences. This corroborates the popular notion that the youth have a high propensity to travel.

Educational Background of Respondents

The level of education is an important determinant of travel propensity as education tends to broaden people's horizon and thereby stimulate travel desire There is therefore the tendency to associate the more adventurous and independent travel with the more educated in the population (Cooper et al, 1994).

Table 6: Educational Background of Respondents

Education	Number of Respondents	Percentage
Some Primary	17	9.7
Primary	69	39.2
Secondary	67	38.1
Post Secondary	18	10.2
Tertiary	4	2.3
Total	**176**	**100**

Source: Fieldwork, 2002

The educational background of respondents revealed that a total of 69 (39.2%) respondents had completed primary education as against 67 (38.1%) who had completed secondary education (Table 6). Again, only 10.2% had completed post secondary education whilst 4% have had tertiary education. Most significantly, 17 respondents representing 9.7% had received some level of primary education.

The low level of education shown by majority of respondents (39.2%) was compensated for by their personal mobility, which also has a lot of influence on domestic tourism (Cooper et a1, 1994). The implication is that promotional strategies of stakeholders in domestic tourism should be geared towards the primary and secondary school students because they are more curious to experience new places and new attractions.

Marital Status of Respondents

As indicated on table 7, 137 respondents representing nearly 80% of respondents were single as compared with only 33 (19%) being married. Since majority of respondents were single this conceivably influenced their personal mobility as far as domestic tourism was concerned. The implication is that respondents who were single had a lot of discretionary time to embark on trips or excursions. Also, it has generally been noted that most married women are often engaged in household work when they are not working to supplement their family incomes through petty trading and other activities. It is little wonder that lack of time is frequently seen as a crucial factor preventing people from indulging in pleasure travel (Wyllie, 1990).

Table 7: Marital Status of Respondents

Marital status	No. Of Respondents	Percentages
Married	33	18.8
Single	137	77.9
Not Stated	4	3.3
Total	**176**	**100.0**

Source: Fieldwork, 2002

Religious Background of Respondents

The religious background of respondents as indicated on table 8, about 63% of them were Christians whereas 22% Moslems. Also, 9.7%

were affiliation to Traditional Religion. This could be due to the fact that a number of Christian groupings organise tours to these attraction sites.

Table 8: Religious Backgrounds of Respondents

Religious Background	No. of Respondents	Percentages
Traditional	17	9.7
Christian	111	63.1
Moslem	39	22.0
Other	9	5.1
Total	**176**	**100.0**

Source: Fieldwork, 2002

Nationality of Respondents

The result from the survey pointed out that though 91% of the respondents were Ghanaians, other nationals constituted the remaining 9%. This should remind stakeholders not to target only Ghanaians when promoting domestic tourism, because the expatriate population also does patronise the local attractions. Akyeampong (1996) reported that the expatriate population also partake in domestic tourism where they travel to the beaches on weekends for relaxation. However, those encountered in this study were on sight- seeing trips at the destinations.

Employment Status

Table 9 shows a total of 86 (48.9 %) respondents were students, while about 60 (34.1%) respondents were in full time employment with 20 (11.4%) in part-time employment. Also, 10 respondents were unemployed and this represented about 5.7% of the total respondents. The part-timers were mostly engaged in apprenticeship or doing petty trading. Unemployment is a very serious socio-economic issue in most developing countries including Ghana and its one of the major obstacles to participation in tourism. In many cases many self-employed people such as traders appear to take little or no holidays from work (Wyllie, 1990), apart from special occasions and national holidays.

Table 9: Employment Status of Respondents

Employment Status	No. Of Respondents	Percentage
Student	86	48.9
Full time	60	34.1
Part time	20	11.4
Unemployed	10	5.7
Total	**176**	**100**

Source: Fieldwork, 2002

Income of Respondents

The income of visitors is of prime importance in domestic tourism since according to Cooper et al (1994) a low discretionary income depresses travel propensity. As many as127 respondents constituting 72 %

come earners (Table 10), whilst 11.9 % were earning between ¢200,000 and ¢500,000 per month, with only 5% earning above ¢800,000 per month (Table 4.6). The low level of income stems perhaps from the fact that most of the

Table 10: Repondents' Income Level

Income	No. Of Respondents	Percentage
Less than ¢200,000	9	5.1
¢200,000-¢500,000	21	11.9
¢500,000-¢800,000	10	5.7
¢800,000 and above	9	5.1
Not Applicable	127	72.2
Total	**176**	**100**

Source : Field work, 2002

respondents were students and even those who were working were not in the high status jobs. The low income was also a reflection of the type of jobs such as petty trading and part-time jobs that the respondents were engaged in. Their demand for domestic tourism was made possible due to the low expenditure involved. Indeed, Cooper et al (1994) asserts that the nature of employment has an influence on the level of income and therefore the type of holiday demanded. The low income also explains why most of the respondents could not access multiple destinations due to the cost of transports (Akyeampong, 1996).

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Travel Patterns of Respondents.

Previous trips experienced by respondents are presented in Table 11. The majority of the respondents 60 (34.1%) had travelled or embarked on

Table 11: Previous Trips of Respondents

Previous Trip	No. Of Respondents	Percentage
First Time	56	31.8
Under 12 months	60	34.1
" 2 years	33	18.8
" 5 years	16	9.1
" 5 years or more	11	6.3
Total	**196**	**100.0**

Source: Fieldwork, 2002

an excursion within the year while a sizeable number of 56 (31.8%) were having their very first experience in excursion. About 18.8% had their first experience within the past two years, while slightly more than 15% had their first experience three or more years ago.

On frequency of visits to the various sites, it was found out that majority of respondents (52.3%) had visited more than once. While 19.9 % of them, had visited twice already, about 14.8% were on their second visit. On the other hand, about 17.6% were non-committed.

Purpose of Trip

The purpose of travel as indicated by the respondents in Table 12 shows that, majority (49.4%) were travelling in-group excursions respondents. Interestingly, About 17.6% of the respondents were on sightseeing while the remainder were either on a church convention (14.8%) or visiting friends and relatives or attending funeral.

Table 12: Purpose of Trip

Purpose of Trip	No. Of Respondents	Percentage
Educational Tour	87	49.4
Sight-seeing	31	17.6
Church convention	26	14.8
Attending funeral	6.0	3.4
Visiting Friends & Relatives	26	14.8
Total	**176**	**100.0**

Source: Fieldwork, 2002

Means of Transport

Table 13 shows that more that half (60.2%) of respondents travelled by 'trotro' or public transport while the rest travelled either by taxis or their own cars, with only a few walking or travelling by train to the attractions.

Table 13: Means of Transport

Means of Transport	No. Of Respondents	Percentage
'trotro'/Public Bus	106	60.2
Taxi	27	15.3
Own Car	27	15.3
Walked	12	6.8
Train	4	2.3
Total	**176**	**100.0**

Source: Fieldwork, 2002

Duration of Visit

In Table 14 the majority (63.1%) of the respondents were day-trippers or day- return travellers. The rest stayed for 3 or more days (19.3%) or one week (6 %) or just a day (11.9%). About a quarter (25%) of those who stayed

Table 14: Duration of Visit

Duration of Visit	No. Of Respondents	Percentage
Less than 1 hour	46	26.1
1-2 hours	26	14.8
3-24 hours	39	22.2
1-2 days	21	11.9
3-7 days	34	19.3
8 days and above	10	5.7
Total	**176**	**100.0**

Source: Fieldwork, 2002

for a day or more stayed with friends and relatives. A sizeable number of respondents (17.6%) also stayed in schools or youth hostel, with a few (14.2%) staying in hotels (Table 15)

Table 15: Type Of Accommodation Used During Trip

Place of stay During Trip	No. of Respondents	Percentage
No Accommodation Required	76	43.2
With Friends and Relatives	44	25.0
Camp/school/Hostel	31	17.6
Hotel	25	14.2
Total	**176**	**100**

Source; Fieldwork, 2002

While one-third of the respondents (33.8%) were on an educational tour, quite a fair number (31%) were on sightseeing. Only 6.8% were engaged on religious activity. About 11% of the respondents who were mostly at the Manhyia Palace were cultural tourists. About 10.2% of the respondents were on vacation or leisure trips. These were mostly those visiting attraction sites at the four destinations.

Organisation of the Trip

Table 16, shows that majority (27%) of the visitors were sponsored by the school or institutions they belonged to. For 24% of respondents, the trip was part of social activities of their clubs or organisations. Quite a number of them (20.5%) were visiting with their friends and relatives

while about 4.5% were in groups organised by tour operators. As many as 34 respondents (19.3%) were there on their own and these were probably people who were staying close to the attraction sites and could thus travel by walking to the destination which was evident by their normal places of residence.

Table 16: Organisers of the Trip

Organisers of trip	No. Of Respondents	Percentage
Individual	34	19.3
Tour Operator	8	4.3
Schools/ College	48	27.3
Social Organisation/Club	43	24.4
Friends and Relatives	36	20.5
Non –Committal	7	4.0
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents Travel Expenditure

Given the general low level of income among Ghanaians and the socio-economic conditions in the country, affordability of leisure travel by the individual is often constrained. Respondents were asked to express their view about the various items that usually took a larger part of their domestic travelling expenditure. More than half of the respondents (53.4%) cited transportation (Table 17). Only 4 % of the respondents spent more on accommodation. The urban nature of the destination had a lot to do with

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visitors' larger expenditure on transportation as the attractions are spatially dispersed throughout the metropolis, so that people travelling from outside Kumasi certainly had to do so by means of transport.

Table 17: Respondents' Travel Expenditure

Expenditure	No. of Respondents	Percentage
Transportation	94	53.4
Gate fees	27	15.3
Accommodation	7	4.0
Food/Drinks	27	15.3
Souvenirs	6	3.4
Non-committal	15	8.5
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents were again asked to indicate the sort of things that usually prevent (travelling barriers) them from frequent tours. The responses are presented on Table 18 below. About 34.7% of respondents cited income as the main problem that hindered their desire to travel. Ignorance of attractions (21%) and lack of appropriate transport (23%) were some of the problems, which prevented some respondents from travelling. Poverty is therefore the major factor hindering people from partaking in domestic tourism.

Table 18: Respondents' Travelling Barriers

Barrier	No. of Respondents	Percent
Income	61	34.7
Time	35	19.9
Ignorance of attractions	37	21.0
Transportation	41	23.3
Others	2	1.1
Total	**176**	**100**

Source: Fieldwork, 2002

Visitors' Expectations at the Destinations

Respondents were asked to indicate three things that they liked most about the places visited. About 92 multiple responses representing (40.9%) of respondents showed that a number of them were very much interested in cultural heritage. About 37.7% indicated that they were interested in the wildlife (Table 19).

Table 19: Visitors Expectations

Expectations	No. of Respondents*	Percentage
Knowledge of ones Culture	92	40.9
Exposure to Wildlife Resources	85	37.7
Insight into local history	30.	13.3
Good Reception at Destinations	18	8.0

Source: Fieldwork, 2002 *these are results from multiple responses

Results of the study showed that the zoo attracted the largest number of visitors in the metropolis. In fact, the zoo is the leading attraction in the Kumasi Metropolis. The historical artefacts also attracted a number of respondents who were there to see the various war and colonial legacies associated with the Ashanti Empire and the Gold Coast. About 13.3% of respondents cited this as one of the things that was of interest to them.

Alternatively, the respondents were asked also to indicate three things they disliked about the attractions. About 52% stated that they were not disappointed, however about 13.3% also stated that the Museums and the zoo were not very well stocked and that many items were missing from their stands. In the case of the zoo, 10% of the respondents were of the opinion that they were not given tour- guiding and also there were too many empty cages which meant that they could not see many of their favourite animals.

Respondents' Tourism Experience

Visitors' expectations usually determine the travel level of satisfaction or dissatisfaction with the entire trip (Gartner, 1998). Respondents were therefore asked to state whether they were satisfied with the tourism experience at the destinations. More than half of the respondents (67%) stated that they were satisfied with the destination. However, about 20% of the respondents indicated dissatisfaction with the tourism experience at the destination. Of the 176 respondents, 12.5% of were non-committal (table 20).

Table 20: Respondents' Tourism Experience

Satisfaction With Attraction	No of Respondents	Percentage
Yes	118	67.1
No	36	20.4
Non –committal	22	12.5
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents' Perception Of Attractions Visited

According to Middleton (1994), "perception" is the term used to explain the way individuals select and organise the mass of information they are exposed to. Perception is influenced by personal attitudes, by motivations, knowledge and interest and may also be influenced by experience and by advertisement. If the product is highly satisfactory, the probability of repeat purchases will be high and if it is unsatisfactory, the opposite will occur.

A 5-point Likert scale (strongly agree - strongly disagree) was drawn to measure respondents' perception. The question was whether respondents' had positive, negative or neutral perception of the attractions visited. Respondents were asked to indicate the extent to which they agreed or disagreed with statements relating to the attributes of the attractions and hospitality.

Table 21: Respondents' Perceptions

Perception	No of respondents	Percentage
Positive	122	69.4
Neutral	27	15.3
Negative	27	15.3
Total	176	100.0

Source: Fieldwork, 2002

Table 21 shows that 122 (69.4%) respondents perceived the attractions positively, 15.3% of the respondents were indifferent whilst 15.3% perceived the attractions negatively. To determine the extent to which this perception had on future (repeat) visits, a cross tabulation was done as shown on Table 4.16. Kotler (2000) acknowledges that a motivated person is always ready to act and this is influenced by his or her perception. Two people with the same motivation may however, act quite differently based on how they perceive the conditions they find themselves.

Perception and Decision on Repeat Visits

In recognition of perception and tourism experience on visitors' decision for repeat visits, the following hypothesis was evolved, *(Ho 1):* "There is no significant relationship between visitors' perception of tourist attractions and their decision on repeat visits." In Table 22, the cross tabulation of visitors' perception of attractions and their decision to repeat visits shows that, as many as 102 (83.6%) respondents who had a positive perception of the tourist attractions were willing to repeat visits. Similarly, 19 or 70.4.% of the respondents with negative/neutral perception of the tourist attractions were unwilling to undertake future visits. The result also shows that even though 16.4% of respondents perceived the attractions positively, they were unwilling to repeat visits. The reasons cited for unwillingness to repeat visits were; discrimination against domestic tourists, high entrance fees at attractions and facilities, and poor services and infrastructure.

Table 22: Perception and Decision on Repeat Visits Cross-tabulation

	Repetitive Visits		
Visitors' Perceptions	**Yes**	**No**	**Total**
Positive	102 (83.6%)	20 (16.4%)	122 (100%)
Negative	8 (29.6%)	19 (70.4.%)	27 (100%)
Neutral	8 (29.6%)	19 (70.4%)	27 (100%)
Total	**118**	**58**	**176**
%	**(67.1%)**	**(32.9%)**	**(100%)**

Source : Fieldwork,2002 X^2 (df 2;N 176) =49.36,p <0.05

Using the Chi-square test of difference, the result showed that at 2 degrees of freedom, the critical value at 0.05 level of significance was 5.99, which was less than the calculated chi square value of 49.36. Therefore the null hypothesis was rejected. The conclusion is that, there was a significant relationship between people's perception of tourist attractions and their decisions on repeat visits'. The result again revealed that visitors' perception of attractions were very important in their decision to embark on repeat visits to tourist destinations. The result confirms Middleton (1998) contention that experience and perception are strongly linked and are influenced by attitudes and motivations. This result has encouraging implication for both private and public stakeholders in their effort to promote domestic tourism.

Gender Influence on Perceptions

Table 23 shows a cross-tabulation that examines the differences in gender and perception of tourist attractions. 64(69.6%) of males had positive perception of tourist attractions, as did 58 (69%) of females. This means that more than half (69.3%) of the respondents had positive perception of the attractions. On the other hand, 17.4% males and 11(13%) of females had negative perception of the attraction.

Table 23: Gender and Perception of Attraction Cross-tabulation

	Perception of visitors to attractions			
Sex	Positive	Negative	Neutral	Total
Male	64 (69.6%)	16 (17.4%)	12 (13.0%)	92 (100%)
Female	58 (69.0%)	11 (13.0%)	15 (18.0%)	84 (100%)
Total	**122** **(69.3%)**	**27** **(15.3%)**	**27** **15.3**	**176** **(100%)**

Source: Fieldwork, 2002

Education and Perception

Table 24 clearly shows that most 122 (69.3%) of the respondents exhibited a positive perception of the attractions. Majority of the respondents with positive perception of the attraction were found to have completed primary education, while as much as 77.8% of those with post secondary education had a positive perception of the attractions. Meanwhile the greatest number of respondents (20.9%) with negative perception of the attractions had all completed secondary school. It can therefore be concluded that the better educated people are more critical or have greater expectations.

Table 24: Cross- tabulation of Educational Background and Perception of Attractions

	Perception of visitors to attractions			
Educational Background	Positive	Negative	Neutral	Total
Primary	53 (72.6%)	10 (13.7%)	10 (13.7%)	73 (100%)
Secondary	41 (61.2%)	14 (20.9%)	12 (17.9 %)	67 (100%)
Post Secondary	28 (77.8%)	3 (8.3%)	5 (13.9%)	36 (100%)
Total	**122 (69.3%)**	**27 (15.3%)**	**27 (15.3%)**	**176 (100%)**

Source: Fieldwork, 2002

Marital Status and Perception

The cross-tabulation of visitors' marital status and their perception of tourist attractions shows that majority 98 (70.5%) of the respondents who had a positive perception of the attractions were single (Table 25). This compares favourably with 64.9% of the respondents who were also married. The conclusion here is that since most of the respondents were single, they were more predisposed to travel or embark on excursions the result was a reflection of their perception of attractions which was generally positive.

Table 25: Cross- tabulation of Marital Status and Perception of Attractions

	Perception of visitors to attractions			
Marital status	Positive	Negative	Neutral	Total
Married	24	6	7	37
	(64.9%)	(16.2%)	(18.9%)	(100%)
Single	98	21	20	139
	(70.5%)	(15.1%)	(14.4%)	(100%)
Total	**122**	**27**	**27**	**176**
	(69.3%)	**(15.3%)**	**(15.3%)**	**(100%)**

Source : Fieldwork,2002

Summary

Majority of respondents were the youth who expressed a general positive perception of the attractions. This was in spite of the travelling barriers they were confronted with in the study area. Cross-tabulations also showed that respondents' sex, education and marital status had some form of influence in their perception of the tourist attractions . This was evidenced by a chi- square test which indicated that respondents were willing to embark on repeat visits.

CHAPTER FIVE

STAKEHOLDERS' INVOLVEMENT IN DOMESTIC TOURISM PROMOTION

Introduction

The main issues concerning the role of the private and public stakeholders in domestic tourism development and promotion are discussed. Areas include participation of stakeholders as outlined by their operations, ownership, their registration and relationship, association membership including monitoring as well as stakeholders' collaboration to promote domestic tourism. The stated hypotheses and research questions are also analysed.

Stakeholders' Operations

Small businesses effectively represent the only conduit through which real personal contact or encounter which most visitors have with the '"host community". The quality of the tourism experience depends on the personality of the private service providers (Middleton, 1992). Moreover, the whole domestic tourism productions are an amalgam of multiple components supplied by a wide range of businesses (Table 26). The provisions of amenities often demonstrate the multi- sectoral nature of tourism supply as well as the interdependence of the various sectors (Cooper et al, 1993). The provision of accommodation and catering facilities at the destination create a general feeling of welcome and a lasting impression on visitors. These establishments reflect the local community needs and as such, domestic tourism only complements the existing pattern of use of these facilities which also have a predisposition to be clustered within areas where shopping is also a dominant activity (Page, 1990).

Table 26: Private Service Providers

Private Service Providers	No. Of Respondents	Percentage of Total Respondents
Accommodation	20	27.8
Restaurant	16	22.2
Tour Operators	12	16.7
Traditional Caterers	12	16.7
Transport Operators	12	16.7
Total	**72**	**100.0**

Source :Field work, 2002

To examine the role private stakeholders play in domestic tourism promotion, research question one was posed as follows: "To what extent do private service providers involve themselves in domestic tourism promotion?"

Research question one was analysed using items 1,12, 14 and 28 on the questionnaire (see appendix 4) such as; the type of business operations; the importance of domestic tourism to their business; the type of ownership of the business and their registration status with the Ghana Tourist Board (GTB).

Table 5.1. shows the respondent's involvement in the development of domestic tourism in several ways such as the provision of accommodation facilities (27.8%) i.e. hotels and guesthouses; tour operations (16.7%); transport operations (16.7%); restaurants and "chop bars" (16.7%). In some instances some "containers" had been provided as "eating places" for travellers by a private company called Freko Company Ltd., which supervises the Kejetia Bus Terminal. This company has joined forces with the Kumasi Metropolitan Authority (KMA) to screen food vendors before certifying them to sell. Other companies such as Uniliver and some private organisations are also involved in the promotion of local dishes through the organisation and participation of competitions such as "Cook Art".

Gold Coast Travel Agency has also recently introduced weekly programmes to encourage domestic tourists to visit some selected sites and tourist attractions in the regions . The places for the package are Ghana's prime tourist attractions, including the Aburi Botanical Gardens, Cape Coast-Elmina, Accra –Tema City , the Kakum National Park, the Wli Waterfalls, Kokrobite and Volta Lake cruise. (Daily Graphic,December 9,2003,pp 28). The Tour Operators Union of Ghana (TOUGA) has also been involved in the organisation of essay competitions for school children to create public awareness of domestic tourism. Winners of these competitions are taken on familiarisation tours of some parts of the country.

On the question of how important domestic tourism was to their operations, about 72% of the businesses stated that it was very important to them. Only 28% stated that they were not so dependent on domestic tourists in their operations. Hence, there were some businesses especially those in Tier 2 (refer to page 33) that could survive without tourism although in a diminished form (Smith, 1995). The allusion is that many of the private service providers were not even aware that their activities amounted to the promotion of tourism.

Ownership of Firms

The private sector's investment in tourism is most likely to be motivated by profit (Cooper et al, 1993) and this gives rise to an array of large and small organisations involved in tourism businesses and operations. Observations in the field showed that most of the respondents were small-scale businesses and were mostly owned by Ghanaians.

Majority of businesses (65 or 90.3%) were either owned by individuals or by families. Only about (7 or 9.7%) were of joint partnership. About 43% (31) of the firms employed between 1-5 people while (15 or 20.8%) employed between 6-10 people. Firms which employed between 10-15 people and 16 or more people formed 9 or (12.5 %) and 10 or 13.9% respectively. This tends to support the claim by Page (1990) that small firms in the tourism industry often employed less than 10 people or worked on self-employed basis. And that if this sector is left unchecked, it is likely to give rise to conflicts in the operation of tourism especially where the state takes a" laissez-faire" role in tourism planning and management (Page, 1990). Hence the insistence by GTB that businesses operating in the tourism industry must be duly regulated through various measures. The first means to do this is to register these businesses and to ensure that they are operating within stipulated regulations.

> *"The licensing role of the Board ensures that the appropriate standards and professionalism needed in the operation of all Tourism Receptive Facilities and Services are in place and maintained, this role to ensure standardisation places on the Board the responsibility to counsel and provide needed extension to investors and operators. These include project design, frequent visits to provide advice and ensure compliance with set standards and regulations."(GTB, 1994).*

The second research question seeks to examine how the private service providers (GHATOF) relate to the GTB's role in licensing and regulation for the promotion of domestic tourism. To analyse research question

2, some items on the questionnaire were cross- tabulated. This was done by cross tabulating members and non-members of private service providers (GHATOF) who had regularised (registered) their operations with GTB and how this impacted on their relationship with GTB in terms of its monitoring and coordinating role (Table5.2, 5.3and 5.4).

Members and Non-members of GHATOF Registration with GTB

The Ghana Tourist Board through legislative instrument has the mandate to make it mandatory for any person or groups of persons to first register and obtain the appropriate licence before commencing any tourism business. As a follow- up to research question two the following hypothesis *(Ho2)* was stated: 'There is no significant difference between members and non-members of GHATOF in their willingness to register (licence /regularise operations) with GTB.'

Table 27 shows that majority 38(63.3%) of businesses were members of GHATOF and at the same time fully registered with the Ghana Tourist Board . Although 22 or 36.7% of businesses were not registered with the GTB , they were in full in operation. While 23 or 38.4% of businesses had not registered with the board they were also not members of any recognised association. Furthermore, the study shows that though the licences of many of the businesses had long expired, they were still in operation. In many instances, the Ghana Tourist Board has had to close down some facilities resulting in strained relationship between them.

Table 27: Members and Non-Members of GHATOF Registration with GTB cross-tabulation

	Is your business registered with GTB?		
Membership of Association?	**Yes**	**No**	**Total**
Member	22 (57.9%)	16 (42.1%)	38 (100%)
Non-Member	15 (68.2%)	7 (31.8%)	22 (100%)
Total %	**37 (61.6%)**	**23 (38.4%)**	**60 (100%)**

Source: Field work, 2002 X^2 (df 1;N 60) =0.624, $p <0.05$

Using the chi- square to test for the difference between members and non- members of GHATOF who had regularised their operations with GTB showed that, there was no statistical difference between them (X^2=0.624 ; $p <0.05$). The chi square calculated was 0.624 and at 1 degree of freedom, the critical value was 3.841. Since the chi- square calculated was less than the critical value, the test therefore failed to reject the null hypothesis that there is no significant difference between members and non-members of GHATOF in their willingness to register with GTB. In other words, there was no significant statistical difference between members and non-members of GHATOF in terms of their regular status with GTB. This goes to confirm the lack of collaboration between the GTB and GHATOF in domestic tourism promotion. GHATOF could have ensured that its members regularize their activities with the GTB. This situation could affect service quality of tourism products as those who are not registered with the GTB cannot be effectively monitored.

The reason for the non –significant difference was perhaps due to the fact that even though some private service providers did not belong to any recognised association (e.g. GHATOF), they had regularised their operations with the Board Other service providers also stated further that they did not see any reason to belong to 'an association' before they could deal with the Tourist Board. They therefore preferred to deal directly with GTB on issues pertaining to their operations. Some respondents stated that they had withdrawn from their associations on 'personal' grounds.

Private Service Providers' Relationship With GTB

To explore the relationship that exists between members and non- members of GHATOF and GTB as partners in tourism development, a cross-tabulation of members and non-members relationship with GTB was done (see Table 28). Since the development and promotion of tourism is regarded as a partnership between the private and public sector, the extent of their involvement depends on the relationship between the two (Middleton, 1994). One of the strategic roles of the GTB is to develop both the facilities for domestic tourism and together with the private stakeholders to create innovative programmes to encourage domestic tourism. To play this role effectively, the relationship between the Board and the private sector is very crucial.

Table 28: Members and non-Members Relationship with GTB cross-tabulation

	How do you see your relationship with GTB?		
Registration with GTB?	**Cordial**	**Not Cordial**	**Total**
Registered	35 (87.5%)	5 (12.5%)	40 (100%)
Non- Registered	12 (52.2%)	11 (47. 8%)	23 (100%)
Total **%**	**47** **(74.6.%)**	**18** **(28.6)%**	**63** **(100%)**

Source: Field work, 2002

Table 28 shows that, 74.6% of the businesses had cordial relationship with the GTB and these were members of GHATOF. Remarkably, 47.8% of those without cordial relationship with GTB were non-members of GHATOF. However, more than half (52.2%) of the non-members had cordial relationship with GTB. The result is very important because it shows whether or not the private service providers are prepared to cooperate with GTB's operations. Hence, the possibility is that those who do no belong to any association see the operations of GTB as a nuisance and are therefore likely to be antagonistic to GTB. It is also unlikely for GTB to reach those who do not belong to any association in organising programmes to promote tourism.

Monitoring Role of GTB

To find out how registered and non- registered private service providers' think of GTB 's monitoring and coordinating role, a cross-tabulation of service providers registration and views of GTB's monitoring role was done. Indeed, the monitoring function of the Board is also one of its most important duties. This role is to ensure that private tourism service providers (GHATOF) were fully complying with the board's stipulated regulations, protecting consumers and offering useful advice and guidelines to the service operators.

The views of private service providers whether in their opinion GTB was playing its monitoring and coordinating effectively is presented in Table 29 This depended on whether or not the businesses were registered (regularised or licensed) with GTB since opinions differed with membership status of the service providers.

Table 29: Service Providers' Views of GTB's Monitoring Role cross-tabulation

	Do you think GTB plays its monitoring and coordination role effectively?		
Registration with GTB?	**Yes**	**No**	**Total**
Registered	10 (40.0%)	15 (60.0)	25 (100%)
Non-Registered	15 (71.4%)	6 (28.6%)	21 (100.%)
Total	**25 (54.3.%)**	**21 (45.7%)**	**46 (100%)**

Source: Fieldwork, 2002

More than half (54.3%) of respondents confirmed that the Tourist Board was doing their monitoring and coordination work very effectively (Table 29). These respondents held that GTB 's constant monitoring and coordination had greatly improved their operations; indeed the presence of GTB inspectors constantly reminded them of sanctions for non-compliance with rules and regulations. On the other hand as many as 46% of respondents did not have any GTB officials at their premises. The difference in opinions could be as a result of the fact that some service providers who had not regularised their operations with the board did not probably receive regular visitations from the Board

Promotion Of Domestic Tourism By GTB

To find out whether or not the opinions of businesses that had regularised (licensed) their operations with GTB differed from those that had not regularised in terms of the Board's role in domestic tourism promotion, a cross tabulation of private service providers (registered and non-registered) and their views of GTB's promotional role was done

Table 30: Service Providers' View of GTB's Promotional Role cross-tabulation

	Do you think GTB is helping to promote Domestic Tourism?		
Registration with GTB?	**Yes**	**No**	**Total**
Registered	18 (46.1%)	21 (53.9%)	39 (100%)
Non-Registered	12 (50.0%)	12 (50.0%)	24 (100%)
Total	**30 (47.6.%)**	**33 (52.4%)**	**63 (100%)**

Source: Fieldwork, 2002

In Table 30, of the 39 (61.9%) businesses that had registered with the board, more than half 21 or 53.9% of them felt the Board was not doing enough to promote domestic tourism. The non- registered respondents were divided equally (50%) in their opinion of the Board in terms of its domestic tourism promotion. In their view, there was no- known programme by the GTB to bring the private stakeholders together to promote domestic tourism. Since some of them believed GTB did no have any meaningful agenda for domestic promotion.

On the other hand, a few respondents were of the view that the GTB was actually helping to promote domestic tourism. To them, the GTB had been organising workshops, training programmes as well as offering valuable promotional activities to boost up their operations. To them, the Annual Tourism Awards where individuals, organisations, and corporate bodies whose activities have impacted positively on the development and promotion of tourism in the country are honoured shows that the Board has been encouraging private stakeholders. It maybe concluded that, most of the respondents who had not yet benefited from any of GTB's promotional activities were those who had not regularised their registration with the board.

Private Stakeholders Collaboration

Since the private sectors has the responsibility for the commercial functions of tourism, collaboration between them is essential to the successful promotion of domestic tourism as their active participation ensures the observance of standards and proper provision of facilities. In order to examine their level of collaboration, a research question was posed as follows: ' To what extent do private service providers cooperate with each other in domestic tourism promotion?'

Association Membership and Collaboration

A cross tabulation was done in support of research question three in order to determine differences in registered and non- registered members of GHATOF (Table 31). Reactions to items 17,19-27 (Appendix 4) were used to resolve research question three in the questionnaire, including membership of association, whether or not they have any benefits from the association, and whether they think their association collaborates with others to promote domestic tourism.

Table 31: Association Membership and Collaboration cross-tabulation

	Do you collaborate with other service providers to promote domestic tourism ?		
Membership of GHATOF?	**Yes**	**No**	**Total**
Members	22	16	38
	(57.9%)	(42.1%)	(100%)
Non-Members	4	18	22
	(18.1%)	(81.8%)	(100%)
Total	**26**	**34**	**60**
%	**(43.3%)**	**(56.7%)**	**(100%)**

Source: Field work, 2002

The results show that there were some differences in the way members and non-members collaborated to promote domestic tourism. Some respondents cited some factors such as perceived neglect of members and the collection of excessive dues by the various associations as their lack of interest in the activities of the association. This possibly had led to the lackadaisical way they cooperated and collaborated amongst themselves. In effect, the lack of collaboration amongst them meant that they had lots of troubles encouraging members and non-members to observe certain regulations set up by the Tourist Board.

As shown in Table 31, it can be seen that 38 (63.3%) respondents were registered members of their recognised association. However, a considerable number of 22 (36.7%) respondents were not registered members. Of the 34 respondents who indicated that there was no collaboration between them, 16 (41%) of them were not registered with their association.

Informal interviews with some tour operators to find out their apparent lack of interest in domestic tourism promotion showed some of them did not believe that it was a lucrative venture. Most of the respondents said they were acting alone since they had not received any support from GTB. Notably, many tour operators were in contravention of TOUGHA and GATTA 's aim of bringing together tour operators to foster good working relations among themselves since they were not even registered members.

Trends in Domestic Tourism -Implications

The surveys showed that majority of visitors were students, which was obviously a very good signal for domestic tourism promotion. Since education is a vital factor that influences leisure travel, indeed and many researchers point to formal education as one of the most important influences that shape people's perception and therefore their choices of activities. Domestic tourism promotional efforts could therefore be targeted at students.

Even though the results indicated that most of the respondents were non-income earners their participation in domestic tourism lends ample credence to the fact that participation in domestic tourism does not dwell on huge incomes. However, income does determine the level of demand and the ability to visit multiple destinations (Akyeampong,1996). This explains why many of them could not visit more than two or three attraction sites. The study shows that some of the travelling barriers faced by domestic tourists were due to lack of income, high cost of transportation and ignorance about other existing attractions in the Metropolis. Even with the apparent low educational and income levels, patronage of tourist attractions in this study was encouraging. Another notable feature was the fact that though some of the respondents did sleep overnight, many of them did not use commercial accommodation. Besides most of the visitors were day trippers or excursionists.

It was noted that since most of the services by the private stakeholders were provided informally, (e.g. accommodation, transportation and eating places). Monitoring their operations by the GTB was very difficult. Since a number of respondents were not registered even with their own recognised associations the level of collaboration needed to ensure joint stakeholders' promotion did not exist. As a consequence, the 'self-policing ' role that the private sector had to play to ensure appropriate industry standards did not occur. Hence, if the private stakeholders could not assist GTB to monitor standards then the Board could not ensure its monitoring and coordination role effectively. Therefore, the lack of collaboration by stakeholders meant that promotional programmes had to be left virtually to individual service providers.

Summary

The private and public stakeholders' role in the development and promotion of domestic tourism has been examined by analysing the research question and hypotheses posed. Even though some businesses were not members of GHATOF, they had regularised their status with the Tourist Board. Members and non-members of GHATOF related differently to GTB's role in tourism promotion. Hence, opinions of members and non-members of GHATOF differed in GTB's role in domestic tourism promotion. The differences in opinions were seen in terms of registration of private service operators, monitoring of private service operator as well as the general promotion of domestic tourism. This resulted in a common lack of collaborations between the private and public stakeholders and also amongst the private stakeholders themselves.

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

A summary of the conceptual issues on the role of stakeholders in domestic tourism development and promotion, together with the main findings as well as conclusions and recommendations are presented in this final chapter.

Application of the Systems Framework

One methodology used by researchers to ensure understanding of the nature of tourism phenomena is the systems approach (Law,1993). The systems framework as applied in this study examined the three main issues of the role of stakeholders in domestic tourism promotion .

Firstly, it viewed attractions system as sub-system of the larger tourism system in the study area. Secondly, it acknowledged the integral role of tourists as consumers, since without the tourist (or excursionist) the system would not exist. Thirdly, the system approach offered a convenient framework to ensure understanding of how domestic destinations attracted visitors and the role stakeholders play to promote such destinations

The framework is thus applicable to the study on three levels :

- The consumers' (visitors') demand for domestic tourism.
- The supply of domestic tourism facilities and services by private service providers (GHATOF) .
- The role of private and public stakeholders and the extent of their collaboration in terms of formulation of policy, coordination, monitoring and marketing of destinations as well as planning and development

The framework looked at the extent of participation of the individual visitor from the perspective of the socio-demographic and economic background. It also considered the various barriers that confronted visitors' participation in tourism which included, lack of income, time, ignorance and the high cost of transportation among many others. The tourist experience was also highlighted by the framework in terms of its influence on visitors' perception.

Summary

The main objective of the study was to identify the extent to which stakeholders have contributed to the promotion of domestic tourism and how visitors respond to this , using Kumasi as a case. The study has well examined how visitors' socio- demographic and economic backgrounds affect their patronage of domestic tourism. In addition, it has explored and analyzed the level of collaboration and co-ordination between the private and public stakeholders in domestic tourism. Finally, the study has identified the trends of domestic tourism demand and then proposes appropriate policy intervention to promote and sustain domestic tourism.

Summary of Main Findings

The Main Findings Of The Study is Summarised as Follows:

Majority of respondents were the youth between the ages of 15-35years. A large proportion of this percentage were in the 15-24 year- group. The educational background of respondents revealed that majority of respondents had at least completed primary school. Majority of these respondents were students and therefore not in any gainful employment. Most of them were single.

The dominant means of transport to the attraction sites by respondents were mostly 'trotro' or public buses. Only a few respondents made their journey by walking or by train. Majority of respondents were same day-trippers and so did not stay for the night. Those who stayed for a day or more stayed with friends and relatives. A sizeable number of respondents also stayed in schools or youth hostels. Only a few respondents indicated that they stayed in hotels. The trips were mostly organised by the schools and other social organisations or clubs. Few of the trips were organised by tour operators or individuals. Majority of respondents had positive perception about the tourist attractions. Chi -square analysis indicated that there was a significant relationship between peoples' perception and their willingness to embark on repeat visits.

More than half of the businesses were fully registered with the Ghana Tourist Board (GTB). Members and non-members of GHATOF related differently to the role of GTB. Chi- square test showed that there were significant differences between members and non-members of GHATOF in their willingness to register (regularise/ licence operations) with GTB.

More than half of the respondents indicated that the Tourist Board was not doing their monitoring and coordination very well. Some respondents reiterated that, they were not even aware of any collaboration between private stakeholders and the Ghana Tourist Board to promote domestic tourism.

On the other hand, there was no significant difference between registered and non-registered service providers' opinion of GTB's promotional role in domestic tourism. While most of the registered GHATOF members believed there were some sort of promotion of domestic tourism by GTB, majority of those who were not registered with the Board were of the view that there was no known- programme by the GTB to bring all stakeholders together to promote domestic tourism, with the exception of the Annual Tourism Awards, where the Board awards individuals, organisations and corporate bodies for their role in the development of tourism in the country.

Hence opinions of the respondents about domestic tourism promotion were divided.

Conclusions

The study revealed that unlike most industrialised countries, domestic tourism in Ghana has not been vigorously pursued. There was a general lack of coordination and collaboration between the stakeholders which in turn resulted in the general absence of collaborative programmes to promote domestic tourism.

Most of the domestic tourists were students and therefore non-income earners and that the only thing that motivated them was their willingness to be part of educational tours. This was also fuelled by their positive perception of tourist attractions in the Kumasi metropolis. However, it was realised that stakeholders had not been able to take full advantage of this positive image of the attractions to encourage more people to engage in domestic tourism.

Recommendations

Since the promotion of domestic tourism is a viable venture it is recommended that :

1. Stakeholders should endeavour to encourage students, teachers, workers and others to frequently organise excursions to popular tourist attractions in the metropolis as well as the countryside.

2. Owners of accommodation facilities should be encouraged to offer discounts to domestic tourists, especially during low seasons.

3. There should be a scheme whereby firms sponsor their employees either as a bonus or general staff incentive so that employees could take holidays outside their normal places of work.

4. Students, workers and other social groupings should be encouraged to form tourist clubs so that social and ethnic groups could combine to travel to areas of specific interest.

5. Tourist attractions could be promoted through the collaboration between the private and public stakeholders through the establishment of a joint promotion board to undertake activities such as news articles, media broadcasting and general promotion of domestic tourism.

6. The Ghana Tourist Board should take its coordination and supervision role much more seriously than it is doing now to ensure that private service providers conform to laid-down regulations.

7. The Ghana Tourist Board should support the efforts of the private service providers to promote domestic tourism by helping them to lure buyers, and also provide some incentives to tour operators who show interest in domestic tourism promotion.

Areas for Further Research

It is suggested that further research is required in the following areas :

i. Attitude of service providers to domestic tourists.

ii. The activities of tour operators in order to understand the extent of their interest in domestic tourism promotion.

iii. Modalities for effective coordination and collaboration between the private and public stakeholders.

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APPENDIX I
RESULTS OF HYPOTHESES TESTED

Hypotheses	Chi Square: Calculated		Chi Square: Table	Decision
Ho 1	49.76	[illegible]	[illegible]	Rejected
Ho 2	[illegible]	[illegible]	3.841	Fail to reject

APPENDIX 2

GHANA TOURIST FEDERATION (GHATOF) AIMS AND OBJECTIVES

In order to promote better co-ordination among the private sector associations, and achieve a common voice, the government encouraged the formation of Ghana Tourist Federation (GHATOF) in 1994. Among the many aims and objectives of the Federation were the following:

i. To organise the various related associations in Ghana into one body

ii. To address the problems of general and common concerns

iii. To improve and promote the interest of the operations of the various associations in the industry as well as in the formation of other tourism associations.

iv. To promote the welfare and development of member's associations

v To develop and promote both domestic and international tourism in Ghana

vi. To produce promotional materials in collaboration with the Ministry of Tourism and the Ghana Tourist Board for dissemination.

vii. To enhance the promotion of Ghanaian culture-music, dance, plays, customs, food, beverages etc. in all establishments in Ghana.

viii. To collaborate with other public and private agencies to ensure that there are adequate tourism facilities.

ix. To collaborate with other agencies to ensure that transportation fare is affordable by the Ghanaians and the potential tourist to Ghana.

x. To educate the public on environmental issues relevant to the tourism industry.

GHATOF was to serve as an umbrella association comprising of the following enterprises and associations: Ghana Hotels Association; Ghana Association of Travel and Tour Agents; Ghana Restaurants Association; Travel Writes Association of Ghana; Ghana Board of Airline Representatives; Car Renters Association of Ghana; Chop Bars Association of Ghana; Hotel, Catering and Institutional Management Association (Ghana); Africa Travel Association—Ghana Chapter; Skal Club International (Ghana); Tourism Society of Ghana. The Governing Council and Executive Committee of GHATOF provide the linkage between its membership and the public sector.

APPENDIX 3

TOUR OPERATORS UNION OF GHANA (TOUGHA) AIMS AND OBJECTIVES

The tour operators believe that for the full tourism potentials of Ghana to be realised, there is the need for specialization. The Tour Operators Union of Ghana (TOUGHA) was formed in November 2000 with high hopes to improve standards locally and also promote Ghana aggressively though local initiatives. The mission of the union is to promote professionalism and integrity in the tourism industry, for the benefit of all its members.

The aims and objectives are as follows;

1. To bring together registered tour operators and foster good working relationship among them.
2. To influence tourism legislation
3. To contribute to tourism development an ensure high standards in the industry
4. To create awareness for domestic tourism
5. To liaise with international tourist organisations and societies.

APPENDIX 4

QUESTIONNAIRE FOR DOMESTIC TOURISTS

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

The purpose of this survey is to collect data on issues relating to the role of stakeholders in domestic tourism promotion in the Kumasi metropolis. You are assured of complete anonymity, as all information provided would remain confidential to the researcher alone.

SECTION A TRAVEL INDICES

1. When did you last take part in a holiday/ excursion?

[a] First time [b]. Under 11 months ago [c]. Under 2 years ago [d.] Under 5 years ago

[e] 5 or more years ago

2 What form did it take?

[a]. Group excursion. [b]. Travelled alone

[c.] Church convention [d]. Attended a funeral [e]. Visited friends and relatives

3. From which town did you begin your journey (origin) ....

4. Where did you visit (attraction)?..

5. What was the means of transport to this attraction?

[a]. Train [b]. Own private car [c]. Rented Private Car

[.d].Bus/''''''''''''''''''''''''''trotro'''''''''''''''''''''''''''' [e]. Boat/canoe

[f]. Others (specify).......................................

6. How long did the trip last? ....

7. Who organised this trip?

[a]. Personally [b]. Travel Agent/ Tour Operator [c]. School/ College

[d.] Social Organisation/ Church/ Club [e]. Friends and Relatives [f]. Others (specify).......................

8. If you are stayed for at least 24 hours where did you spend the night?

[a.] With Friends and Relatives [b.] Hotel /Motel/Resort [c]. School/ College Premises [d]. Camp [e] Youth Hostel [f]. Others (specify)....................................

SECTION B. VISITORS PERCEPTION OF DOMESTIC TOURISM

9. Is this your first time visiting this place (attraction)? 1.Yes [ ] 2. No [ ]

10. If no, how many times have you been here already?

[a]. Once [b]. Twice. [c]. Thrice [d]. Four Times [e]. Others (specify) ....

11. What is the main purpose of your visit?

[a]Pleasure/ Vacation [b]. Just Sight- Seeing [c]. Educational Tour

[d]. Participation in culture [e]. Religion [f]. Others (specify) ....

12. What three things do you like most about visiting here?

[a]..

[b]..

[c]..

13. What are the three main things you do not like about this place?

[a]..

[b]..

[c]..

14. What activities and services would you like to see offered here?

[a] ....

[b] ....

[c] ....

15. Would you recommend this place to a friend or relative? 1. Yes [ ] 2. No [ ]

16. Which of the following take a greater proportion of your travel expenditure?

[a] Transport [b]. Gate fees (admission fees) [c] Accommodation [d]. Food/drinks

[e] Souvenirs ....

17. Would you want to pay to visit this place? 1. Yes [ ] 2. No [ ]

18. If no, why ....

19. Do you think you have learnt/ enjoyed something from this trip? 1.Yes[ ]
2. [ ]

20. What makes you think so?..

21. Who sponsored this trip?

[a] Self [b]. Friends & Relatives [c] Department/School [d]. Club

[e]. Others (specify)...

22. Do you think Ghanaians should be encouraged to take holidays locally instead of travelling abroad? 1. Yes [ ] 2. No [ ] 3. I don't know

23. What makes you think so?

....

24. Which of the following usually prevent you from taking an excursion/holiday?

[a] .income [b]. Time. [c]. Ignorance of attractions [d]. Transportation [e]. Others (specify)...............

25 Given the experience here would you like to visit this place in future?

a[ ]Yes b.[ ] No c.[ ] Don't Know

26. The following statements represent visitors' perceptions of tourist attractions in the metropolis. Please indicate the extent to which you agree or disagree with each statement using the following scale

1. Strongly Agree 2. Agree 3. No Opinion 4. Disagree 5. Strongly Disagree.

I have really enjoyed my trip to this attraction	1	2	3	4	5
I will always recommend this attraction to others	1	2	3	4	5
It is alright for visitors to pay at this attraction	1	2	3	4	5
Visitors to this attraction are well treated	1	2	3	4	5
This attraction is a good place for domestic tourism/excursion					
The tour guides know their work and are helpful	1	2	3	4	5
Foreigners are treated better than Ghanaians here	1	2	3	4	5
This attraction did not meet my expectations	1	2	3	4	5
I have really learnt something at this attraction	1	2	3	4	5

TRENDS OF DOMESTIC TOURISM DEMAND

SECTION C

25.Which of the following places and events in Ghana have you ever visited or witnessed?

[a]. Lake Bosomtwe

[b].Prempeh II Museum

[c] Manhyia Palace

[d]. Kakum National Park

[e.] Akwasidae

[h]..Cape Coast/Elmina Castle

[i.].Kwame Nkrumah Mausoleum

[j.] Mole National Park

[k]. Others.....................

[f]. Homowo (Accra)

[g]. Aboakyer (Winneba)

26. How many of you are on this trip?

[a] Alone [b]. Two [c]. 3- 5 [d]. 6-9 [e]. 10-20 [f]. 20 and above

27.Which special event(s) would you want to take part in if they are promoted?

[a]Festivals [b]. funerals. [c]Street jams (carnivals).

[d] Others (specify) ....

28.Have you ever taken part in any recreational activity organised by the Ghana Tourist Board? 1.Yes [ ] 2 No [ ]

29 Which of the following occasions do you usually take a holiday?

[a] Easter [b] Xmas/ New Year [c].Annual Leave [d]. Annual Festival

[f].Others (specify) ....

30 .Do you know of any other tourist attraction(s) in Kumasi that you have not visited yet?

1. Yes [ ] 2. No. [ ]

31.If yes, mention any three-tourist attractions in Kumasi Metropolis.

a...

...

b...

...

c...

32.Do you think tourist attractions are being promoted in the Kumasi Metropolis?

1. Yes [ ] 2. No.[ ]

33. Do you know of any group/ body that is involved in Domestic tourism promotion in Kumasi?
1.Yes [ ] 2. No[ ]

34. If yes who are they?..

SECTION D SOCIO-ECONOMIC INDICATORS

Personal Characteristics

35. Age of respondent [a].15-19 [b]. 20-24 [c]. 25-29 [d]. 30-34 [e.] 35-39

[f]. 40-44 [g].45-49 [h]. 50 and above

36.Sex 1. Male [ ] 2. Female [ ]

38. Nationality..................................

39.Religious Affiliation [a] Traditional [b]. Christianity [c]. Moslem

[d]. Other (specify)..............

40.Normal place of residence[a.] Town ....[b]. Region..............

41.Marital Status 1. [ ] 2.Single[ ].

42.Educational Background

[a]Primary/JSS [b] Secondary [c] Post- Secondary [d] Tertiary [f] Others (specify)

43. Occupational status

[a] Full- time [b] Part-time [c] Unemployed [d] Student Retired

44.If employed what is your job title?...

45. How would you describe your monthly income?

[a] Below ¢200,000 [b] ¢200,000-¢500,00 [c] ¢500,000-¢800,000

[d] ¢800,000 and above

APPENDIX 5

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

QUESTIONNAIRE FOR PRIVATE STAKEHOLDERS

The purpose of this survey is to collect data on issues relating to the role of stakeholders in domestic tourism promotion in the Kumasi metropolis. You are assured of complete anonymity, as all information provided would remain confidential to the researcher alone.

GENERAL INFORMATION

1. What type of business venture do you operate?

(a.)Accommodation (b). Restaurant(c.)Tour Operation (d). Traditional Catering (chop bar) (e) Transport (f.) Others (specify)..

2. Which of the following best describes the type? (For Accommodation)

a. Hotel[ ] b. Motel [ ] c. Guest House[ ] d. Hostels [ ] e. Bed and Breakfast[ ]

3. What is the rating of your Accommodation?

a. 1-Star [ ] b. 2-Star [ ] c. 3- Star[ ] d.4- Star [ ] e. Budget [ ]

4. What is the grade of your Catering? (For Restaurants and Chop Bars)

a. 1 [ ] b.2 [ ] c. 3 [ ]

5. What influenced the location of this business? a. Hometown [ ] b. State subsidy [ ]

c. Potential market [ ] d. Other (specify)..

6. How do you advertise your business? a. Word of mouth [ ] b. Fliers [ ]

c. Media (radio, newspaper, TV)[ ] d. Road signs [ ] e. Location [ ]

7. How would you describe your clients? a. Mostly foreign Visitors[ ] b Mostly Local Residents[ ] c. Domestic Tourists [ ] d. Passers by [ ].

e. Others (specify)....................

8. Which of the following most accurately describes your operations?

a. It is designed for international visitors [ ]

b. It is designed for Residents [ ]

C. It is designed for Occasional/Domestic visitors [ ]

d. Others (specify)..

9. How would you describe the prices of your product? a. Expensive [ ]

b. Reasonable [ ] c. Cheap [ ] d. Very Cheap [ ]

10. Is your business affected by seasonality? 1. Yes [ ] 2. No. [ ]

11. If yes how do you address it ?...

STAKEHOLDERS OPERATIONS

12. Is your business registered with the Ghana Tourist Board (GTB) 1.Yes [ ] 2. No [ ]

13. How do you see your relationship with the (GTB) ?

a. Very cordial [ ] b. somewhat cordial [ ] c. Neutral [ ]d. Not cordial at all [ ]

14. Do you think Domestic Tourism is important for your operations?

1. Yes [ ] 2. No [ ]

15. Do you think GTB is helping to promote Domestic Tourism? 1. Yes [ ] 2.No [ ]

16. What is the reason for this answer? ....

17. Are you a member of your umbrella association? 1. Yes [ ] 2. No. [ ]

18. If yes what is the name of this association? ....

19. Do you think your business operation has benefited from this association?

1. Yes [ ] 2. No [ ]

20. Do you think your business operation has improved since you joined this association? 1. Yes [ ] 2 No. [ ]

21. Do you think your association and other service providers in the tourism industry collaborate in the promotion of domestic tourism? 1. Yes [ ] 2. No [ ]

22. Why do you think this is so? ....

23. Do you think GTB plays its monitoring and co-ordination role effectively?

1. Yes [ ] 2 No. [ ] (go to 25)

24. If Yes has this affected your operations positively?

1. Yes [ ] 2. No [ ] 3. Don't know [ ]

25. If No what do you think they should do? ....

26. Name three things that personally limit your operations

a..

b..

c..

27. What would you want these stakeholders to do to improve your operations?

a. KMA

....

b.GTB..

....

C. YOUR ASSOCIATION..

28. Ownership type is by a. Family/Sole proprietor[ ] b. Partnership [ ]

c. Joint-stock [ ] d. Partly State owned [ ] e. Trans-national company [ ]

29. How many people does this business employ?

a. (1-5) b. (6-10) c. (10-15) d. (16-20) e. (20 and above)

30. Does this venture have any affiliation with other tourism related firm?

a. Transport [ ] b. hotel [ ] c. Tour Operator

d. Other (specify)..................................

Thank you FOR YOUR CO-OPERATION, HAVE A NICE WORKING DAY

APPENDIX 6

REGIONAL TOURIST DEVELOPMENT COUNCIL, ASHANTI

1. Regional Economic Planning Officer
2. Apagyahene, Manhyia Palace
3. Regional Engineer, Department of Feeder Roads
4. Regional Director, Ghana Highway Authority
5. Chief Regional Manager, Ghana Water Company Ltd
6. Regional Engineer, Department of Urban Roads
7. Regional Head, Ghana Telecom Company Ltd.
8. Regional Director, Centre for national Culture
9. Regional Director, Department of Town and Country Planning
10. Metropolitan Engineer, Kumasi Metropolitan Assembly
11. Regional Director, Museums and Monuments Board
12. Regional Programmes Officer, Environmental Protection Agency
13. Representative, Press
14. 2 Representative, GHATOF
15. Chief Executive, KMA/Metro Planning Directo

APPENDIX 7

ATTENDANCE AT THE KUMASI ZOO

Month	1999	2000	2001
Jan	4850	2,340	3874
Feb	3716	2,464	1533
March	3440	2,678	1418
April	3181	2,922	1973
May	2623	1,867	995
June	1842	1846	1177
July	2910	3,028	1634
Aug	2798	5,814	2406
Sept	2356	3,404	1925
Oct	2552	2272	2359
Nov	4124	1825	2357
Dec	4056	7229	3183

APPENDIX 8 COVER LETTER

UNIVERSITY OF CAPE COAST
CAPE COAST, GHANA
DEPARTMENT OF GEOGRAPHY & TOURISM
UNIVERSITY POST OFFICE, CAPE COAST, GHANA WEST AFRICA
Phone: 233-42-32410 Ext: 213 [Head of Department] & 233-42-30680, 30681, Telex 2552. UCC. GH
Fax 233-42-32086, Email:

Your Ref.................. Our Ref.................. 26th April, 2002

APPENDIX 8

A LETTER OF INTRODUCTION FROM THE DEVELOPMENT OF GEOGRAPHY & TOURISM

Dear Sir/Madam,

TO WHOM IT MAY CONCERN

The holder of this letter ....George E. Aidoo ....
is a (an)Mphil..(tourism).Level.600..............student of.Department...........
..of.Geography.&.Tourism........in the University of Cape Coast, Faculty of Social Sciences. He is required to carry out a research study on topic in Tourism
The research topic of this student is:

...The role of stakeholders in Domestic Tourism Promotion:........
...The case of Kumasi metropilis...
....
....
....

I shall be very grateful if you will offer him any facilities and help at your disposal by way of giving him/her access to any information you think will be useful to his/her work.

By this letter we have authorised the holder to approach you with assurance that you will help in anyway you can.

Thank you very much.

Yours faithfully,

Prof. K. Awusabo-Asare
Head

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UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY AND TOURISM

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

BY

GEORGE EDUENOO AIDOO

THESIS SUBMITTED TO THE DEPARTMENT OF GEOGRAPHY AND TOURISM OF THE FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF CAPE COAST, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF PHILOSOPHY (M.PHIL) DEGREE IN TOURISM

JANUARY, 2006

DECLARATION

Candidate's Declaration

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

Candidate's Signature .... Date 26th July 2006.

Name: George Ekuenoo Aidoo

Supervisors' Declaration

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

Principal Supervisor's Signature:.............................. Date: 26th July 2006.

Name: EMMANUEL JEVERY BLANKSON (PROF)

Co-Supervisor's Signature:.............................. Date: 26th July 2006

Name: OHENEBA AKYEAMPONG (DR)

ABSTRACT

The study used a modified systems framework for analysing the role of stakeholders in tourism promotion, to explore and analyse the level of collaboration and coordination between the private and public stakeholders in domestic tourism promotion in a Ghanaian setting. Primary data were collected through a destination survey of four popular tourist attractions in the Kumasi metropolis, namely: the Kumasi Zoo, the Manhyia Palace, the Kumasi Fort/Military Museum and the Centre for National Culture. Data were elicited from respondents through self- administered questionnaires to a total target population of 200 visitors at the four destinations sites and also to 100 private service providers. Multistage cluster and quota sampling methods were employed in the sampling. Thus a convenient sample size of 300 was settled upon for the study. Analyses of data were descriptive using frequency tables and cross-tabulations. The Chi-square statistic was used to test five hypotheses of the study.

Visitors to the tourist attractions were mostly students with at least some primary education. Majority of these visitors had positive perception of attractions and were thus willing to embark on repeat visits. Not all service providers had registered or regularized their operations with the Ghana Tourist Board, yet, they were in full operation. Also, many of them did not belong to any recognized association. Consequently, the level of collaboration and coordination among stakeholders needed to promote

domestic tourism was affected. The Tourist Board had to close down some facilities for failure to abide by laid down rules and regulations. As a result of this, some service providers took antagonistic attitude towards the Board, and refused to collaborate with the board to promote domestic tourism in the metropolis.

ACKNOWLEDGEMENT

I am highly indebted to Prof. J. Blankson, my principal supervisor whose inspiration, friendliness and supervision contributed immensely towards the completion of this work. I will also like to make special mention of Dr. Oheneba Akyeampong for his immense advice, direction and useful suggestions. Indeed, I am greatly indebted to both of them.

I wish to express my profound gratitude to all friends and colleagues at the Department of Geography and Tourism, specially to Mr. David Kwame Dapaah Mensah, Miss Eunice Opoku- Agyemang, Mr. Kwaku Boakye, Aristachus Abraham Ashie Nikoi and Eugene Maafo Darteh for their suggestions and discussions that contributed in diverse ways to this work. I also appreciate the various support and encouragement given to me by my senior colleagues at the Department of Geography and Tourism. Their pieces of suggestions and advice enabled me to complete this work. I owe them lots of gratitude.

I also show gratitude to my wife, Miss. Salina Obeng for her moral support and assistance she gave me to complete this work. Indeed, I could not have reached this far without her. A special gratitude is owned to Mr. Kenneth Boadi of the Department of Geography and Tourism, for prompting and encouraging me to finish up. I also give thanks to Miss Joyce Arthur at the UCC library for typing and correcting this work.

DEDICATION

To the memory of the late Mr. & Mrs Beecham and to my late brother, Mr. Emmanuel Kingsley Aidoo. Finally to my dear mother who laid the foundation for my education.

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LIST OF ABBREVIATIONS

GATTA	Ghana Association of Travel and Tour Agents
GDP:	Gross Domestic product
GTB:	Ghana Tourist Board
GHATOF:	Ghana Tourism Federation
MOT:	Ministry of Tourism
NTO:	National Tourism Organisation
TOUGHA:	Tour Operators Union of Ghana
TIC:	Tourism Information Canters
TIP:	Tourism Information Points
KMA:	Kumasi Metropolitan Assembly
WTO:	World Tourism Organisation

CHAPTER ONE

INTRODUCTION

Background to the Study

When we talk of tourism, most people immediately focus their minds on foreigners coming to our shores from distant places with US dollars and pound sterling, which will become available to this country to improve our economy.

Indeed since 1986 tourism has become a significant contributor to the Ghanaian economy. From 1.45% in 1986, the sector's contribution to the Gross Domestic Product (GDP) more than doubled, a decade later to 3.7% in 1996 (GTB, 1999). Tourism has now been acknowledged as the third leading foreign exchange earner for Ghana with total earnings growing rapidly throughout the 1990s and stabilising at US $205m as at 1996 (GTB1999).

According to the World Tourism Organisation; WTO (1997), tourism is not only the world's largest industry, but also one of the world's fastest growing industries. Global tourism's current and projected growth constitutes an immense impact. The WTO estimates that the global tourism industry, which is valued at $4.5 trillion a year, will grow to a $10 trillion industry by 2010, with a 4.3% growth rate thus making it one of the fastest growing industries in the world.

Until recently most developing countries especially those in Africa regarded tourism as a luxury in comparison to other sectors such as agriculture, education and health. According to Adejuwon (1986) Africans have regarded tourism as somehow foreign to their culture, and the ordinary person has not been targeted as a potential tourist. Consequently, tourism promotions are geared towards external, non-Africans and Africans in the Diaspora.

Table 1: International Tourist Arrivals by Region (1993)

Region	Arrivals (millions)	% Share
Africa	17.7	4
Americas	104.4	21
East Asia and the Pacific	69.0	14
Europe	298.2	60
Middle East	7.2	1
South Asia	3.5	1
World	500.1	100

Source: WTO (1994)

When African countries embraced tourism, most of them were considering the advantages of international tourism as a provider of foreign exchange and a generator of employment and higher incomes. However, in spite of its efforts to attract tourists, Africa as a destination, received only four percent (4%) of total world arrivals in 1993 (Table 1). On the continent itself, the bulk of arrivals are concentrated mostly amongst countries north of the Sahara, which are closer to the European generating market (WTO, 1994).

Although statistics concerning the development of domestic tourism are fragmentary, in 1980 (Table 2) it was estimated that on regional aggregate, the industrial market economies of Europe and America accounted for the vast majority of domestic tourist arrivals in the world (Burton, 1995).

Table 2: World Regional Patterns of Domestic Tourist Generation

Region **World Tourist**	**Millions of** **Tourist Arrivals (1980)**	**Percentage of** **Arrivals**
Europe	1179.0	86.6
America	122.2	9.0
East Asia & Pacific	45.0	3.3
South Asia	6.0	0.4
Africa	4.7	0.3
Middle East	4.6	0.3

Source: Burton (1995)

The general motive for foreign exchange by most third world countries including Africa has often led to their getting heavily involved in international tourism promotion. This obviously determines the type of tourism policy, which in turn influences the trend of development and promotional activities in this sector (Adejuwon, 1986).

However, events in the early 1980s prompted these countries to take a second look at the political, social, cultural and economic disadvantages that are associated with over-reliance on international tourism. For example, many African countries attempted to implement certain economic reforms but the fluctuations in the international economy made this task a very difficult one. As a result, between 1980 and 1983, real per capita income declined in sub-Saharan African countries, and affected tourist arrivals because of the rapid deterioration of receptive facilities. According to Archer (1978), international tourism in extreme cases could impose a form of neo-colonial type of development upon an emerging nation. On the other hand domestic tourism, defined as travelling within one's own country without any visa or language restrictions, has produced several socio-cultural benefits to many countries, which have exploited its varied opportunities.

The volume of domestic tourism world-wide has been estimated by the WTO to be about ten times greater than international tourism with expenditure levels in developed economies higher by a factor of seven (WTO, 1983). In economic terms, domestic tourism brings about a geographical redistribution of income within the boundaries of a state. The money spent by tourists creates additional employment and incomes within the destinations. In most cases, the benefits are diffused widely through the regional and national economies through the multiplier effect (Archer, 1978).

Domestic tourism does not generate foreign exchange neither does it depend heavily on foreign exchange for its development in view of its large non-import component. Furthermore, domestic tourism is more likely to lengthen the tourism season in order to minimise the negative effects of seasonality resulting from international arrivals.

The promotion of domestic tourism can act as an integrating force for strengthening national identity and also reducing tribal conflicts within a country. It also gives cultural and social experiences that induce a sense of pride of one's national heritage.

However, the potential Ghanaian tourist faces some obvious barriers, which include inadequate disposable income (poverty); low value placed on pleasure travel, poorly developed tourism infrastructure, and inadequate access to most tourist attractions. In Ghana, the public stakeholders in tourism are made up of the Ministry of Tourism (MOT) Ghana Tourist Board (GTB), Ghana Museums and Monuments Board, District Assemblies Department of Parks and Gardens, National Commission on Culture and Department of Game and Wildlife whilst the private sector is made up of operators of hotels, restaurants, night clubs, drinking spots, car rentals, travel and tour agencies among others, which come under the umbrella organisation, GHATOF.

The Ghana Tourist Board as a Public Stakeholder

The GTB has offices in all the ten regions of Ghana and is charged with the responsibility for implementation of policies. The GTB carries out the implementing role of the Ministry for Tourism and Diasporan Relations in terms of tourism policies. The Board was established under the

National Redemption Council Decree 224 of 1973 and later amended by the Supreme Military Council Decree 80 of 1977.

Among the many roles, the GTB is specifically tasked to facilitate the development and promotion of Ghana's tourism and also to ensure high standards in tourism receptive facilities. It is also mandated to carry out research activities in the tourism industry, to co-ordinate tourism activities and advice the Ministry of Tourism (MOT) on the formulation of policies. Moreover, the Board has the power and authority to regulate the activities of all businesses in the travel, accommodation and catering sectors, known as the private service providers or private stakeholders.

In furtherance of this, the Board through legislative instruments is authorised to make it mandatory for any person or group of persons to first register and obtain the appropriate licences before the commencement of any tourism business. This is to ensure that the appropriate standards and professionalism were maintained. Again, the Board is to market the tourism resources and facilities through the publications of brochures as well as dissemination of information about the country. This is because the establishment of Tourism Information Centres (TICs) and Tourism Information Points (TIPs) will both help keep the visitor informed about tourist facilities and services in order for them to properly plan their trips and enjoy their stay. The public sector has often taken control of destination access in order to usually protect popular cultural sites and natural resources.

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Ministry of Tourism as a Public Stakeholder

A major step in the promotion of domestic tourism by the public and private sectors is the establishment of a joint promotion board for coordinating and carrying out promotional activities. The private sectors mostly undertake promotional activities for their own enterprises. The public sector on the other hand has the responsibility to provide adequate funding as its share of marketing in order to make tourism promotion successful. In Ghana, the Ministry of Tourism "in line with its objective to promote domestic tourism", proposed the following in the 15 - Year Tourism Development Plan, 1996:

- The need to encourage employers to provide paid annual leave/holiday for all workers.
- The need to encourage the practice where hotels, attractions and other tourist facilities could offer discounted rates to Ghanaian residents, so that these facilities are more affordable to domestic tourists.
- The need to offer special hotel rates should also be offered during the low tourist season.
- The need to provide low-cost but clean accommodation facilities for domestic tourists. This is to be done by encouraging boarding schools' facilities to be utilized for overnight tours during vacations.
- The need to organise travel activities in institutions, schools where educational visits to places of national importance are increasingly an integral part of their curriculum.

- The need to encourage further development of travel clubs where groups of employees, social and ethnic group combine to travel to areas of specific interest.
- The need to promote awareness of the local attractions and facilities through news articles and media broadcasting and general marketing of domestic tourism.

The Role of Private Stakeholders in Domestic Tourism Promotion

Besides, the private sector's role includes the continuous upgrading of the skills of the workforce by continuously providing training and retraining exercises. They are expected to satisfy customers' needs by providing quality products and services whilst continuously refurbishing plant and equipment. They also have to collaborate with the public sector in the planning, promotion and marketing of tourism.

Their roles also involve collaboration with local communities through joint ventures such as purchasing goods and services from them. The National Tourism Development Plan (1996) stipulates that the private sector is to operate according to appropriate standards and through co-operation, be able to efficiently organise itself to enable it to speak with one voice.

Statement of the Problem

Tourism is an industry in which several stakeholders are involved at the national, regional and local levels. The role of stakeholders in dealing with tourism planning and management of destination is very essential since the participation of these stakeholders ensures that their wishes are incorporated in the planning and implementation process. This is because sustainable tourism at destination needs the collaboration of all stakeholders in the tourism industry, since it is not self-generating and therefore needs direction (Middleton, 1998).

In Ghana, where poverty is widespread, free time and disposable income with which to engage in pleasure travel are limited. These coupled with the lack of appreciation of the importance or value of holiday travel as well as ignorance about the existence and nature of local tourist attractions, are some of the problems facing stakeholders in their attempt to promote domestic tourism.

Moreover most researchers dealing with the spatial structure of tourism have confined themselves to one sector, i.e. to international tourism. To a greater extent this may reflect the availability of data but often it seems that international tourists are regarded as being more important economically than domestic tourists and thus worthy of closer study (Pearce, 1989).

The problem that confronts domestic tourism is therefore two-fold: on one hand is the apparent lack of interest by private and public stakeholders and on the other hand is the emphasis placed on international tourists. In Ghana the policy as spelt out in the National Development Plan (1996) is that the private sector should assume the commercial functions of tourism, but with guidance, standards and incentives provided as need be by the government. The Plan states that the Ministry of Tourism, which is the NTO in Ghana, has the responsibility to see to the sustainable development of tourism in the country. The Ministry is organised into four divisions, namely; Planning, Monitoring and Evaluation; Research and Human Resource Development. The GTB is the implementing agency of the ministry and sees to the classification and monitoring of tourism businesses as well as promotion of Ghana as a destination.

However, there seems to be a lack of collaboration by the key players like the GTB, Ministry of Tourism and Diasporan Relationship and GHATOF which has affected the promotion of tourism locally. Indeed, most stakeholders have neglected the promotional aspect as part of their responsibilities, and the issue is how to encourage them to develop attractions and promote them as part of the domestic tourism drive.

The Kumasi Metropolis, like other parts of the country, is endowed with many varied tourist attractions. Nevertheless, observation shows that other parts of the country have for sometime become more popular with domestic tourists and excursionists.

Additionally, tour operators in the Kumasi Metropolis have been more interested in organising tours for international tourists much to the neglect of the domestic market. This has led to a situation where a vacuum has been created since stakeholders' influences in the promotion of domestic tourism have not been very much felt and, very little promotional activities have been embarked upon to sensitise Ghanaians to undertake domestic tourism.

Objectives of the Study

The general objective of the study is to examine stakeholders' perception of domestic tourism promotion in Ghana using Kumasi as a case.

The specific objectives are as follows:

i. To explore and analyse the level of collaboration and co-ordination between the private and public stakeholders in domestic tourism promotion

ii. To examine how visitors' socio- demographic and economic background affect their patronage of domestic tourism.

iii. To determine how visitors' perception of domestic tourism affect their participation in leisure and recreational activities in the metropolis.

iv. To explore ways of promoting domestic tourism.

v. To determine the trend of domestic tourism demand and propose appropriate policy intervention to promote and sustain domestic tourism.

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Research Questions

The following research questions are vital for critical examination in order to explore and explain the problem as it relates to stakeholders' perception and role:

1. To what extent do private service providers involve themselves in domestic tourism promotion?

2. To what extent do members and non-members of GHATOF relate to Ghana Tourist Board (GTB)'s role in licensing and regulation for domestic tourism promotion?

3. To what extent do private service providers (GHATOF) cooperate with each other in domestic tourism promotion?

4. How do people perceive tourist attractions in Ghana?

5. What are service providers' opinions of GTB's role in promoting domestic tourism?

6. Is people's perception of domestic tourism promotion shaped by their socio-demographic characteristics?

Hypotheses

1. Ho 1: There is no significant relationship between visitors' perception of tourist attractions and their decision on repeat visits.

2. Ho 2: 'There is no significant difference between members and non-members of GHATOF in their willingness to register (licence /regularise operations) with GTB.'

Rationale for the Study

Relatively few people world wide, enjoy the opportunity to travel abroad and even within their own country. By far, the most common form of travels is by residents of a country within their own country i.e. domestic tourism (Cooper et al, 1993). There is also the recognition that the market for domestic tourism could be quite large and therefore could be a most effective mechanism for fostering national cultural exchange and understanding among Ghanaians. Moreover, domestic tourism can be developed largely with local resources and manpower and can aid in the growth of national economic development (Wylie.1990).

Notwithstanding the fact that domestic tourism has a lot of potential and is strategically important, very little work has been done to promote it in the study area. Generally, very little work has been done about the potential role of stakeholders in the promotion of domestic tourism in Ghana. Since the development and promotion of domestic tourism could be used to encourage other sectors of the economy and to generate new and innovative employment opportunities there is a need for active participation by stakeholders in the form of collaboration or team work to increase tourism awareness among Ghanaians.

Indeed The Road To Success Is Not A 100 Meters Dash; It Runs Uphill!!! To Endure Is Greater Than To Dare! In Life, You Will Be Judged By What You Finished And Not By What You Started! Yes There Can Never Be Enough Motion Without Friction And That Challenges (Enemies) Are Sometimes Good Because Without Them we Wouldn't Have Been Where We Are Now. They Were The Ladders We Needed To Climb. They Taught Us Courage And Boldness. Challenges (Enemies) May Come To Erase Your Footprint But God Turns Them Into Sharpeners. You Will Come Out Of Each Challenge (Job, Battle, Betrayal Or Scandal) Stronger And Bigger. There Would Not Be; No David Without Goliath, No Mordecai Without Haman, No Hannah Without Penninah As A Mocker, No Sampson Without A Delilah Or Philistines, No Degrees Without Education,. No Managers Without Entry Position. Never Quit Because There Is Nothing New Under The Sun. Others Have Been Through It And Were Able To Make It, Overcome It And Succeed. Hold On And Hold Out. God Will Be Your Strength If You Will Try. It Is Well.

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This study is geared towards the assessment of stakeholders' perception of domestic tourism promotion and to examine visitors' reaction to services provided by stakeholders in the industry. Hence the study would provide an understanding of cooperation by stakeholders in the promotion of domestic tourism and how this impacts on the socio-cultural and the socio-economic benefit to Ghana. This study is also expected to serve as a platform for further studies to build-up and broaden the scope of knowledge in domestic tourism promotion. The significance of this work is that it would contribute to the direction of policies and actions that would help stakeholders to seek more collaboration and proper co-ordination of efforts.

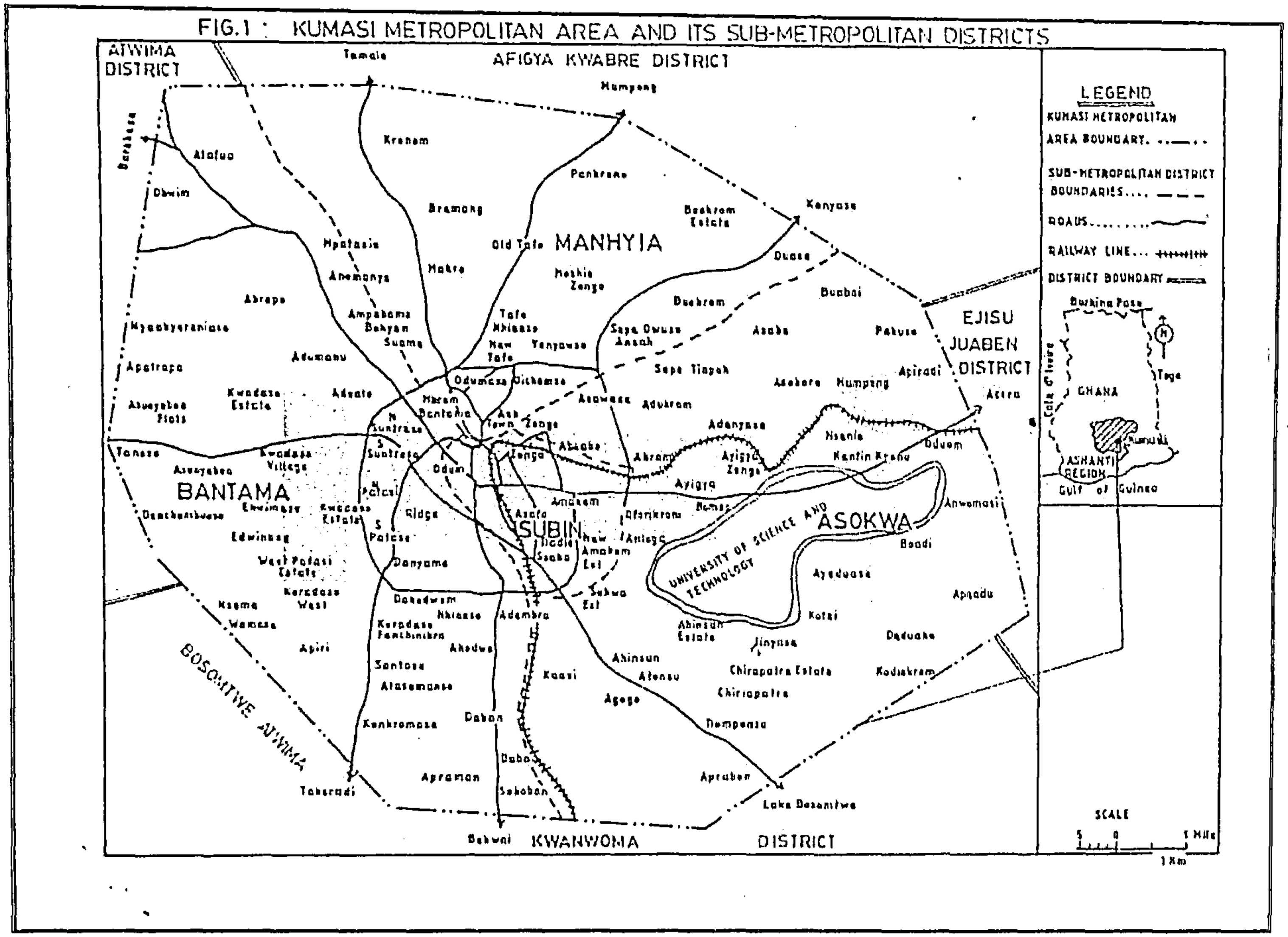

Figure 1: Map of Kumasi Metropolitan Area and its Sub-metropolitan Districts

Profile of Study Area

The Kumasi Metropolis (Figure 1) is centrally located in the Ashanti region in the forest zone of Ghana on latitude (6o .35'- 6o 4o N) 1'30 W and longitude (1o 30' – 103 – 35 'N) 6' 40.The city was founded in 1695 by the Asantehene, Osei Tutu (Briggs, 1998). It has an approximate area of 254 square kilometres and is the second largest city in Ghana, being strategically located on the crossroads of the northern and southern parts of Ghana. Kumasi is bounded by the Kwabre District to the north, Atwima District to the west, Ejisu –Juaben District to the east and Bosomtwe- Atwima-Kwanwoma District to the south. Being the capital of Ashanti and coupled with its strategic position, Kumasi wields political and economic importance as a major trading centre with all the country's major trading routes converging on it.

Climate and Vegetation

The Kumasi metropolis falls within the wet sub- equatorial climate; with an average minimum temperature of about 21.5° C and an average maximum of 30° C. The average humidity is about 84.16 % early in the day and 60% later in the day. The annual rainfall ranges between 214.3mm in June and 165.2mm in September. The metropolis lies within the moist semi-deciduous southeast ecological zone (Dickson and Benneh, 1988).

Population and Economy

The population of the Kumasi metropolis is 1,170,270 (Ghana Statistical Service, 2002). Females are the dominant group and constitute 51.4% of the population. The growth rate is estimated to be about 2.5% .The economy of Kumasi comprises agricultural, industrial and service sectors. Like any other urban economy, the agricultural sector is rather small accounting for about 10% of its GDP. The service sector is the largest and most important sector, and contributes about 60% of the GDP. The industrial sector, accounts for about 30% of the GDP (KMA, 1988). Kumasi has one of the largest open-air markets in the whole of Ghana.

Tourism Facilities and Attractions

Tourism in the study area has gained much recognition internationally, due partly to age-old traditions being very much in practice in Ashanti today. The Kumasi metropolis offers rich unadulterated culture as well as a number of tourist attractions, supported by the availability of hotel facilities that cater for people of all walks of life. The availability of transport and communication has helped promote activities undertaken by tourists. Some of the popular attractions are the Centre for National Culture, Okomfo Anokye Sword, The Bantama Royal Mausuleum, Kumasi Fort/Military Museum, Kumasi Zoo, Manhyia Palace and the Prempeh Assembly Hall.

Definitions

Domestic Tourist

One who travels within his/her country, to destinations other than his or her usual environment, for a period of less than one year but for at least one night (24 hours), and whose main purpose of visit is none other than the exercise of an activity.

Domestic Tourism

Refers to travelling within the country of residence, there are rarely any language or visa implications.

Tourists

Tourists are visitors who stay in the place visited for at least one night. They function as stakeholders because they make individual decisions, which collectively determine the volume and type of demand for any destination whether it is domestic or international.

Excursion

It involves a trip away from home but do not involve overnight travel. e.g. organised trips to places of interest and returning without sleeping over.

Stakeholders

Tourism stakeholders are all institutions or bodies regarded as having an interest in tourism/and or wishing to contribute to its success. They could be divided into the Public and Private sector stakeholders. The public sector comprise the national tourist organisations (NTO) like the Ministry of Tourism and its implementing agency the Ghana Tourist Board (GTB), National Commission on Culture (NCC), the Museums and Monuments Board (MMB), The Centre for National Culture and the Metropolitan Assembly etc.

Private Sector Stakeholders

The private sector stakeholders constitute the members of Ghana Tourism Federation (GHATOF) formed in 1994. They are: Ghana Hotels Association; Ghana Association of Travel and Tours; Travel Writers Association; Ghana Board of Airline Representatives; Car Rental Association; National Drinking Bar Association; Chop Bars Association of Ghana ; Hotel, Catering and Institutional Management Association (Ghana) ; Africa Travel Association- Ghana Chapter ; Skal Club International (Ghana) and Tourism Society of Ghana and Non Governmental Organisations (NGOs).

Community

It refers to all people who live in the same area or town, who as stakeholders help to identify potential tourism resources and attractions within their area.

Tour Operator

An entity whose primary purpose is to plan, arrange and market tours and/or vacation packages featuring domestic and/or worldwide destinations.

CHAPTER TWO

REVIEW OF LITERATURE AND CONCEPTUAL FRAMEWORK

Introduction

Literature on the historical growth of domestic tourism and the global need for domestic tourism including issues on domestic tourism promotion; the demand for domestic tourism; the role of the public and private stakeholders in domestic tourism are examined. Also examined in the review are tourists' expectations, experience and perception of domestic tourism, and the need for social tourism as tourism promotion. The systems framework which informs this study is also discussed.

Historical Growth of Domestic Tourism

Between 1800 and 1900, there was very little motivation for the common person to travel for leisure due to the physical and financial difficulty that many of them were confronted with. It was mostly the few elite who could transport themselves on leisure trips.

According to Burton (1995), the annual summer holiday was invented in England around the 19th century to give workers a rest from their work. With the passage of time, the industrial revolution brought improved transport and better remuneration, which saw many people beginning to enjoy holidays from work without much hardship.

With the advent of the railway, travel became much easier to the masses especially urban dwellers, who had become rich and therefore had both time and money available to travel. This led to the beginning of the domestic day-trips in the early 1900s, which eventually saw the growth of domestic tourism. It is estimated that by 1911, 55 per cent of the population of England and Wales were taking day trips to the seaside and 20 per cent of the population were taking holidays on the coast (Burton 1995).

According to Burton (1995), the growth of domestic tourism was slowed down by the two world wars and the advent of the economic depression of the 1930s. By 1925, about 1.5 million workers were receiving holidays with pay. It is estimated that by 1945, 80 percent of the population took paid holidays in England. This was reflected in the use of the railway network for mass travel to the seaside for domestic summer holidays.

Domestic Tourism – A Global Overview

Davidson (1993) observed that although the British people have been taking more holidays overseas each year, they still have to spend an enormous amount on tourism in their own country on day trips, business tourism, short breaks and visiting friends and relatives. WTO (1997) also envisages that the main growth in domestic tourism would be in the developing countries of Asia, Latin America, the Middle East, and Africa where a large proportion of the population are actively participating in domestic tourism.

Although statistics concerning the development of domestic tourism are more fragmentary, in 1980 it was estimated that on regional aggregate, the industrial market economies of Europe and America accounted for the vast domestic tourist arrivals in the world (Burton, 1995). This confirms that the most developed market economies of the world had reached the stage of having both fully developed international and domestic markets, whereas the poorest countries of the world had yet to develop even a significant domestic market, other than limited travelling to visit friends and relatives.

Burton (1995) asserts that tourism generation is between the affluent 'North' consisting of the 'Core' regions that play dominant and active roles in the world and the poor 'South' consisting of the 'Peripheral' countries whose economies are dependent on the core which forms the source of imports as well as the destination for exports. This is why according to Burton the economically developed countries have a well-developed domestic tourist market while some of those in the peripheries have hardly reached the stage of having even a significant level of domestic leisure travel.

Akyeampong (1996) on the other hand, contends that even though the basic-core-periphery view of tourism holds, it is worth noting that the less industrialised economies like those of sub-Saharan African countries have other forms of tourism all of which have characteristic spatial forms and have quite different regional implications. Akyeampong further states that in Ghana the tourist flow has never been unidirectional i.e. though some form of tourism is attracted to the urban centres of rich regions, nevertheless other forms especially those in the lower class, either focus on peripheral regions, or in the case of Ghana, both urban and rural centres are favoured.

Jafari (1986) advocates that domestic tourism should be developed and consolidated before developing countries embark on international tourism. He further suggested that it is only when the domestic industry has gained the necessary experience and the necessary infrastructure that a country should enter into the international market. Jafari further states that in some countries the development of domestic tourism might lead to a development of foreign tourism, whilst in others, whose tourism resources are yet to be developed, encouragement of foreign tourism would lead in due course to growth in domestic tourism

In most developing countries, as observed by Jain (1980) in studies in India, domestic tourists are more likely to accept moderate hotel accommodation and facilities available than foreign tourists. Pearce (1987) also notes that in Europe, there is a considerable variation in the relative importance of domestic and international tourism, with the extremes being found in Belgium and Luxembourg, though important differences exist in countries such as France and Austria with much larger tourist industries. Factors contributing to these differences are reported as:

i. The population size and the national propensity for travel, which together influence the size of the domestic market;

ii. The nature, extent and degree of development of the tourist resources, which also affect the volume of visitors (Pearce 1987).

Though France experiences one of the largest influxes of foreign visitors in Europe it also has a large and relatively affluent population, which tends to generate an even bigger domestic market. The extent to which domestic and international tourism are concentrated or dispersed tend to vary from country to country even though in some cases both forms of tourism may be spatially concentrated.

Socio-Cultural Impact of Domestic Tourism

According to Wyllie (1990) domestic tourism like international tourism, creates economic, social, and cultural benefits and also some problems for developing countries. In most cases the development of the domestic tourism product is linked to the contribution that tourism development can make to the general economic development of the country. According to Archer (1978), the traditional and cultural behaviour patterns of a particular group of people can become the focus of domestic tourism industry. The mixing of people from different regions of a country can produce a better understanding of each other's way of life and an appreciation of the problems that are specific to particular regions. This in effect, determines the socio-cultural impact of tourism on the host population.

Once domestic tourists share similar cultural background and values, the negative effects of their activities may not be as severe in domestic tourism as in international tourism (Cooper et al, 1993). In other words, the extent of cultural exchange will not be so drastic as to pose any antagonism by the host community towards the visitors. Politically the unity of a country is strengthened as in the case of many developing countries when students and groups of social clubs and churches are encouraged to travel to other parts of the country. However, if characteristic identities of individuals or groups from various regions are submerged, this may increase misunderstanding and even mistrust as to cause potential mutual benefits to be lost.

The Role of Public and Private Stakeholders in Tourism Promotion

The concept of stakeholders' role in tourism development and promotion has been discussed by Freeman (1984), Pearce (1989), Cooper et al (1993) and, Middleton et al (1998).

Schoel and Guiltinan (1995) define stakeholders "as any group affected by or can affect the future of a corporation'. Pearce (1989) on his part defines tourism development as "the provision or enhancement of facilities and services to meet the needs of tourists'. These authors share the common view that for effective collaboration of any institution, the starting point is to define

the role of stakeholders. In other words, the institutions and bodies that are regarded as stakeholders need to be identified, be they private or public so that their roles could be analysed effectively. According to Heeley (1986) there should be clear and unambiguous divisions of the responsibilities between the public and private sector.

According to Pearce (1989), no one organisation has the resources or competence to undertake everything on hand and so there is a need for tourism organisations to carefully co-ordinate their efforts. The significance of tourism as a mechanism for economic development means that it is an investment opportunity that few governments can afford to ignore. Governments are involved in tourism through national tourism organisations (NTOs) both at the international and national levels. At the domestic level, they are the instigators for the establishment of a national tourist office while at the international level they are partners with such bodies as the World Tourism Organisation (WTO), the European Travel Commission, and the Pacific Asia

Travel Association. The public stakeholders contribute to the formation of a country's tourism policies worldwide (Pearce 1989). They are characterised by the role they play in the industry, be it passive or active. Passive roles entail conducting marketing efforts while active roles may include public ownership and operation of tourism service facilities.

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the host population could be considerable, it is necessary that the options concerning the development of tourism be considered at the highest level of government and the appropriate public administration framework put in place. This in effect implies that, the greater the importance of tourism to a country's economy, the greater should be the involvement of the public sector, so as to cause the creation of a government ministry with sole responsibility for tourism

When tourism is a significant element of a country's economic activity, a good deal of weight would be attached to the role of the Ministry in drawing up policies and formulating management strategies as well as planning and development of tourism infrastructure.

The private sector plays a critical role in the development and promotion of domestic tourism, i.e. the private sector bears the major risk of tourism investment as well as a large part of the responsibility of satisfying the visitor (Heeley 1986; Pearce 1989; Cooper et al 1993 and Middleton 1998). The private sector's delivery of quality tourism services and facilities depends on their level of investment in the industry. Pearce (1989) on his part notes that the private sector's responsibility also includes the effective, efficient and profitable operation and management of the tourism facilities and services.

Demands for Domestic Tourism

According to Pearce (1989), the demand for tourism may be expressed and measured in different ways depending on the perspective from which one looks at it. While geographers may look at tourist demand as the total number of persons who travel or wish to travel, economists approach this as pertaining to the relationship between demand and price. Psychologists on the other hand, look at it from the perspective of motivation and behaviour. Pearce (1989) perceives demand in terms of "the relationship between individuals desire or motivation to travel and their ability to do so, which is largely a function of time; finance, and other resistant factors".

In developing countries, demand for tourism is often hampered by the fact that most of the citizenry do not have disposable income, which may compel them to take leisure trips to places of interest, despite the abundance of attractions. In reality, most domestic tourism takes place informally due to the undeveloped nature of the domestic tourism.

The demand for domestic tourism demand in Ghana takes various forms such as; cultural, historical, religious, social, and educational and sports (GTB 1997) while business tourism has and still continues to enjoy a substantial patronage. Page (1995) notes that tourism demand should not be equated to tourism motivation in that tourism demand is the outcome of tourists' motivation as well as other factors such as the travellers' choice behaviour. Page agrees with Pearce (1993) that tourism motivation is only a part rather than the equivalence of tourist demand.

The WTO (1994) reports that there are relatively few countries that collect domestic travel and tourism statistics. Many countries do not even try to measure domestic demand due to the unfavourable nature of their domestic demand (Cooper et al, 1993). Nevertheless in Ghana, the Ministry of Tourism has instituted a sensitisation programme to promote domestic tourism where parents, and educational institutions are to be encouraged to undertake educational tourism in other to put children in a better position to understand local cultural practices and customs (Brown, 2001).

Writing on trends in domestic tourism demand for Africa, Adejuwon (1986) is of the view that domestic tourism is becoming a matter of great importance to African countries for a number of reasons namely:

- To preserve exportation of foreign exchange by keeping their nationals within the country.
- To create adequate holiday habit for their nationals and make them spend such holidays within their country.
- To foster national unity and understanding through regional travel exchanges.
- To create education/ awareness and national consciousness.
- To achieve the multiplier economic effect of tourism within the framework of circulation of local currency.

Relationship between Demand and Consumption of Tourism

Demand and consumption in tourism are often confused to be one and the same thing but in reality they are different and even opposite. According to Mitchell (1994), "demand is an individually felt want or desire while consumption is an act of acquiring, participating in or utilising a need".

He further argues that demand is a feeling, emotion, or belief while consumption is an activity. The participation in tourism experience may satisfy an individual's tourism desire (i.e. need). But consumption of tourism activities is the same as need for tourism activities". This is because according to Mitchell (1994), even though demand is an emotion, it exists in space like any other fact.

Furthermore, geographers explain demand by considering certain factors that they assume to have a significant effect on tourists need and hence may stimulate tourism demand as follows: distance and access, relative location among competing destinations; population size, age; income; mobility and availability of leisure time, and the supply of the tourist activities. Other factors are attractions at tourist destinations, market conditions such as inflation, interest rates, employment, amount of expendable income and the availability of leisure time.

Supply of Tourism

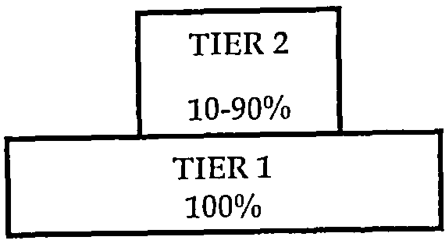
According to Leiper (1990), "the tourist industry consists of all those firms, organisations, and facilities, which are intended to serve specific visitor's needs and wants". In other words, supply consists of all assets, services and goods to be enjoyed or bought by visitors and occasioned by the journeys of visitors. "Tourism classifications are said to be unusual in that they are driven by demand –side than by the supply-side considerations" (Cooper et al, 1993).

A major problem concerning the supply-side considerations is the fact that a spectrum of tourism businesses exist from those which are wholly serving tourists, to those, which also serve local residents and other markets. One approach to the problem is to classify businesses into two types as follows:

Tier 1. Business which would not be able to survive without tourism; - airlines, hotels, national parks, travel agencies, etc. They depend 100% on tourism.

Tier 2. Businesses that could survive without tourism, but in a diminished form; -restaurants, taxis, nightclubs, casinos, local attractions. They depend 10-90 % on tourism (Fig.2).

Figure 2: Supply-side considerations in the tourism industry



Source: Smith (1995)

The linkage that exits between the place of demand and supply depends on the level of complimentarity. In other words, a place of supply must provide some recreational facilities and some services such as places for meals, drinks and accommodation. According to Mitchell (1984), "it is worth noting that many enterprises, which provide commodities for tourists also, serve non-tourists". In this case, local residents may consume meals even more than tourists and taxis may also serve residents more frequently than tourists. Furthermore, hotels exist to serve mainly the travelling public and therefore they are included in Tier 1. However many of them derive their revenue from local tourists and therefore may not depend 100% on visitors for their revenue.

Tourists' Experience of Domestic Tourism

The tourist experience is a complex combination, which shapes the tourist's feelings and attitudes towards his or her visit. Some people may have a low tolerance threshold for crowded sites while others may be less affected by similar conditions. "The tourist experience is said to be what people do while on site and this constitutes the satisfaction of travel, even if people have multiple destinations on a single trip" (Gartner, 1998). The sum of those expectations usually determines the travel level of satisfaction or dissatisfaction with the entire trip. Thus, evaluating the quality of the tourist experience is a complex process, which may require a careful consideration of factors motivating visitors.

One's attitude towards domestic travel is reflected in one's beliefs, feelings and behavioural orientations with respect to domestic tourism travel. "It is very important therefore to know the psychological determinants of demands in order to explain some of the reasons why tourists travel and their selection of particular destinations" (Gray, 1970).

Gartner (1998) considers satisfaction as "a function of the anticipation stage and that the information search and image evolution in the anticipation stage determines expectations". In other words, Gartner contends that satisfaction is related to motives influencing destination choice and expectations of the visits. To him, satisfaction is the direct link of the anticipation stage. Moreover, satisfaction also depends on the individual since different individuals have satisfaction levels even though conditions at the destination remain the same.

Visitors' Perception of Tourist Destinations

Kotler (2000) acknowledges that a motivated person is always ready to act and this is influenced by his or her perception. Two people with the same motivation may however, act quite differently based on how they perceive the conditions they find themselves in. "Perception is the term used to describe the way individuals select and organise the mass of information they are exposed to" (Middleton, 1998). Experience and perceptions are strongly linked and they are influenced by attitudes, motivations, knowledge and interest in products i.e. tourism destinations and this may also be influenced by experience.

The tourist image of a destination (Ashworth and Goodall, 1988) is very much influenced by how that individual processes the message being consumed. This is because, tourists vary in their sensitivity to information and exposure and, this is the crux of the matter. In situations where and ceived image differ, there will be a gap between the tourism or ersion expectations and the resulting experiences of the tourist. According ...sh... and Goodall, (1988) "the greater the differences between ...ation image and reality, i.e. between expectations and experiences, the ...dissatisfied the tourist will be and the more likely he or she will seek ...other destinations on future occasions". Thus destination must have their ...the messages right and must target the appropriate market segments. ...ords, "they must also provide tourists with quality experiences ...range of affordable prices if their long-term success in domestic ...n... be sustained".

...a as a Determinant of Travel Behaviour

Pearce (1989) defines "motivation to travel or participate in ...o of tourism as that set of needs and attitudes which predisposes a ...t ...in a specific touristic goal- directed way". Gray (1970), writing ...t... ..., also notes two basic reasons for pleasure travel, which he ...*anderlust*' and '*sunlust*'. He explains that the *wanderlust* is a ...e human nature that causes some individuals to want to leave things ...h they are familiar and go to see at first hand different exciting ...d places. The *sunlust* on the hand depends on the existence ...of different or better amenities for specific purposes that are ...ally.

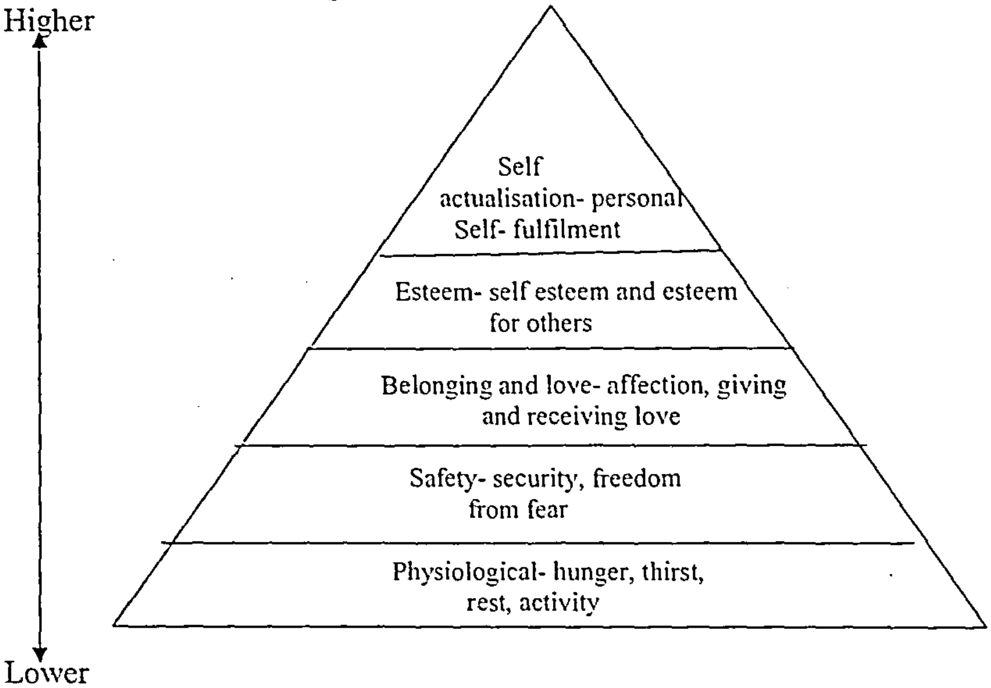
fact and perceived image differ, there will be a gap between the tourism or excursion expectations and the resulting experiences of the tourist. According to Ashworth and Goodall, (1988) "the greater the differences between destination image and reality, i.e. between expectations and experiences, the more dissatisfied the tourist will be and the more likely he or she will seek alternative destinations on future occasions". Thus destination must have their promotional messages right and must target the appropriate market segments. In other words, "they must also provide tourists with quality experiences within a range of affordable prices if their long-term success in domestic tourism is to be sustained".

Motivation as a Determinant of Travel Behaviour

Pearce (1989) defines "motivation to travel or participate in some form of tourism as that set of needs and attitudes which predisposes a person to act in a specific touristic goal- directed way". Gray (1970), writing on motivation, also notes two basic reasons for pleasure travel, which he named as '*wanderlust*' and '*sunlust*'. He explains that the *wanderlust* is a basic trait in human nature that causes some individuals to want to leave things with which they are familiar and go to see at first hand different exciting cultures and places. The *sunlust* on the hand depends on the existence elsewhere of different or better amenities for specific purposes that are available locally.

Maslow's hierarchy of needs (Figure 3) is probably the best-known theory of motivation. Maslow's theory starts at the base with the physiological

Figure 3: Maslow's Hierarchy of Needs



Source: Maslow (1956)

Needs, followed by safety or security. The next on the ladder is the need for social belonging which is also followed by status or self-esteem. At the apex is the self-actualisation, which forms the highest level of motivation.

Maslow argues that, if none of the needs in the hierarchy is satisfied, then the lowest needs, the psychological ones, would dominate behaviour. If these are satisfied, however, they would no longer be motivated and the next level in the hierarchy would motivate the individual. He maintains that while all needs are innate, only those behaviours that satisfy physiological needs are unlearned.

According to Dann (1981), travel is a response to what is lacking yet desired in that, tourists are motivated by the desire to experience a phenomena which are different from those available in their environment. He went on to suggest that, there is a destination pull, which is a response to motivational push. Dann (1981) thus sees motivation as stemming from an ego enhancement motive.

Crompton (1979) proposes seven socio-psychological motives for understanding why people travel. According to him, the motivations come variously as:

i. The escape from a perceived mundane environment
ii. An exploration and evaluation of self
iii. The need for relaxation
iv. Travelling for prestige,
v. Regression of oneself (less constrained behaviour)
vi. The enhancement of kinship relations
vii. The facilitation of social interaction.

It must be noted however that motivations to travel may be dependent on the nature of one's cultural background. In Ghana, motivation to travel according to Akyeampong (1986) comes in the form of imperatives and not as leisure related activities. These imperatives ranged from attendance of family gatherings and travelling to attend naming ceremonies. These imperatives are also termed customary imperatives. Other imperatives also come as peer imperatives, which involve organised travel by social and youth clubs

for novelty, education or sheer adventure. The last of these imperatives is the escapist imperative which involves those in the upper class of society who are mostly top ranking government officials, expatriates, diplomats and business executives who often travel outside the cities on weekends to the beaches for purpose of leisure and relaxation.

Tourism Promotion

Promotion is defined as the activities that communicate the merits of the product and persuade target customers to buy it" (Kotler 2000). This tends to conform to the view of Cooper et al (1993) that promotion is the descriptive term for the mix of communication activities, which tourist companies carry out in order to influence the public whom their products depend. Most of these authors on tourism promotion share the view that the bulk of promotion effort is to increase destination awareness and make potential tourists disposed to purchase the products involved.

For many years it has been the responsibility of the public sector to take a lead in destination promotion by providing the opportunities for the private sector to participate by inserting their own advertisement as destination brochures (Middleton 1998). Nowadays the private stakeholders are actively involved in the drive to promote destinations by organising destination awareness seminars as well as essay competition for students in the basic and secondary schools. In effect an essential part of promotion is the provision of information to the target population. It is worth noting that what first-time visitors learn of a destination's facility, which in turn influences their choice, tends to lie in the hands of the private sector (Middleton 1998).

Kotler (1984) defines "marketing mix" as the mixture of controllable variables that a firm uses to pursue the required level of sales in the target market. The controllable variables consist of four groups, called the four 'Ps'. These are **product, price, place** and **promotion.**

i. Product: The goods and services that are offered to the target market.

ii. Price; The amount of money customers have to pay to obtain the product.

iii. Place (Destination): The activities that make the product available to the target consumers.

iv. Promotion: The activities that communicate the merits of product and persuade target customers to buy. Promotion is seen as the most visible of the four '**Ps**" and include direct selling, sales promotion, brochure production and public relations activity. Promotion is particularly important to tourism because the product cannot be sampled before hand. Promotion is needed to stimulate local demand for holiday, to enable the pendulum of tourism demand in favour of domestic tourism.

The Case for Social Tourism

Some researchers believe that for domestic tourism to be successfully promoted, it is best to adopt social tourism. Wyllie (1990) and Coopers et al (1993) are of the opinion that ignorance or low income should not prevent citizens from participating in goods and services that are important to their well-being.

To them, social tourism is an attempt to remove tourism barriers for some groups in society. In other words, social tourism is for those who do not have discretionary income, or time for leisure. Therefore they are helped to also enjoy tourism by subsiding and other means on the part of the state or an NGO. The idea behind this is that the society benefits as a whole rather than for profit maximisation. Since this form of tourism has been geared to situations where most of the population have limited resources, it is particularly importance as a model for Third World countries seeking to develop and promote domestic tourism for more than a privileged few.

Unlike countries like the United States, Canada and United Kingdom where tourism has been developed to such an extent that it has widespread and efficient systems of public transport coupled with the high income levels, most developing countries including Ghana cannot boast of any of such development. Wyllie (1990) notes that social tourism is more likely to solve the traditional obstacles to leisure in Ghana such as poor savings and poor wages. Ultimately, if social tourism principles could be applied in Ghana, it would represent a most important advancement in domestic tourism development and promotion.

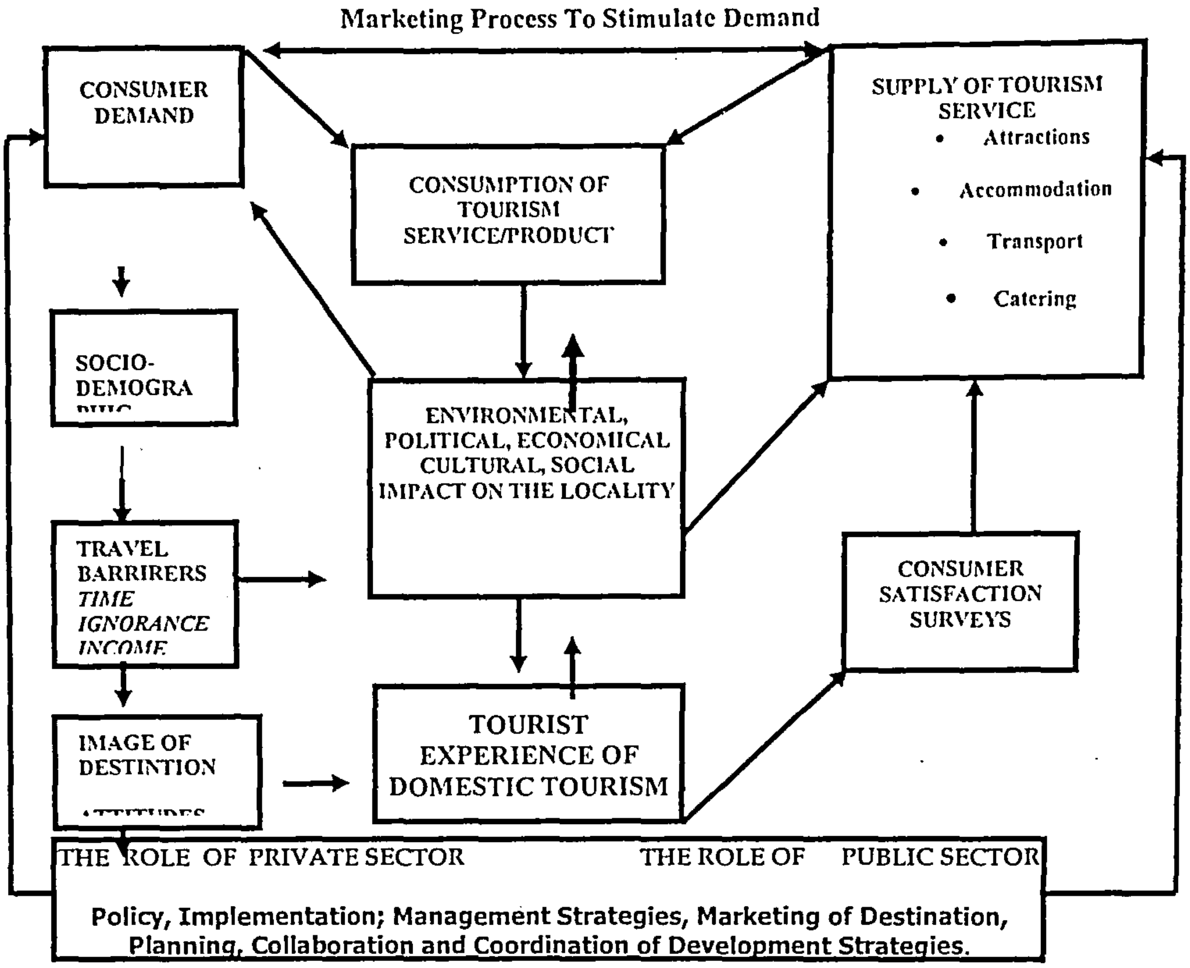
Conceptual Framework

The conceptual framework employed for this study was the systems framework adapted from Page (1985). The systems framework replicates a dynamic system whereby an action taken by any of the member components generates a change in other components. The essence is to look at the tourist as the focal point of tourism in order to help study the relationship among the key tourism stakeholders. The framework has been modified to include socio- demographic variables such as , barriers to travel, image of destination, attitudes and values.

The Systems Framework

The framework as shown in Fig. 4, provides understanding of the complexity and relationship, which coexists within domestic tourism promotion.

Figure 4: Modified Systems Framework For Analysing The Role of Stakeholders



Source: Adapted from Page (1985) FLOW/INTERACTIONS IN THE SYSTEM

Leiper (1990) defines system as a set of elements or parts that are connected to each other by at least one distinguishing element. In this instance, the domestic tourism phenomenon is the distinguishing feature, and focus of the system. The elements connecting the system are the "demand" and "supply" in domestic tourism. The demand comes from the consumers who are referred to as visitors while the supply side indicates the role of stakeholders.

Page (1985) explains the framework of the systems idea by identifying the key features of tourism systems as follows;

i. The inputs (e.g. the supply of tourism products and tourism demand)

ii. The outputs (e.g. the tourist experience of domestic tourism).

iii. The external factors conditioning the system (e.g. the role of public and private sector, business environment, consumer preferences, political and economic issues).

External factors such as the role of stakeholders or the type of political and economic policies of a government may exert some degree of influence on the nature of the system. Where these factors have a strong effect on the system it is termed as an "open system". In reality, demand for domestic tourism is just as likely to be affected by the state of the economy.

Ideally when there is a change in a system, it should adjust immediately to its new state, in reality however, there is almost always a delay before the other factors adjust. The delay may occur as a result of inertia and friction. This explains why a change in the government's policy may take time for stakeholders to implement the change and communicate the new idea to visitors. Conversely where external factors exert limited influence, the system is considered "closed".

The framework again considers the nature of the "flow" between the various components, where specific relationship may exist. If the flow is in one direction only, then the relationship is seen as a cause and effect.

For example, if there is an improvement in the marketing process that in turn stimulates demand for domestic tourism, then it can be said that the marketing process or promotion caused an increase in domestic tourism demand.. However if the flow is in both directions a reciprocal relationship exists whereby the two factors are interrelated and influence each other. The role of stakeholders is to influence each other positively in order to achieve an objective. This framework presents a "schema" about how to analyse the roles of stakeholders and helps to determine whether they are working together as a system.

The relevance of the framework to this study is that it presents a system where components exhibit a high degree of interdependence so that the behaviour of the whole system is very much seen more as the sum of all the parts (Murphy, 1985). The advantage of using this system (or model) is that it allows for the tracing of the effect of different issues as well as identifying where improvements need to be made in the overall domestic tourism experience. It again considers the distribution channel by key players in marketing and operations management. It identifies domestic tourism promotion as involving the interplay of demand and supply; human activities; communications between different elements in the system ; and the effect of tourists on the system. The main weakness in this framework is that it does not consider travel arrangement by tourists.

Summary

The stakeholders' perception and role in domestic tourism development and promotion and how they influence domestic tourism demand are outlined. Available literature indicates that stakeholders must co-ordinate and collaborate in all aspects of tourism development and promotion. The public and private sector as stakeholders, thus have the responsibility to ensure that the planning and promotion of domestic tourism are done in conjunction with others to ensure efficiency and sustainability of tourism. The need to adopt other promotional measures such as social tourism has been stressed. For the purpose of guiding this study and showing understanding of key factors in domestic tourism and the relationships among its stakeholders a systems framework was adopted and discussed.

CHAPTER THREE

METHODS OF DATA COLLECTION

Introduction

The issues discussed in this chapter include data collection method, sources of data, target population, sample size and sampling method, research instrument, and problems encountered in the field.

Research Design

The research design used for this study is the descriptive survey design. According to Gay (1992), the descriptive survey involves collecting data in order to test hypotheses or answer research questions concerning the study. Information gathered from the descriptive method was used to investigate the role of stakeholders in their attempt to promote domestic tourism. The destination survey method was employed at four destination sites in the study area namely: Centre for National Culture, Kumasi Fort/Military Museum, Kumasi Zoo and the Manhyia Palace in order to contact domestic tourists who visited these attractions. These sites were selected due to their popularity as tourist attractions. The descriptive design was employed considering the purpose of the study, the research questions, hypotheses and the nature of the target population.

Sources of Data

Data related to the research objectives were collected from primary and secondary sources. Secondary sources were the Ministry of Tourism (MOT), Ghana Tourist Board (GTB), Kumasi Metropolitan Assembly, and Centre for the National Culture. In addition, books, journals and written reports as well as the Internet were consulted for the study. The primary data were obtained from respondents in the study area through open and closed- ended questionnaires. The self- administered questionnaire was used for visitors and private tourism service providers.

Target Population

The target population for this study were in two categories. First, domestic visitors of both sexes to tourist destinations who were 15 years and above. This age group is seen as those who are likely to undertake excursion or holidays either in groups or on their own.. Secondly, private tourism service providers made up of members of GHATOF.

Sample Size and Sampling Method

The target population as indicated in Tables 3 and 4 comprised different social groups whose numerical size was difficult to determine. For this reason it was difficult to arrive at the appropriate sampling frame for the study area. To overcome this shortcoming, the multistage cluster and the quota methods were employed.

Table 3: Private Service Providers' Sample

Target Population (GHATOF)	Registered Members	Sample Quota	Percentage
Ghana Hoteliers Association	135	20	14.8%
Tour Operators Union of Ghana	51	20	39.2%
Ghana Restaurants Association	49	20	40.8%
Ghana Trad.Caterers Association	167*	20	11.9%
Transport Operators	-	20	-
Total Sample		**100**	

Source: Fieldwork, 2002 *Based On Estimated Figure From Secretariat

Table 4: Attractions Sample

Tourist Attractions	Average Monthly Visits (Domestic)*	Sample Quota	Percentage
Manhyia Palace	1770	50	2.8%
Kumasi Fort / Museum	270	50	18.5%
Kumasi Zoo	1870	50	2.7%
Prempeh II Museum/C.N.C	260	50	19.2%
Total Sample		**200**	

Source: GTB (2000) * Estimate from the Attractions (2000). See Appendix 7

According to Sarantakos (1998), the cluster sampling is employed primarily when no sampling frame is available for all units of the target population, when economic considerations are significant; and when cluster criteria are significant for the study.

In addition, the quota system does not require sampling frames and it is effective as well as less costly than other techniques and can also be completed in a short period of time (Sarantakos 1998). The quota sampling is a version of stratified sampling, the difference being that instead of randomly choosing a number of respondents, it works on chosen or agreed " quotas". It is a non – random stratified sampling procedure. Kumekpor (1999) notes that quota sampling attempts to introduce an element of representativeness in a non-probability sample.

In the first stage, the study clustered the target population into private tourism service providers (or GHATOF) and visitors to tourist attractions. In the second stage, the five (5) GHATOF associations were selected for their involvement with domestic tourists. In the third stage, elements from each of these groups were assigned a quota for interview. This brought the total sample of GHATOF to 100. Destination surveys comprising 50 respondents were conducted at four popular tourist attractions in the study area mentioned in 3.1. This also brought the sample of visitors to 200, thus a convenient sample size of 300 was settled upon for the study. The ratio of visitors to service providers was 2:1 based on two reasons.

In the first place, cognisance was taken of the claim by WTO at its 1991 Ottawa Conference that the measuring of visitors should be of importance in any domestic tourism study and secondly, as a result of the homogeneity of service providers. Sarantakos (1998) claims that if the population is homogenous with respect to the study objective, a small sample might suffice. Hence, considering the nature of spatial distribution and homogeneity of products, a sample size of 100 was considered sufficient for the private service providers and 200 for visitors.

Research Instruments

The survey instruments used were questionnaires, which were of two types, one for individual domestic visitors and the other for stakeholders (private tourism service providers). The questionnaires for individual domestic visitors were self -administered and consisted of four parts while that of private tourism service providers were by interview schedule and consisted of two parts.

In the case of the visitors, Section A requested information on previous travel indices such as, the last holiday or excursion was taken; the means of transport to the destination; the organisers of the trip; how long the trip lasted and where the night was spent. Section B sought the visitors' perception and experience of domestic tourism, all on a five- point Likert scale.

Section C also gathered information on the trend of domestic tourism demand, and here questions on tourist attractions in Ghana visited; the size of travel party, their knowledge of the attractions and level of promotion. The last part, Section D dealt with the socio-demographic background of visitors. The closed–ended questions reflected respondents' opinion or experience. The reason for using the closed–ended was because of its flexibility and cost–efficiency. The self- administered questionnaire, showed greater accountability, simplicity and the freedom to express opinion as compared to open-ended questionnaires. However, illiterates and those who had difficulty in understanding were assisted.

The first part of the questionnaires for the private tourism service providers solicited information on stakeholders' operations such as the type of business and advertisement and target clients .The second section dealt with stakeholders' collaboration; their relationship with the Ghana Tourist Board (GTB) and other members in the promotion of domestic tourism. Informal interviews were also held with some officials from the MOT, GTB and the KMA.

Pilot Study

A pilot study was conducted in Cape Coast early June 2002 to test the suitability of the research instruments and to identify areas of confusion or other problems. A sample size of 20 made up of 10 visitors' questionnaires and 10 stakeholders (private service providers) was used.

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Following the pilot study, modifications were made to certain parts of the questionnaire by rephrasing certain questions and deleting others.

Field Work

Fieldwork was conducted between 14th June 2002 and 24th July 2002. A day's training was carried out for four field assistants at the various destinations in English and Twi. The questionnaires were then lodged with the four field assistants, (one at each of the four sites) who administered them under supervision. A quota of fifty visitors each were interviewed at each of the four sites. The interviews were conducted at the entry and exit points of the four sites. The private tourism service providers were interviewed through the help of two field assistants.

Though a total of 300 questionnaires were administered, 248 responses were obtained. This indicated a total response rate of 82%. This was made up of 176 (88%) and 72 (72%) of visitors and private stakeholders respectively.

Problems Encountered in the Field

A number of problems were encountered during the data collection. Firstly, there was a lack of co-operation on the part of some private tourism stakeholders as well as of some visitors. While some respondents demanded tips before they would agree to take part in the survey, others also wanted to take the questionnaires away instead of responding to them there and then. It was particularly difficult getting data on domestic tourism from the GTB. The manager at the Kumasi office of the GTB who had just assumed post expressed disgust at the fact that no such data existed. Some proprietors also collected the questionnaires but did not want to return them even after several visits to their premises. Others gave excuses that their superiors were absent and were reluctant to be interviewed until after some persuasion. A number of chop bar operators were very suspicious and therefore gave several excuses in trying to avoid being interviewed. Also some offices of tour operators had long ceased to exist, some also turned out to be travel agents rather than tour operators.

Data Analysis

Data collected has been summarized and presented in tables showing frequencies and percentages. Both quantitative and qualitative tools were used to analyse the data and to describe the background characteristics of respondents and the activities of stakeholders. Research questions were also answered qualitatively and quantitatively using simple frequencies, percentages and the chi - square. Cross tabulation of responses was done to explain the relationships between variables. The chi-square technique was used to test the relationship between visitors' demographic backgrounds and their perception of tourist attractions and as well as the relationships between private service providers and GTB.

Summary

Self-administered and the informal interview schedule were the main instruments used in collection of data. The self-administered schedule was more flexible, cost- efficient and allowed enough time for respondents to complete their responses in the questionnaire. Since a large number of private service tourism operators were not registered members of their recognised association it was difficult to obtain an exhaustive list for sampling.

CHAPTER FOUR

CHARACTERISTICS OF RESPONDENTS AND PERCEPTION OF DOMESTIC TOURISM PROMOTION

Introduction

The socio-demographic background of respondents, their travelling behaviour; purpose of trip; means of transport; duration of trip; and organisers of the trip, and also their travel expenditure as well as their domestic tourism experiences at the destination are discussed in this chapter. Frequency tables are used to describe and analyse the background of respondents qualitatively.

Socio-Demographic Background of Respondents

Age of Respondents

Although the age at which people undertake holidays independent of their parents begin at 15 years, this age is constrained by lack of income but compensated for by a lot of discretionary time (Cooper et al, 1994). The ages of respondents ranged between 15 and 50 years as shown in Table 5 In all there were 92 (52.3%) males and 84 (47.7%) female respondents.

Table 5: Ages of Respondents

Age	Number of Respondents	Percentage
15-24	111	63.1
25-34	50	28.4
35-44	12	6.8
45-50+	3	1.7
Total	**176**	**100.0**

Source: Fieldwork, 2002

About 90% of respondents were between the ages of 15 and 34 years. Of this number, 63.1 % were in the 15-24 year group. The age distribution also showed that only 8.5 % of respondents were 35 years and over. This is confirmed by Cooper et al (1994) that the age group (15-24) has the tendency to travel to new places for new experiences. This corroborates the popular notion that the youth have a high propensity to travel.

Educational Background of Respondents

The level of education is an important determinant of travel propensity as education tends to broaden people's horizon and thereby stimulate travel desire There is therefore the tendency to associate the more adventurous and independent travel with the more educated in the population (Cooper et al, 1994).

Table 6: Educational Background of Respondents

Education	Number of Respondents	Percentage
Some Primary	17	9.7
Primary	69	39.2
Secondary	67	38.1
Post Secondary	18	10.2
Tertiary	4	2.3
Total	**176**	**100**

Source: Fieldwork, 2002

The educational background of respondents revealed that a total of 69 (39.2%) respondents had completed primary education as against 67 (38.1%) who had completed secondary education (Table 6). Again, only 10.2% had completed post secondary education whilst 4% have had tertiary education. Most significantly, 17 respondents representing 9.7% had received some level of primary education.

The low level of education shown by majority of respondents (39.2%) was compensated for by their personal mobility, which also has a lot of influence on domestic tourism (Cooper et a1, 1994). The implication is that promotional strategies of stakeholders in domestic tourism should be geared towards the primary and secondary school students because they are more curious to experience new places and new attractions.

Marital Status of Respondents

As indicated on table 7, 137 respondents representing nearly 80% of respondents were single as compared with only 33 (19%) being married. Since majority of respondents were single this conceivably influenced their personal mobility as far as domestic tourism was concerned. The implication is that respondents who were single had a lot of discretionary time to embark on trips or excursions. Also, it has generally been noted that most married women are often engaged in household work when they are not working to supplement their family incomes through petty trading and other activities. It is little wonder that lack of time is frequently seen as a crucial factor preventing people from indulging in pleasure travel (Wyllie, 1990).

Table 7: Marital Status of Respondents

Marital status	No. Of Respondents	Percentages
Married	33	18.8
Single	137	77.9
Not Stated	4	3.3
Total	**176**	**100.0**

Source: Fieldwork, 2002

Religious Background of Respondents

The religious background of respondents as indicated on table 8, about 63% of them were Christians whereas 22% Moslems. Also, 9.7%

were affiliation to Traditional Religion. This could be due to the fact that a number of Christian groupings organise tours to these attraction sites.

Table 8: Religious Backgrounds of Respondents

Religious Background	No. of Respondents	Percentages
Traditional	17	9.7
Christian	111	63.1
Moslem	39	22.0
Other	9	5.1
Total	**176**	**100.0**

Source: Fieldwork, 2002

Nationality of Respondents

The result from the survey pointed out that though 91% of the respondents were Ghanaians, other nationals constituted the remaining 9%. This should remind stakeholders not to target only Ghanaians when promoting domestic tourism, because the expatriate population also does patronise the local attractions. Akyeampong (1996) reported that the expatriate population also partake in domestic tourism where they travel to the beaches on weekends for relaxation. However, those encountered in this study were on sight- seeing trips at the destinations.

Employment Status

Table 9 shows a total of 86 (48.9 %) respondents were students, while about 60 (34.1%) respondents were in full time employment with 20 (11.4%) in part-time employment. Also, 10 respondents were unemployed and this represented about 5.7% of the total respondents. The part-timers were mostly engaged in apprenticeship or doing petty trading. Unemployment is a very serious socio-economic issue in most developing countries including Ghana and its one of the major obstacles to participation in tourism. In many cases many self-employed people such as traders appear to take little or no holidays from work (Wyllie, 1990), apart from special occasions and national holidays.

Table 9: Employment Status of Respondents

Employment Status	No. Of Respondents	Percentage
Student	86	48.9
Full time	60	34.1
Part time	20	11.4
Unemployed	10	5.7
Total	**176**	**100**

Source: Fieldwork, 2002

Income of Respondents

The income of visitors is of prime importance in domestic tourism since according to Cooper et al (1994) a low discretionary income depresses travel propensity. As many as127 respondents constituting 72 %

come earners (Table 10), whilst 11.9 % were earning between ¢500.000 per month, with only 5% earning above ¢800,000 per able 4.6). The low level of income stems perhaps from the fact that f the

able 10: Repondents' Income Level

ncome	No. Of Respondents	Percentage
Less than ¢200,000	9	5.1
¢200.000-¢500,000	21	11.9
¢500.000-¢800.000	10	5.7
¢800.000 and above	9	5.1
Not Applicable	127	72.2
Total	**176**	**100**

Source : Field work, 2002

respondents were students and even those who were working were not in the high status jobs. The low income was also a reflection of the type of jobs such as petty trading and part-time jobs that the respondents were engaged in. Their demand for domestic tourism was made possible due to the low expenditure involved. Indeed, Cooper et al (1994) asserts that the nature of employment has an influence on the level of income and therefore the type of holiday demanded. The low income also explains why most of the respondents could not access multiple destinations due to the cost of transports (Akyeampong, 1996).

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Travel Patterns of Respondents.

Previous trips experienced by respondents are presented in Table 11. The majority of the respondents 60 (34.1%) had travelled or embarked on

Table 11: Previous Trips of Respondents

Previous Trip	No. Of Respondents	Percentage
First Time	56	31.8
Under 12 months	60	34.1
" 2 years	33	18.8
" 5 years	16	9.1
" 5 years or more	11	6.3
Total	**196**	**100.0**

Source: Fieldwork, 2002

an excursion within the year while a sizeable number of 56 (31.8%) were having their very first experience in excursion. About 18.8% had their first experience within the past two years, while slightly more than 15% had their first experience three or more years ago.

On frequency of visits to the various sites, it was found out that majority of respondents (52.3%) had visited more than once. While 19.9 % of them, had visited twice already, about 14.8% were on their second visit. On the other hand, about 17.6% were non-committed.

Purpose of Trip

The purpose of travel as indicated by the respondents in Table 12 shows that, majority (49.4%) were travelling in-group excursions respondents. Interestingly, About 17.6% of the respondents were on sightseeing while the remainder were either on a church convention (14.8%) or visiting friends and relatives or attending funeral.

Table 12: Purpose of Trip

Purpose of Trip	No. Of Respondents	Percentage
Educational Tour	87	49.4
Sight-seeing	31	17.6
Church convention	26	14.8
Attending funeral	6.0	3.4
Visiting Friends & Relatives	26	14.8
Total	**176**	**100.0**

Source: Fieldwork, 2002

Means of Transport

Table 13 shows that more that half (60.2%) of respondents travelled by 'trotro' or public transport while the rest travelled either by taxis or their own cars, with only a few walking or travelling by train to the attractions.

Table 13: Means of Transport

Means of Transport	No. Of Respondents	Percentage
'trotro'/Public Bus	106	60.2
Taxi	27	15.3
Own Car	27	15.3
Walked	12	6.8
Train	4	2.3
Total	**176**	**100.0**

Source: Fieldwork, 2002

Duration of Visit

In Table 14 the majority (63.1%) of the respondents were day-trippers or day- return travellers. The rest stayed for 3 or more days (19.3%) or one week (6 %) or just a day (11.9%). About a quarter (25%) of those who stayed

Table 14: Duration of Visit

Duration of Visit	No. Of Respondents	Percentage
Less than 1 hour	46	26.1
1-2 hours	26	14.8
3-24 hours	39	22.2
1-2 days	21	11.9
3-7 days	34	19.3
8 days and above	10	5.7
Total	**176**	**100.0**

Source: Fieldwork, 2002

for a day or more stayed with friends and relatives. A sizeable number of respondents (17.6%) also stayed in schools or youth hostel, with a few (14.2%) staying in hotels (Table 15)

Table 15: Type Of Accommodation Used During Trip

Place of stay During Trip	No. of Respondents	Percentage
No Accommodation Required	76	43.2
With Friends and Relatives	44	25.0
Camp/school/Hostel	31	17.6
Hotel	25	14.2
Total	**176**	**100**

Source; Fieldwork, 2002

While one-third of the respondents (33.8%) were on an educational tour, quite a fair number (31%) were on sightseeing. Only 6.8% were engaged on religious activity. About 11% of the respondents who were mostly at the Manhyia Palace were cultural tourists. About 10.2% of the respondents were on vacation or leisure trips. These were mostly those visiting attraction sites at the four destinations.

Organisation of the Trip

Table 16, shows that majority (27%) of the visitors were sponsored by the school or institutions they belonged to. For 24% of respondents, the trip was part of social activities of their clubs or organisations. Quite a number of them (20.5%) were visiting with their friends and relatives

while about 4.5% were in groups organised by tour operators. As many as 34 respondents (19.3%) were there on their own and these were probably people who were staying close to the attraction sites and could thus travel by walking to the destination which was evident by their normal places of residence.

Table 16: Organisers of the Trip

Organisers of trip	No. Of Respondents	Percentage
Individual	34	19.3
Tour Operator	8	4.3
Schools/ College	48	27.3
Social Organisation/Club	43	24.4
Friends and Relatives	36	20.5
Non –Committal	7	4.0
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents Travel Expenditure

Given the general low level of income among Ghanaians and the socio-economic conditions in the country, affordability of leisure travel by the individual is often constrained. Respondents were asked to express their view about the various items that usually took a larger part of their domestic travelling expenditure. More than half of the respondents (53.4%) cited transportation (Table 17). Only 4 % of the respondents spent more on accommodation. The urban nature of the destination had a lot to do with

while about 4.5% were in groups organised by tour operators. As many as 34 respondents (19.3%) were there on their own and these were probably people who were staying close to the attraction sites and could thus travel by walking to the destination which was evident by their normal places of residence.

Table 16: Organisers of the Trip

Organisers of trip	No. Of Respondents	Percentage
Individual	34	19.3
Tour Operator	8	4.3
Schools/ College	48	27.3
Social Organisation/Club	43	24.4
Friends and Relatives	36	20.5
Non –Committal	7	4.0
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents Travel Expenditure

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visitors' larger expenditure on transportation as the attractions are spatially dispersed throughout the metropolis, so that people travelling from outside Kumasi certainly had to do so by means of transport.

Table 17: Respondents' Travel Expenditure

Expenditure	No. of Respondents	Percentage
Transportation	94	53.4
Gate fees	27	15.3
Accommodation	7	4.0
Food/Drinks	27	15.3
Souvenirs	6	3.4
Non-committal	15	8.5
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents were again asked to indicate the sort of things that usually prevent (travelling barriers) them from frequent tours. The responses are presented on Table 18 below. About 34.7% of respondents cited income as the main problem that hindered their desire to travel. Ignorance of attractions (21%) and lack of appropriate transport (23%) were some of the problems, which prevented some respondents from travelling. Poverty is therefore the major factor hindering people from partaking in domestic tourism.

Table 18: Respondents' Travelling Barriers

Barrier	No. of Respondents	Percent
Income	61	34.7
Time	35	19.9
Ignorance of attractions	37	21.0
Transportation	41	23.3
Others	2	1.1
Total	**176**	**100**

Source: Fieldwork, 2002

Visitors' Expectations at the Destinations

Respondents were asked to indicate three things that they liked most about the places visited. About 92 multiple responses representing (40.9%) of respondents showed that a number of them were very much interested in cultural heritage. About 37.7% indicated that they were interested in the wildlife (Table 19).

Table 19: Visitors Expectations

Expectations	No. of Respondents*	Percentage
Knowledge of ones Culture	92	40.9
Exposure to Wildlife Resources	85	37.7
Insight into local history	30.	13.3
Good Reception at Destinations	18	8.0

Source: Fieldwork, 2002 *these are results from multiple responses

Results of the study showed that the zoo attracted the largest number of visitors in the metropolis. In fact, the zoo is the leading attraction in the Kumasi Metropolis. The historical artefacts also attracted a number of respondents who were there to see the various war and colonial legacies associated with the Ashanti Empire and the Gold Coast. About 13.3% of respondents cited this as one of the things that was of interest to them.

Alternatively, the respondents were asked also to indicate three things they disliked about the attractions. About 52% stated that they were not disappointed, however about 13.3% also stated that the Museums and the zoo were not very well stocked and that many items were missing from their stands. In the case of the zoo, 10% of the respondents were of the opinion that they were not given tour- guiding and also there were too many empty cages which meant that they could not see many of their favourite animals.

Respondents' Tourism Experience

Visitors' expectations usually determine the travel level of satisfaction or dissatisfaction with the entire trip (Gartner, 1998). Respondents were therefore asked to state whether they were satisfied with the tourism experience at the destinations. More than half of the respondents (67%) stated that they were satisfied with the destination. However, about 20% of the respondents indicated dissatisfaction with the tourism experience at the destination. Of the 176 respondents, 12.5% of were non-committal (table 20).

Table 20: Respondents' Tourism Experience

Satisfaction With Attraction	No of Respondents	Percentage
Yes	118	67.1
No	36	20.4
Non –committal	22	12.5
Total	**176**	**100**

Source: Fieldwork, 2002

Respondents' Perception Of Attractions Visited

According to Middleton (1994), "perception" is the term used to explain the way individuals select and organise the mass of information they are exposed to. Perception is influenced by personal attitudes, by motivations, knowledge and interest and may also be influenced by experience and by advertisement. If the product is highly satisfactory, the probability of repeat purchases will be high and if it is unsatisfactory, the opposite will occur.

A 5-point Likert scale (strongly agree - strongly disagree) was drawn to measure respondents' perception. The question was whether respondents' had positive, negative or neutral perception of the attractions visited. Respondents were asked to indicate the extent to which they agreed or disagreed with statements relating to the attributes of the attractions and hospitality.

Table 21: Respondents' Perceptions

Perception	No of respondents	Percentage
Positive	122	69.4
Neutral	27	15.3
Negative	27	15.3
Total	176	100.0

Source: Fieldwork, 2002

Table 21 shows that 122 (69.4%) respondents perceived the attractions positively, 15.3% of the respondents were indifferent whilst 15.3% perceived the attractions negatively. To determine the extent to which this perception had on future (repeat) visits, a cross tabulation was done as shown on Table 4.16. Kotler (2000) acknowledges that a motivated person is always ready to act and this is influenced by his or her perception. Two people with the same motivation may however, act quite differently based on how they perceive the conditions they find themselves.

Perception and Decision on Repeat Visits

In recognition of perception and tourism experience on visitors' decision for repeat visits, the following hypothesis was evolved, *(Ho 1):* "There is no significant relationship between visitors' perception of tourist attractions and their decision on repeat visits." In Table 22, the cross tabulation of visitors' perception of attractions and their decision to repeat visits shows that, as many as 102 (83.6%) respondents who had a positive perception of the tourist attractions were willing to repeat visits. Similarly, 19 or 70.4.% of the respondents with negative/neutral perception of the tourist attractions were unwilling to undertake future visits. The result also shows that even though 16.4% of respondents perceived the attractions positively, they were unwilling to repeat visits. The reasons cited for unwillingness to repeat visits were; discrimination against domestic tourists, high entrance fees at attractions and facilities, and poor services and infrastructure.

Table 22: Perception and Decision on Repeat Visits Cross-tabulation

	Repetitive Visits		
Visitors' Perceptions	**Yes**	**No**	**Total**
Positive	102 (83.6%)	20 (16.4%)	122 (100%)
Negative	8 (29.6%)	19 (70.4.%)	27 (100%)
Neutral	8 (29.6%)	19 (70.4%)	27 (100%)
Total	**118**	**58**	**176**
%	**(67.1%)**	**(32.9%)**	**(100%)**

Source : Fieldwork,2002 X^2 (df 2;N 176) =49.36,p <0.05

Using the Chi-square test of difference, the result showed that at 2 degrees of freedom, the critical value at 0.05 level of significance was 5.99, which was less than the calculated chi square value of 49.36. Therefore the null hypothesis was rejected. The conclusion is that, there was a significant relationship between people's perception of tourist attractions and their decisions on repeat visits'. The result again revealed that visitors' perception of attractions were very important in their decision to embark on repeat visits to tourist destinations. The result confirms Middleton (1998) contention that experience and perception are strongly linked and are influenced by attitudes and motivations. This result has encouraging implication for both private and public stakeholders in their effort to promote domestic tourism.

Gender Influence on Perceptions

Table 23 shows a cross-tabulation that examines the differences in gender and perception of tourist attractions. 64(69.6%) of males had positive perception of tourist attractions, as did 58 (69%) of females. This means that more than half (69.3%) of the respondents had positive perception of the attractions. On the other hand, 17.4% males and 11(13%) of females had negative perception of the attraction.

Table 23: Gender and Perception of Attraction Cross-tabulation

	Perception of visitors to attractions			
Sex	Positive	Negative	Neutral	Total
Male	64 (69.6%)	16 (17.4%)	12 (13.0%)	92 (100%)
Female	58 (69.0%)	11 (13.0%)	15 (18.0%)	84 (100%)
Total	**122** **(69.3%)**	**27** **(15.3%)**	**27** **15.3**	**176** **(100%)**

Source: Fieldwork, 2002

Education and Perception

Table 24 clearly shows that most 122 (69.3%) of the respondents exhibited a positive perception of the attractions. Majority of the respondents with positive perception of the attraction were found to have completed primary education, while as much as 77.8% of those with post secondary education had a positive perception of the attractions. Meanwhile the greatest number of respondents (20.9%) with negative perception of the attractions had all completed secondary school. It can therefore be concluded that the better educated people are more critical or have greater expectations.

Table 24: Cross- tabulation of Educational Background and Perception of Attractions

	Perception of visitors to attractions			
Educational Background	Positive	Negative	Neutral	Total
Primary	53 (72.6%)	10 (13.7%)	10 (13.7%)	73 (100%)
Secondary	41 (61.2%)	14 (20.9%)	12 (17.9 %)	67 (100%)
Post Secondary	28 (77.8%)	3 (8.3%)	5 (13.9%)	36 (100%)
Total	**122 (69.3%)**	**27 (15.3%)**	**27 (15.3%)**	**176 (100%)**

Source: Fieldwork, 2002

Marital Status and Perception

The cross-tabulation of visitors' marital status and their perception of tourist attractions shows that majority 98 (70.5%) of the respondents who had a positive perception of the attractions were single (Table 25). This compares favourably with 64.9% of the respondents who were also married. The conclusion here is that since most of the respondents were single, they were more predisposed to travel or embark on excursions the result was a reflection of their perception of attractions which was generally positive.

Table 25: Cross- tabulation of Marital Status and Perception of Attractions

	Perception of visitors to attractions			
Marital status	Positive	Negative	Neutral	Total
Married	24	6	7	37
	(64.9%)	(16.2%)	(18.9%)	(100%)
Single	98	21	20	139
	(70.5%)	(15.1%)	(14.4%)	(100%)
Total	**122**	**27**	**27**	**176**
	(69.3%)	**(15.3%)**	**(15.3%)**	**(100%)**

Source : Fieldwork,2002

Summary

Majority of respondents were the youth who expressed a general positive perception of the attractions. This was in spite of the travelling barriers they were confronted with in the study area. Cross-tabulations also showed that respondents' sex, education and marital status had some form of influence in their perception of the tourist attractions . This was evidenced by a chi- square test which indicated that respondents were willing to embark on repeat visits.

CHAPTER FIVE

STAKEHOLDERS' INVOLVEMENT IN DOMESTIC TOURISM PROMOTION

Introduction

The main issues concerning the role of the private and public stakeholders in domestic tourism development and promotion are discussed. Areas include participation of stakeholders as outlined by their operations, ownership, their registration and relationship, association membership including monitoring as well as stakeholders' collaboration to promote domestic tourism. The stated hypotheses and research questions are also analysed.

Stakeholders' Operations

Small businesses effectively represent the only conduit through which real personal contact or encounter which most visitors have with the '"host community". The quality of the tourism experience depends on the personality of the private service providers (Middleton, 1992). Moreover, the whole domestic tourism productions are an amalgam of multiple components supplied by a wide range of businesses (Table 26). The provisions of amenities often demonstrate the multi- sectoral nature of tourism supply as well as the interdependence of the various sectors (Cooper et al, 1993). The provision of accommodation and catering facilities at the destination create a general feeling of welcome and a lasting impression on visitors. These establishments reflect the local community needs and as such, domestic tourism only complements the existing pattern of use of these facilities which also have a predisposition to be clustered within areas where shopping is also a dominant activity (Page, 1990).

Table 26: Private Service Providers

Private Service Providers	**No. Of Respondents**	**Percentage of Total Respondents**
Accommodation	20	27.8
Restaurant	16	22.2
Tour Operators	12	16.7
Traditional Caterers	12	16.7
Transport Operators	12	16.7
Total	**72**	**100.0**

Source :Field work, 2002

To examine the role private stakeholders play in domestic tourism promotion, research question one was posed as follows: "To what extent do private service providers involve themselves in domestic tourism promotion?"

Research question one was analysed using items 1,12, 14 and 28 on the questionnaire (see appendix 4) such as; the type of business operations; the importance of domestic tourism to their business; the type of ownership of the business and their registration status with the Ghana Tourist Board (GTB).

Table 5.1. shows the respondent's involvement in the development of domestic tourism in several ways such as the provision of accommodation facilities (27.8%) i.e. hotels and guesthouses; tour operations (16.7%); transport operations (16.7%); restaurants and "chop bars" (16.7%). In some instances some "containers" had been provided as "eating places" for travellers by a private company called Freko Company Ltd., which supervises the Kejetia Bus Terminal. This company has joined forces with the Kumasi Metropolitan Authority (KMA) to screen food vendors before certifying them to sell. Other companies such as Uniliver and some private organisations are also involved in the promotion of local dishes through the organisation and participation of competitions such as "Cook Art".

Gold Coast Travel Agency has also recently introduced weekly programmes to encourage domestic tourists to visit some selected sites and tourist attractions in the regions . The places for the package are Ghana's prime tourist attractions, including the Aburi Botanical Gardens, Cape Coast-Elmina, Accra –Tema City , the Kakum National Park, the Wli Waterfalls, Kokrobite and Volta Lake cruise. (Daily Graphic,December 9,2003,pp 28). The Tour Operators Union of Ghana (TOUGA) has also been involved in the organisation of essay competitions for school children to create public awareness of domestic tourism. Winners of these competitions are taken on familiarisation tours of some parts of the country.

On the question of how important domestic tourism was to their operations, about 72% of the businesses stated that it was very important to them. Only 28% stated that they were not so dependent on domestic tourists in their operations. Hence, there were some businesses especially those in Tier 2 (refer to page 33) that could survive without tourism although in a diminished form (Smith, 1995). The allusion is that many of the private service providers were not even aware that their activities amounted to the promotion of tourism.

Ownership of Firms

The private sector's investment in tourism is most likely to be motivated by profit (Cooper et al, 1993) and this gives rise to an array of large and small organisations involved in tourism businesses and operations. Observations in the field showed that most of the respondents were small-scale businesses and were mostly owned by Ghanaians.

Majority of businesses (65 or 90.3%) were either owned by individuals or by families. Only about (7 or 9.7%) were of joint partnership. About 43% (31) of the firms employed between 1-5 people while (15 or 20.8%) employed between 6-10 people. Firms which employed between 10-15 people and 16 or more people formed 9 or (12.5 %) and 10 or 13.9% respectively. This tends to support the claim by Page (1990) that small firms in the tourism industry often employed less than 10 people or worked on self-employed basis. And that if this sector is left unchecked, it is likely to give rise to conflicts in the operation of tourism especially where the state takes a" laissez-faire" role in tourism planning and management (Page, 1990). Hence the insistence by GTB that businesses operating in the tourism industry must be duly regulated through various measures. The first means to do this is to register these businesses and to ensure that they are operating within stipulated regulations.

> *"The licensing role of the Board ensures that the appropriate standards and professionalism needed in the operation of all Tourism Receptive Facilities and Services are in place and maintained, this role to ensure standardisation places on the Board the responsibility to counsel and provide needed extension to investors and operators. These include project design, frequent visits to provide advice and ensure compliance with set standards and regulations."(GTB, 1994).*

The second research question seeks to examine how the private service providers (GHATOF) relate to the GTB's role in licensing and regulation for the promotion of domestic tourism. To analyse research question

2, some items on the questionnaire were cross- tabulated. This was done by cross tabulating members and non-members of private service providers (GHATOF) who had regularised (registered) their operations with GTB and how this impacted on their relationship with GTB in terms of its monitoring and coordinating role (Table5.2, 5.3and 5.4).

Members and Non-members of GHATOF Registration with GTB

The Ghana Tourist Board through legislative instrument has the mandate to make it mandatory for any person or groups of persons to first register and obtain the appropriate licence before commencing any tourism business. As a follow- up to research question two the following hypothesis *(Ho2)* was stated: 'There is no significant difference between members and non-members of GHATOF in their willingness to register (licence /regularise operations) with GTB.'

Table 27 shows that majority 38(63.3%) of businesses were members of GHATOF and at the same time fully registered with the Ghana Tourist Board . Although 22 or 36.7% of businesses were not registered with the GTB , they were in full in operation. While 23 or 38.4% of businesses had not registered with the board they were also not members of any recognised association. Furthermore, the study shows that though the licences of many of the businesses had long expired, they were still in operation. In many instances, the Ghana Tourist Board has had to close down some facilities resulting in strained relationship between them.

Table 27: Members and Non-Members of GHATOF Registration with GTB cross-tabulation

	Is your business registered with GTB?		
Membership of Association?	**Yes**	**No**	**Total**
Member	22 (57.9%)	16 (42.1%)	38 (100%)
Non-Member	15 (68.2%)	7 (31.8%)	22 (100%)
Total **%**	**37** **(61.6%)**	**23** **(38.4%)**	**60** **(100%)**

Source: Field work, 2002 X^2 (df 1;N 60) =0.624, p <0.05

Using the chi- square to test for the difference between members and non- members of GHATOF who had regularised their operations with GTB showed that, there was no statistical difference between them (X^2=0.624 ; p <0.05). The chi square calculated was 0.624 and at 1 degree of freedom, the critical value was 3.841. Since the chi- square calculated was less than the critical value, the test therefore failed to reject the null hypothesis that there is no significant difference between members and non-members of GHATOF in their willingness to register with GTB. In other words, there was no significant statistical difference between members and non-members of GHATOF in terms of their regular status with GTB. This goes to confirm the lack of collaboration between the GTB and GHATOF in domestic tourism promotion. GHATOF could have ensured that its members regularize their activities with the GTB. This situation could affect service quality of tourism products as those who are not registered with the GTB cannot be effectively monitored.

The reason for the non –significant difference was perhaps due to the fact that even though some private service providers did not belong to any recognised association (e.g. GHATOF), they had regularised their operations with the Board Other service providers also stated further that they did not see any reason to belong to 'an association' before they could deal with the Tourist Board. They therefore preferred to deal directly with GTB on issues pertaining to their operations. Some respondents stated that they had withdrawn from their associations on 'personal' grounds.

Private Service Providers' Relationship With GTB

To explore the relationship that exists between members and non- members of GHATOF and GTB as partners in tourism development, a cross-tabulation of members and non-members relationship with GTB was done (see Table 28). Since the development and promotion of tourism is regarded as a partnership between the private and public sector, the extent of their involvement depends on the relationship between the two (Middleton, 1994). One of the strategic roles of the GTB is to develop both the facilities for domestic tourism and together with the private stakeholders to create innovative programmes to encourage domestic tourism. To play this role effectively, the relationship between the Board and the private sector is very crucial.

Table 28: Members and non-Members Relationship with GTB cross-tabulation

	How do you see your relationship with GTB?		
Registration with GTB?	**Cordial**	**Not Cordial**	**Total**
Registered	35 (87.5%)	5 (12.5%)	40 (100%)
Non- Registered	12 (52.2%)	11 (47. 8%)	23 (100%)
Total **%**	**47** **(74.6.%)**	**18** **(28.6)%**	**63** **(100%)**

Source: Field work, 2002

Table 28 shows that, 74.6% of the businesses had cordial relationship with the GTB and these were members of GHATOF. Remarkably, 47.8% of those without cordial relationship with GTB were non-members of GHATOF. However, more than half (52.2%) of the non-members had cordial relationship with GTB. The result is very important because it shows whether or not the private service providers are prepared to cooperate with GTB's operations. Hence, the possibility is that those who do no belong to any association see the operations of GTB as a nuisance and are therefore likely to be antagonistic to GTB. It is also unlikely for GTB to reach those who do not belong to any association in organising programmes to promote tourism.

Monitoring Role of GTB

To find out how registered and non- registered private service providers' think of GTB 's monitoring and coordinating role, a cross-tabulation of service providers registration and views of GTB's monitoring role was done. Indeed, the monitoring function of the Board is also one of its most important duties. This role is to ensure that private tourism service providers (GHATOF) were fully complying with the board's stipulated regulations, protecting consumers and offering useful advice and guidelines to the service operators.

The views of private service providers whether in their opinion GTB was playing its monitoring and coordinating effectively is presented in Table 29 This depended on whether or not the businesses were registered (regularised or licensed) with GTB since opinions differed with membership status of the service providers.

Table 29: Service Providers' Views of GTB's Monitoring Role cross-tabulation

	Do you think GTB plays its monitoring and coordination role effectively?		
Registration with GTB?	**Yes**	**No**	**Total**
Registered	10 (40.0%)	15 (60.0)	25 (100%)
Non-Registered	15 (71.4%)	6 (28.6%)	21 (100.%)
Total	**25 (54.3.%)**	**21 (45.7%)**	**46 (100%)**

Source: Fieldwork, 2002

More than half (54.3%) of respondents confirmed that the Tourist Board was doing their monitoring and coordination work very effectively (Table 29). These respondents held that GTB 's constant monitoring and coordination had greatly improved their operations; indeed the presence of GTB inspectors constantly reminded them of sanctions for non-compliance with rules and regulations. On the other hand as many as 46% of respondents did not have any GTB officials at their premises. The difference in opinions could be as a result of the fact that some service providers who had not regularised their operations with the board did not probably receive regular visitations from the Board.

Promotion Of Domestic Tourism By GTB

To find out whether or not the opinions of businesses that had regularised (licensed) their operations with GTB differed from those that had not regularised in terms of the Board's role in domestic tourism promotion, a cross tabulation of private service providers (registered and non-registered) and their views of GTB's promotional role was done.

Table 30: Service Providers' View of GTB's Promotional Role cross-tabulation

	Do you think GTB is helping to promote Domestic Tourism?		
Registration with GTB?	**Yes**	**No**	**Total**
Registered	18 (46.1%)	21 (53.9%)	39 (100%)
Non-Registered	12 (50.0%)	12 (50.0%)	24 (100%)
Total	**30 (47.6.%)**	**33 (52.4%)**	**63 (100%)**

Source: Fieldwork, 2002

In Table 30, of the 39 (61.9%) businesses that had registered with the board, more than half 21 or 53.9% of them felt the Board was not doing enough to promote domestic tourism. The non- registered respondents were divided equally (50%) in their opinion of the Board in terms of its domestic tourism promotion. In their view, there was no- known programme by the GTB to bring the private stakeholders together to promote domestic tourism. Since some of them believed GTB did no have any meaningful agenda for domestic promotion.

On the other hand, a few respondents were of the view that the GTB was actually helping to promote domestic tourism. To them, the GTB had been organising workshops, training programmes as well as offering valuable promotional activities to boost up their operations. To them, the Annual Tourism Awards where individuals, organisations, and corporate bodies whose activities have impacted positively on the development and promotion of tourism in the country are honoured shows that the Board has been encouraging private stakeholders. It maybe concluded that, most of the respondents who had not yet benefited from any of GTB's promotional activities were those who had not regularised their registration with the board.

Private Stakeholders Collaboration

Since the private sectors has the responsibility for the commercial functions of tourism, collaboration between them is essential to the successful promotion of domestic tourism as their active participation ensures the observance of standards and proper provision of facilities. In order to examine their level of collaboration, a research question was posed as follows: ' To what extent do private service providers cooperate with each other in domestic tourism promotion?'

Association Membership and Collaboration

A cross tabulation was done in support of research question three in order to determine differences in registered and non- registered members of GHATOF (Table 31). Reactions to items 17,19-27 (Appendix 4) were used to resolve research question three in the questionnaire, including membership of association, whether or not they have any benefits from the association, and whether they think their association collaborates with others to promote domestic tourism.

Table 31: Association Membership and Collaboration cross-tabulation

	Do you collaborate with other service providers to promote domestic tourism ?		
Membership of GHATOF?	**Yes**	**No**	**Total**
Members	22	16	38
	(57.9%)	(42.1%)	(100%)
Non-Members	4	18	22
	(18.1%)	(81.8%)	(100%)
Total	**26**	**34**	**60**
%	**(43.3%)**	**(56.7%)**	**(100%)**

Source: Field work, 2002

The results show that there were some differences in the way members and non-members collaborated to promote domestic tourism. Some respondents cited some factors such as perceived neglect of members and the collection of excessive dues by the various associations as their lack of interest in the activities of the association. This possibly had led to the lackadaisical way they cooperated and collaborated amongst themselves. In effect, the lack of collaboration amongst them meant that they had lots of troubles encouraging members and non-members to observe certain regulations set up by the Tourist Board.

As shown in Table 31, it can be seen that 38 (63.3%) respondents were registered members of their recognised association. However, a considerable number of 22 (36.7%) respondents were not registered members. Of the 34 respondents who indicated that there was no collaboration between them, 16 (41%) of them were not registered with their association.

Informal interviews with some tour operators to find out their apparent lack of interest in domestic tourism promotion showed some of them did not believe that it was a lucrative venture. Most of the respondents said they were acting alone since they had not received any support from GTB. Notably, many tour operators were in contravention of TOUGHA and GATTA 's aim of bringing together tour operators to foster good working relations among themselves since they were not even registered members.

Trends in Domestic Tourism -Implications

The surveys showed that majority of visitors were students, which was obviously a very good signal for domestic tourism promotion. Since education is a vital factor that influences leisure travel, indeed and many researchers point to formal education as one of the most important influences that shape people's perception and therefore their choices of activities. Domestic tourism promotional efforts could therefore be targeted at students.

Even though the results indicated that most of the respondents were non-income earners their participation in domestic tourism lends ample credence to the fact that participation in domestic tourism does not dwell on huge incomes. However, income does determine the level of demand and the ability to visit multiple destinations (Akyeampong,1996). This explains why many of them could not visit more than two or three attraction sites. The study shows that some of the travelling barriers faced by domestic tourists were due to lack of income, high cost of transportation and ignorance about other existing attractions in the Metropolis. Even with the apparent low educational and income levels, patronage of tourist attractions in this study was encouraging. Another notable feature was the fact that though some of the respondents did sleep overnight, many of them did not use commercial accommodation. Besides most of the visitors were day trippers or excursionists.

It was noted that since most of the services by the private stakeholders were provided informally, (e.g. accommodation, transportation and eating places). Monitoring their operations by the GTB was very difficult. Since a number of respondents were not registered even with their own recognised associations the level of collaboration needed to ensure joint stakeholders' promotion did not exist. As a consequence, the 'self-policing ' role that the private sector had to play to ensure appropriate industry standards did not occur. Hence, if the private stakeholders could not assist GTB to monitor standards then the Board could not ensure its monitoring and coordination role effectively. Therefore, the lack of collaboration by stakeholders meant that promotional programmes had to be left virtually to individual service providers.

Summary

The private and public stakeholders' role in the development and promotion of domestic tourism has been examined by analysing the research question and hypotheses posed. Even though some businesses were not members of GHATOF, they had regularised their status with the Tourist Board. Members and non-members of GHATOF related differently to GTB's role in tourism promotion. Hence, opinions of members and non-members of GHATOF differed in GTB's role in domestic tourism promotion. The differences in opinions were seen in terms of registration of private service operators, monitoring of private service operator as well as the general promotion of domestic tourism. This resulted in a common lack of collaborations between the private and public stakeholders and also amongst the private stakeholders themselves.

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

A summary of the conceptual issues on the role of stakeholders in domestic tourism development and promotion, together with the main findings as well as conclusions and recommendations are presented in this final chapter.

Application of the Systems Framework

One methodology used by researchers to ensure understanding of the nature of tourism phenomena is the systems approach (Law,1993). The systems framework as applied in this study examined the three main issues of the role of stakeholders in domestic tourism promotion .

Firstly, it viewed attractions system as sub-system of the larger tourism system in the study area. Secondly, it acknowledged the integral role of tourists as consumers, since without the tourist (or excursionist) the system would not exist. Thirdly, the system approach offered a convenient framework to ensure understanding of how domestic destinations attracted visitors and the role stakeholders play to promote such destinations

The framework is thus applicable to the study on three levels :

- The consumers' (visitors') demand for domestic tourism.
- The supply of domestic tourism facilities and services by private service providers (GHATOF) .
- The role of private and public stakeholders and the extent of their collaboration in terms of formulation of policy, coordination, monitoring and marketing of destinations as well as planning and development

The framework looked at the extent of participation of the individual visitor from the perspective of the socio-demographic and economic background. It also considered the various barriers that confronted visitors' participation in tourism which included, lack of income, time, ignorance and the high cost of transportation among many others. The tourist experience was also highlighted by the framework in terms of its influence on visitors' perception.

Summary

The main objective of the study was to identify the extent to which stakeholders have contributed to the promotion of domestic tourism and how visitors respond to this , using Kumasi as a case. The study has well examined how visitors' socio- demographic and economic backgrounds affect their patronage of domestic tourism. In addition, it has explored and analysed the level of collaboration and co-ordination between the private and public stakeholders in domestic tourism. Finally, the study has identified the trends of domestic tourism demand and then proposes appropriate policy intervention to promote and sustain domestic tourism.

Summary of Main Findings

The Main Findings Of The Study is Summarised as Follows:

Majority of respondents were the youth between the ages of 15-35years. A large proportion of this percentage were in the 15-24 year- group. The educational background of respondents revealed that majority of respondents had at least completed primary school. Majority of these respondents were students and therefore not in any gainful employment. Most of them were single.

The dominant means of transport to the attraction sites by respondents were mostly 'trotro' or public buses. Only a few respondents made their journey by walking or by train. Majority of respondents were same day-trippers and so did not stay for the night. Those who stayed for a day or more stayed with friends and relatives. A sizeable number of respondents also stayed in schools or youth hostels. Only a few respondents indicated that they stayed in hotels. The trips were mostly organised by the schools and other social organisations or clubs. Few of the trips were organised by tour operators or individuals. Majority of respondents had positive perception about the tourist attractions. Chi -square analysis indicated that there was a significant relationship between peoples' perception and their willingness to embark on repeat visits.

More than half of the businesses were fully registered with the Ghana Tourist Board (GTB). Members and non-members of GHATOF related differently to the role of GTB. Chi- square test showed that there were significant differences between members and non-members of GHATOF in their willingness to register (regularise/ licence operations) with GTB.

More than half of the respondents indicated that the Tourist Board was not doing their monitoring and coordination very well. Some respondents reiterated that, they were not even aware of any collaboration between private stakeholders and the Ghana Tourist Board to promote domestic tourism.

On the other hand, there was no significant difference between registered and non-registered service providers' opinion of GTB's promotional role in domestic tourism. While most of the registered GHATOF members believed there were some sort of promotion of domestic tourism by GTB, majority of those who were not registered with the Board were of the view that there was no known- programme by the GTB to bring all stakeholders together to promote domestic tourism, with the exception of the Annual Tourism Awards, where the Board awards individuals, organisations and corporate bodies for their role in the development of tourism in the country.

Hence opinions of the respondents about domestic tourism promotion were divided.

Conclusions

The study revealed that unlike most industrialised countries, domestic tourism in Ghana has not been vigorously pursued. There was a general lack of coordination and collaboration between the stakeholders which in turn resulted in the general absence of collaborative programmes to promote domestic tourism.

Most of the domestic tourists were students and therefore non-income earners and that the only thing that motivated them was their willingness to be part of educational tours. This was also fuelled by their positive perception of tourist attractions in the Kumasi metropolis. However, it was realised that stakeholders had not been able to take full advantage of this positive image of the attractions to encourage more people to engage in domestic tourism.

Recommendations

Since the promotion of domestic tourism is a viable venture it is recommended that :

1. Stakeholders should endeavour to encourage students, teachers, workers and others to frequently organise excursions to popular tourist attractions in the metropolis as well as the countryside.

2. Owners of accommodation facilities should be encouraged to offer discounts to domestic tourists, especially during low seasons.

3. There should be a scheme whereby firms sponsor their employees either as a bonus or general staff incentive so that employees could take holidays outside their normal places of work.

4. Students, workers and other social groupings should be encouraged to form tourist clubs so that social and ethnic groups could combine to travel to areas of specific interest.

5. Tourist attractions could be promoted through the collaboration between the private and public stakeholders through the establishment of a joint promotion board to undertake activities such as news articles, media broadcasting and general promotion of domestic tourism.

6. The Ghana Tourist Board should take its coordination and supervision role much more seriously than it is doing now to ensure that private service providers conform to laid-down regulations.

7. The Ghana Tourist Board should support the efforts of the private service providers to promote domestic tourism by helping them to hire buses, and also provide some incentives to tour operators who show interest in domestic tourism promotion.

Areas for Further Research

It is suggested that further research is required in the following areas :

i. Attitude of service providers to domestic tourists.

ii. The activities of tour operators in order to understand the extent of their interest in domestic tourism promotion.

iii. Modalities for effective coordination and collaboration between the private and public stakeholders.

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APPENDIX I
RESULTS OF HYPOTHESES TESTED

Hypotheses	Chi Square: Calculated		Chi Square: Table	Decision
Ho 1	49.76	>	5.991	Rejected
Ho 2	0.524	<	3.841	Fail to reject

APPENDIX 2

GHANA TOURIST FEDERATION (GHATOF) AIMS AND OBJECTIVES

In order to promote better co-ordination among the private sector associations, and achieve a common voice, the government encouraged the formation of Ghana Tourist Federation (GHATOF) in 1994. Among the many aims and objectives of the Federation were the following:

i. To organise the various related associations in Ghana into one body

ii. To address the problems of general and common concerns

iii. To improve and promote the interest of the operations of the various associations in the industry as well as in the formation of other tourism associations.

iv. To promote the welfare and development of member's associations

v To develop and promote both domestic and international tourism in Ghana

vi. To produce promotional materials in collaboration with the Ministry of Tourism and the Ghana Tourist Board for dissemination.

vii. To enhance the promotion of Ghanaian culture-music, dance, plays, customs, food, beverages etc. in all establishments in Ghana.

viii. To collaborate with other public and private agencies to ensure that there are adequate tourism facilities.

ix. To collaborate with other agencies to ensure that transportation fare is affordable by the Ghanaians and the potential tourist to Ghana.

x. To educate the public on environmental issues relevant to the tourism industry.

GHATOF was to serve as an umbrella association comprising of the following enterprises and associations: Ghana Hotels Association; Ghana Association of Travel and Tour Agents; Ghana Restaurants Association; Travel Writes Association of Ghana; Ghana Board of Airline Representatives; Car Renters Association of Ghana; Chop Bars Association of Ghana; Hotel, Catering and Institutional Management Association (Ghana); Africa Travel Association—Ghana Chapter; Skal Club International (Ghana); Tourism Society of Ghana. The Governing Council and Executive Committee of GHATOF provide the linkage between its membership and the public sector.

APPENDIX 3

TOUR OPERATORS UNION OF GHANA (TOUGHA) AIMS AND OBJECTIVES

The tour operators believe that for the full tourism potentials of Ghana to be realised, there is the need for specialization. The Tour Operators Union of Ghana (TOUGHA) was formed in November 2000 with high hopes to improve standards locally and also promote Ghana aggressively though local initiatives. The mission of the union is to promote professionalism and integrity in the tourism industry, for the benefit of all its members.

The aims and objectives are as follows;

1. To bring together registered tour operators and foster good working relationship among them.
2. To influence tourism legislation
3. To contribute to tourism development an ensure high standards in the industry
4. To create awareness for domestic tourism
5. To liaise with international tourist organisations and societies.

APPENDIX 4

QUESTIONNAIRE FOR DOMESTIC TOURISTS

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

The purpose of this survey is to collect data on issues relating to the role of stakeholders in domestic tourism promotion in the Kumasi metropolis. You are assured of complete anonymity, as all information provided would remain confidential to the researcher alone.

SECTION A TRAVEL INDICES

1. When did you last take part in a holiday/ excursion?

[a] First time [b]. Under 11 months ago [c]. Under 2 years ago [d.] Under 5 years ago

[e] 5 or more years ago

2 What form did it take?

[a]. Group excursion. [b]. Travelled alone

[c.] Church convention [d]. Attended a funeral [e]. Visited friends and relatives

3. From which town did you begin your journey (origin) ....

4. Where did you visit (attraction)?...

5. What was the means of transport to this attraction?

[a]. Train [b]. Own private car [c]. Rented Private Car [.d].Bus/''''''''''''''''''''''''trotro'''''''''''''''''''''''''' [e]. Boat/canoe

[f]. Others (specify).......................................

6. How long did the trip last? ....

7. Who organised this trip?

[a]. Personally [b]. Travel Agent/ Tour Operator [c]. School/ College

[d.] Social Organisation/ Church/ Club [e]. Friends and Relatives [f]. Others (specify).......................

8. If you are stayed for at least 24 hours where did you spend the night?

[a.] With Friends and Relatives [b.] Hotel /Motel/Resort [c]. School/ College Premises [d]. Camp [e] Youth Hostel [f]. Others (specify)....................................

SECTION B. VISITORS PERCEPTION OF DOMESTIC TOURISM

9. Is this your first time visiting this place (attraction)? 1.Yes [ ] 2. No [ ]

10. If no, how many times have you been here already?

[a]. Once [b]. Twice. [c]. Thrice [d]. Four Times [e]. Others (specify) ....

11. What is the main purpose of your visit?

[a]Pleasure/ Vacation [b]. Just Sight- Seeing [c]. Educational Tour

[d]. Participation in culture [e]. Religion [f]. Others (specify) ....

12. What three things do you like most about visiting here?

[a]...

[b]...

[c]...

13. What are the three main things you do not like about this place?

[a]...

[b]...

[c]...

14. What activities and services would you like to see offered here?

[a] ....

[b] ....

[c] ....

15. Would you recommend this place to a friend or relative? 1. Yes [ ] 2. No [ ]

16. Which of the following take a greater proportion of your travel expenditure?

[a] Transport [b]. Gate fees (admission fees) [c] Accommodation [d]. Food/drinks

[e] Souvenirs ....

17. Would you want to pay to visit this place? 1. Yes [ ] 2. No [ ]

18. If no, why ....

19. Do you think you have learnt/ enjoyed something from this trip? 1.Yes[ ]
2. [ ]

20. What makes you think so?..

21. Who sponsored this trip?

[a] Self [b]. Friends & Relatives [c] Department/School [d]. Club

[e]. Others (specify)..

22. Do you think Ghanaians should be encouraged to take holidays locally instead of travelling abroad? 1. Yes [ ] 2. No [ ] 3. I don't know

23. What makes you think so?

....

24. Which of the following usually prevent you from taking an excursion/holiday?

[a] .income [b]. Time. [c]. Ignorance of attractions [d]. Transportation [e]. Others (specify)...............

25 Given the experience here would you like to visit this place in future?

a[ ]Yes b.[ ] No c.[ ] Don't Know

26. The following statements represent visitors' perceptions of tourist attractions in the metropolis. Please indicate the extent to which you agree or disagree with each statement using the following scale

1. Strongly Agree 2. Agree 3. No Opinion 4. Disagree 5. Strongly Disagree.

I have really enjoyed my trip to this attraction	1	2	3	4	5
I will always recommend this attraction to others	1	2	3	4	5
It is alright for visitors to pay at this attraction	1	2	3	4	5
Visitors to this attraction are well treated	1	2	3	4	5
This attraction is a good place for domestic tourism/excursion					
The tour guides know their work and are helpful	1	2	3	4	5
Foreigners are treated better than Ghanaians here	1	2	3	4	5
This attraction did not meet my expectations	1	2	3	4	5
I have really learnt something at this attraction	1	2	3	4	5

TRENDS OF DOMESTIC TOURISM DEMAND

SECTION C

25.Which of the following places and events in Ghana have you ever visited or witnessed?

[a]. Lake Bosomtwe

[b].Prempeh II Museum

[c] Manhyia Palace

[d]. Kakum National Park

[e.] Akwasidae

[h]..Cape Coast/Elmina Castle

[i.].Kwame Nkrumah Mausoleum

[j.] Mole National Park

[k]. Others.....................

[f]. Homowo (Accra)

[g]. Aboakyer (Winneba)

26. How many of you are on this trip?

[a] Alone [b]. Two [c]. 3- 5 [d]. 6-9 [e]. 10-20 [f]. 20 and above

27.Which special event(s) would you want to take part in if they are promoted?

[a]Festivals [b]. funerals. [c]Street jams (carnivals).

[d] Others (specify) ....

28.Have you ever taken part in any recreational activity organised by the Ghana Tourist Board? 1.Yes [ ] 2 No [ ]

29 Which of the following occasions do you usually take a holiday?

[a] Easter [b] Xmas/ New Year [c].Annual Leave [d]. Annual Festival

[f].Others (specify) ....

30 .Do you know of any other tourist attraction(s) in Kumasi that you have not visited yet?

1. Yes [ ] 2. No. [ ]

31.If yes, mention any three-tourist attractions in Kumasi Metropolis.

a...

b...

c...

32.Do you think tourist attractions are being promoted in the Kumasi Metropolis?

1. Yes [ ] 2. No.[ ]

33. Do you know of any group/ body that is involved in Domestic tourism promotion in Kumasi?
1.Yes [ ] 2. No[ ]

34. If yes who are they?...

SECTION D SOCIO-ECONOMIC INDICATORS

Personal Characteristics

35. Age of respondent [a].15-19 [b]. 20-24 [c]. 25-29 [d]. 30-34 [e.] 35-39 [f]. 40-44 [g].45-49 [h]. 50 and above

36.Sex 1. Male [ ] 2. Female [ ]

38. Nationality...................................

39.Religious Affiliation [a] Traditional [b]. Christianity [c]. Moslem [d]. Other (specify)..............

40.Normal place of residence[a.] Town ....[b]. Region..............

41.Marital Status 1. [ ] 2.Single[ ].

42.Educational Background

[a]Primary/JSS [b] Secondary [c] Post- Secondary [d] Tertiary [f] Others (specify)

43. Occupational status

[a] Full- time [b] Part-time [c] Unemployed [d] Student Retired

44.If employed what is your job title?...

45. How would you describe your monthly income?

[a] Below ¢200,000 [b] ¢200,000-¢500,00 [c] ¢500,000-¢800,000

[d] ¢800,000 and above

APPENDIX 5

STAKEHOLDERS' PERCEPTION OF DOMESTIC TOURISM PROMOTION: THE CASE OF KUMASI METROPOLIS

QUESTIONNAIRE FOR PRIVATE STAKEHOLDERS

The purpose of this survey is to collect data on issues relating to the role of stakeholders in domestic tourism promotion in the Kumasi metropolis. You are assured of complete anonymity, as all information provided would remain confidential to the researcher alone.

GENERAL INFORMATION

1. What type of business venture do you operate?

(a.)Accommodation (b). Restaurant(c.)Tour Operation (d). Traditional Catering (chop bar) (e) Transport (f.) Others (specify)..

2. Which of the following best describes the type? (For Accommodation)

a. Hotel[ ] b. Motel [ ] c. Guest House[ ] d. Hostels [ ] e. Bed and Breakfast[ ]

3. What is the rating of your Accommodation?

a. 1-Star [ ] b. 2-Star [ ] c. 3- Star[ ] d.4- Star [ ] e. Budget [ ]

4. What is the grade of your Catering? (For Restaurants and Chop Bars)

a. 1 [ ] b.2 [ ] c. 3 [ ]

5. What influenced the location of this business? a. Hometown [ ] b. State subsidy [ ]

c. Potential market [ ] d. Other (specify)..

6. How do you advertise your business? a. Word of mouth [ ] b. Fliers [ ]

c. Media (radio, newspaper, TV)[ ] d. Road signs [ ] e. Location [ ]

7. How would you describe your clients? a. Mostly foreign Visitors[ ] b Mostly Local Residents[ ] c. Domestic Tourists [ ] d. Passers by [ ].

e. Others (specify)....................

8. Which of the following most accurately describes your operations?

a. It is designed for international visitors [ ]

b. It is designed for Residents [ ]

C. It is designed for Occasional/Domestic visitors [ ]

d. Others (specify)..

9. How would you describe the prices of your product? a. Expensive [ ]

b. Reasonable [ ] c. Cheap [ ] d. Very Cheap [ ]

10. Is your business affected by seasonality? 1. Yes [ ] 2. No. [ ]

11. If yes how do you address it ?..

STAKEHOLDERS OPERATIONS

12. Is your business registered with the Ghana Tourist Board (GTB) 1.Yes [ ] 2. No [ ]

13. How do you see your relationship with the (GTB) ?

a. Very cordial [ ] b. somewhat cordial [ ] c. Neutral [ ]d. Not cordial at all [ ]

14. Do you think Domestic Tourism is important for your operations?

1. Yes [ ] 2. No [ ]

15. Do you think GTB is helping to promote Domestic Tourism? 1. Yes [ ] 2.No [ ]

16. What is the reason for this answer? ....

17. Are you a member of your umbrella association? 1. Yes [ ] 2. No. [ ]

18. If yes what is the name of this association? ....

19. Do you think your business operation has benefited from this association?

1. Yes [ ] 2. No [ ]

20. Do you think your business operation has improved since you joined this association? 1. Yes [ ] 2 No. [ ]

21. Do you think your association and other service providers in the tourism industry collaborate in the promotion of domestic tourism? 1. Yes [ ] 2. No [ ]

22. Why do you think this is so? ....

23. Do you think GTB plays its monitoring and co-ordination role effectively?

1. Yes [ ] 2 No. [ ] (go to 25)

24. If Yes has this affected your operations positively?

1. Yes [ ] 2. No [ ] 3. Don't know [ ]

25. If No what do you think they should do? ....

26. Name three things that personally limit your operations

a. ....

b. ....

c. ....

27. What would you want these stakeholders to do to improve your operations?

a. KMA ....

b. GTB ....

C. YOUR ASSOCIATION ....

28. Ownership type is by a. Family/Sole proprietor[ ] b. Partnership [ ]

c. Joint-stock [ ] d. Partly State owned [ ] e. Trans-national company [ ]

29. How many people does this business employ?

a. (1-5) b. (6-10) c. (10-15) d. (16-20) e. (20 and above)

30. Does this venture have any affiliation with other tourism related firm?

a. Transport [ ] b. hotel [ ] c. Tour Operator

d. Other (specify)..................................

Thank you FOR YOUR CO-OPERATION, HAVE A NICE WORKING DAY

APPENDIX 6

REGIONAL TOURIST DEVELOPMENT COUNCIL, ASHANTI

1. Regional Economic Planning Officer
2. Apagyahene, Manhyia Palace
3. Regional Engineer, Department of Feeder Roads
4. Regional Director, Ghana Highway Authority
5. Chief Regional Manager, Ghana Water Company Ltd
6. Regional Engineer, Department of Urban Roads
7. Regional Head, Ghana Telecom Company Ltd.
8. Regional Director, Centre for national Culture
9. Regional Director, Department of Town and Country Planning
10. Metropolitan Engineer, Kumasi Metropolitan Assembly
11. Regional Director, Museums and Monuments Board
12. Regional Programmes Officer, Environmental Protection Agency
13. Representative, Press
14. 2 Representative, GHATOF
15. Chief Executive, KMA/Metro Planning Directo

APPENDIX 7

ATTENDANCE AT THE KUMASI ZOO

Month	1999	2000	2001
Jan	4850	2,340	3874
Feb	3716	2,464	1533
March	3440	2,678	1418
April	3181	2,922	1973
May	2623	1,867	995
June	1842	1846	1177
July	2910	3,028	1634
Aug	2798	5,814	2406
Sept	2356	3,404	1925
Oct	2552	2272	2359
Nov	4124	1825	2357
Dec	4056	7229	3183

APPENDIX 8 COVER LETTER

UNIVERSITY OF CAPE COAST
CAPE COAST, GHANA
DEPARTMENT OF GEOGRAPHY & TOURISM
UNIVERSITY POST OFFICE, CAPE COAST, GHANA WEST AFRICA
Phone: 233-42-32440 Ext: 213 [Head of Department] & 233-42-30680, 30681, Telex 2552. UCC. GH
Fax 233-42-32086, Email:

Your Ref.................... Our Ref.................... 26th April, 2002

APPENDIX 8

A LETTER OF INTRODUCTION FROM THE DEVELOPMENT OF GEOGRAPHY & TOURISM

Dear Sir/Madam,

TO WHOM IT MAY CONCERN

The holder of this letter ....George E. Aidoo ....

is a (an)Mphil..(tourism).Level.600..............student of.Department...........

..of.Geography.&.Tourism........in the University of Cape Coast, Faculty of Social Sciences. He is required to carry out a research study on topic in Tourism The research topic of this student is:

...The role of stakeholders in Domestic Tourism Promotion:..........

...The case of Kumasi metropilis...

I shall be very grateful if you will offer him any facilities and help at your disposal by way of giving him/her access to any information you think will be useful to his/her work.

By this letter we have authorised the holder to approach you with assurance that you will help in anyway you can.

Thank you very much.

Yours faithfully,

Prof. K. Awusabo-Asare
Head

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