

UNIVERSITY OF CAPE COAST

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST
REGION OF GHANA

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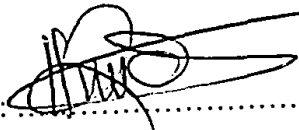
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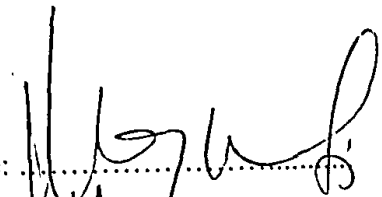
Candidate's Declaration

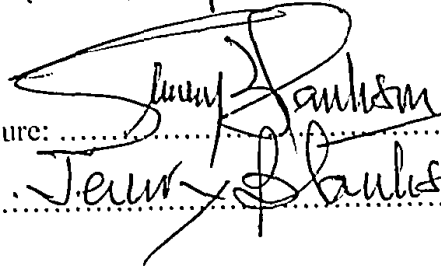
I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

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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 reviewed two models namely the mainstream and pro-poor tourism models including the three pathways of benefits from tourism to the poor model and some elements of these two were used to adapt the Sustainable Livelihood Framework.

Eight hotels which had restaurant facilities were purposively chosen for the study whilst three communities with attractions in the study area were also selected. A sample size of 192 respondents was obtained for the communities. Other respondents surveyed were officials of the regional office of Ghana Tourist Board and Planning Officers of Wa Municipality, Wa East and Wa West Districts. Analyses of data were descriptive, using frequency tables and cross-tabulations whilst the chi-square statistic was also employed to test three hypotheses of the study.

The study revealed that accommodation facilities promoted some attraction sites in the study area and mostly employed people from the locality thereby giving them a source of livelihood. Majority of the hotels also sourced a greater quantum of their food and furnishing locally. The communities earned income from visits; the local people were into handicraft work, narration of village history including cultural performance to visitors for a fee and small scale petty trading at attraction sites. In one of the communities (Wechiau), the proceeds from tourism were used to provide some basic amenities whilst some tourists also provided a school block and gave teaching and learning materials to boost academic work. Making tourism rural-based could therefore be a way out to poverty alleviation in these areas.

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DEDICATION

To my sweet mother, Madam Virginia K. Saaliboh and all mothers who single-handedly brought up their wards. May the good lord richly reward you a thousand fold. Amen.

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LIST OF ACRONYMS

APTDC:	African Pro-poor Tourism Development Centre
EU:	European Union
FGD:	Focus Group Discussion
GPRS I:	Ghana Poverty Reduction Strategy 1
GPRS II:	Growth and Poverty Reduction Strategy II
GPRTU:	Ghana Private Road Transport Union
GTB:	Ghana Tourists Board
HIPC:	Highly Indebted Poor Country
IDI:	In-depth Interview
JICA:	Japan International Corporation Agency
KTDC:	Kenya Tourism Development Corporation
LDC:	Less Developed Countries
LLDC:	Least of the Less Developed Countries
MASLOC:	Microfinance and Small Loans Scheme
MMT:	Metro Mass Transit
NCRC:	Nature Conservation Research Centre
NGO:	Non Governmental Organisation
PPT:	Pro-Poor Tourism
SEND foundation:	Social Enterprise Development Foundation
SL-Framework:	Sustainable Livelihood Framework
SMEs:	Small Microfinance Enterprises

SPSS:	Statistical Product for Service Solution
ST-EP:	Sustainable Tourism- Eliminating Poverty
UNCTAD:	United Nations Conference on Trade and Development
UNDP:	United Nations Development Programme
UNMDGs:	United Nations Millennium Development Goals
UWR:	Upper West Region
VFR:	Visiting Friends and Relatives
WTO:	World Tourism Organization

CHAPTER ONE

INTRODUCTION

Background of the Study

Tourism as a phenomenon continues to push itself onto the “radar” of developing country policy makers and is now included in the Poverty Reduction Strategies of more than 80% of low income countries (Hall, 2007: Mitchell and Ashley, 2007). For instance, countries like the Gambia, Laos Democratic Peoples Republic, Tanzania, Papua New Guinea and Zambia are poor countries where tourism is a highly significant economic sector.

Indeed, the World Tourism Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD) have noted that in these countries, “tourism can make a substantial contribution to....development....and in combating poverty” (WTO/UNCTAD, 2001). In furtherance of the above, Encontre (2001) opines that, “steady tourism development is likely to have a measurable socio-economic impact and can drive a less developed country (LDC) near the threshold of ‘graduating’ out of that status. Five graduation cases in recent times namely Botswana, Cape Verde, Maldives, Samoa and Vanuatu show a close association between tourism development and the socio-economic progress that explains the context of proximity to or realization of ‘graduation’”.

In Africa, Ankama (2000) observed that countries such as Egypt, Algeria, Tunisia, Morocco, South Africa and Kenya have made great strides in the tourism

and hospitality sector and stipulate further that Kenya provides a very good example of an African country which has embraced tourism as an important tool for socio-economic development; for which a Ministry of Tourism and Wildlife was established as far back as 1966. Indeed, the Kenyan Tourism Development Corporation (KTDC), the main investment arm of government, maintains some nine tourist offices in USA, Europe and the Far East for the purposes of tourism promotion.

Tourism emerged in Ghana in the mid 1980's after the potential of the sector had been noticed. By 1993, a ministry, now known as Ministry of Tourism and Diasporan Relations, had been established to oversee the formulation of policies in the sector. To underscore government's commitment to tourism development and in order to reap enormous benefits from the sector, assistance was sought from the United Nations Development Programme (UNDP) and the World Tourism Organization (WTO), to prepare a 15-Year Tourism Development Plan for the period 1996 to 2010 (Teye, 2000).

An approach to tourism development and management which emerged during the last two decades is Pro-Poor Tourism (PPT). Pro-Poor Tourism by definition is an approach in tourism development which seeks to enhance linkages between tourism businesses and the local community; so that tourism's contribution to poverty reduction is enhanced and poor people in the community are able to participate in product development for better livelihood.

At the World Summit on Sustainable Development held in Johannesburg, South Africa, in 2002, the WTO launched a new initiative in line with the tenets

of PPT known as Sustainable Tourism-Eliminating Poverty (ST-EP) to creatively develop sustainable tourism as a force for poverty reduction. As at July 2007, thirteen (13) seminars had been held in relation to tourism and poverty reduction since 2004, with two West African countries namely Mali and Ghana being privileged to host these in May 2005 and July 2007 respectively (ST-EP, 2006).

Typical examples of PPT initiatives which have generated positive results include two lodges run by the Wilderness Safari in the South African Province of KwaZulu Natal namely Rocktail Bay and Ndumu lodge; where a local employment strategy has resulted in a high proportion of jobs going to the local people. For instance, local provision of jobs in the form of taxi services, utilizing local security coupled with visits to traditional healers (Sangoma) have resulted from PPT initiatives. Similar initiatives in the Caribbean include: Dominican Republic, where coconut producers now supply coconut soap to cruise ships after contacts have been made with officials of the cruiser liner whilst in Antigua, Curtain Bluff Hotel approaches local food producers to ascertain if they can fulfill their food orders before giving the opportunity to importers. The Dutch Development Agency (SNV), working with District Partners Programme, the District and Village Development Committee, NGO's and the private sector in the Humla District of north-western Nepal, has mobilized poor people and community groups especially women in a 'scheme' whereby the goods and services required by the tourism industry are produced and supplied locally (SNV, 2002).

An example of a project in West Africa that can be likened to PPT exists in the Lower Cassamance Region of Senegal where tourists experience typical rural life and live in the community in locally-run accommodation facilities. All these have chalked successes, due to the involvement of key actors in the form of interventions reflected in the communities being in “concert” with development partners such as the Dutch Development Agency, local district councils and their respective ministries responsible for tourism. It has not always been rosy with these case studies and for some, the constraints have been small market sizes, excessive expectation from the key actors by the community, jobs for only those who are connected and over reliance on outside expertise.

In Ghana, the Dutch Development Agency (SNV) is one of the few international development organizations supporting tourism development. At the national level, SNV-Ghana signed a memorandum of understanding with the then Ministry of Tourism and Modernization of the Capital City in 2005 and this partnership resulted in a pro-poor oriented National Tourism Policy. The final draft, through the efforts of SNV-Ghana, has been submitted to cabinet for consideration and if approved, Ghana will be among the few countries in the world with a pro-poor tourism policy that specifically links tourism development to poverty reduction and environmental conservation.

An ongoing activity by SNV-Ghana is to build capacity for Elmina, where as part of a cultural heritage, some houses built by the Dutch for their families in the locality are to be restored. The project is funded by the European Union and the Netherlands Culture Fund (SNV-Ghana, 2005).

The Upper West Region of Ghana with its capital Wa was the tenth region to be created in Ghana for administrative purposes. Apart from the Wa Township which is largely urban, the rest of the study area is predominantly rural with two newly created district capitals of Funi and Wechiau. The 2000 Population and Housing Census have it that, 66,644 people lived in the urban area whilst 157,422 were in rural areas. It is in these rural areas that poverty is more severe even though it also exists in the urban Wa.

The locality (former Wa District) is dependent on agriculture as most people in the rural areas are predominantly farmers. In recent times however the rainfall pattern has been erratic thus making farming as a source of livelihood highly unreliable.

This study therefore seeks to find the extent to which tourism holds the key to unlocking some resources aimed at alleviation of poverty in the three administrative areas of Wa Municipal, Wa East and Wa West Districts especially in some communities with attractions.

Statement of the Problem

The Ghana Living Standards Survey (GLSS) Round 4 reports that eight (8) out of every ten (10) people of the entire Upper West Region are poor (Ghana Statistical Service, 2000). People in the study area can be described as being in absolute poverty, a situation where households find it difficult to meet their basic needs for survival (Sachs, 2005). These basic needs include food, potable water, good housing, employment, health care and education. The major livelihood

activities (socio-economic) of the people in the region are farming (cultivation of food crops, rearing of animals and poultry and small scale fishing) in addition to brewing, blacksmithing and small scale trading activities. The implements used for farming are rudimentary in addition to the fact that in recent times the rains are poor rendering their dependence on this source of livelihood unreliable and has a greater likelihood of making the people poorer. Alcock (1993) has stated that poverty as a concept is not just a state of affairs but instead, an unacceptable state of affairs- implying that some actions must be taken to remedy it.

These communities have tourism attractions which in recent times are becoming popular in terms of visits. Oral history in one of the communities (Nakore) even states that they started receiving visitors to their facility in the 1920's, long before Ghana Tourist Board got to detect their attraction. Some of the pro-poor tourism based livelihoods in these communities include sale of local artifacts and antiques, home-stays, performing traditional dance (including learning how to play the xylophone) spinning and clothe design in addition to narration of folktales.

At the micro level, tourism can facilitate job creation, income and revenue distribution, and a balanced regional development, which ultimately could improve the quality of life of residents (Teye, 2000; Dieke, 2000; Holden, 2000; Theuns, 2002). The question is: "To what extent are the natives using these attractions and tourism-based livelihoods in their localities to their benefit in the three study sites"?

It has generally also been observed that, policy makers usually pay much attention to the expansion of the tourism sector as an engine of growth, but less to the real and grass root issue, such as, what extent tourism development and practice contribute to poverty reduction. The potential of tourism as a poverty reduction tool has therefore not been sufficiently recognized and explored by developing countries and development agencies, though the potential is there. Furthermore, until recently, the implication of tourism for poverty reduction had been largely neglected by the tourism academic community (Brent and Zhao, 2000; Christie, 2002; cited in Hall, 2007).

Reducing poverty, involves making interventions that improve people's overall wellbeing (Yankson, 2005). Some of these communities possess attractions which can be likened to PPT, reminiscent of the fact that the communities have diverse attractions which include culture, physical features and wildlife. The PPT approach is however premised on interventions by third parties with the deliberate aim of making the poor in the community benefit from tourism development. How have interventions in tourism development by local and foreign 'development partners' contributed to poverty alleviation in the study area? Have approaches to tourism development satisfied the PPT criteria?

Akyeampong (1996) typifies an analogy which he terms the "deprived effect" saying; "it accrues to remote, inaccessible regions which are shunned by most foreigners due to locational disadvantage or lack of amenities in favour of more accessible, relatively developed coastal regions" citing examples of areas enduring such deprived effects as the northern parts of Ghana, Togo and La Cote

d'Ivoire. It would be worth assessing whether this problem identified twelve years ago is still current.

In sum, is there the potential for PPT in the study sites? What products (that is tourism related goods and services) do the people of the study areas have to offer for sale? what are the poverty reduction outcomes of tourism in these localities? What plans or steps have the municipal assembly and the two newly created districts put in place to promote such goods or services and tourism generally; and how pro-poor are such plans or programmes? These are the main issues the study seeks to address.

Research Questions

The study is underpinned by the following five research questions;

1. To what extent are the livelihood activities of the people, particularly the poor, related to tourism?
2. How pro-poor are these tourism-based livelihood activities in the study sites?
3. What are the constraints to these?
4. What contributions have key stakeholders such as District Assemblies and civil society organizations made in promoting PPT in the study sites and what have been the outcomes of these?
5. What is the way forward?

Objectives of the Study

The general aim of the study is to ascertain how the tourism-oriented activities of the people may be improved to help reduce the poverty level: That is, the study seeks to examine the potential of PPT in the study sites.

The specific objectives are to:

1. Study the dynamics of the livelihood activities of the people and how they relate to tourism.
2. Analyze the factors that facilitate and constrain these livelihood activities of the poor.
3. Examine the poverty reduction impact of tourism using these livelihood activities.
4. Assess the role of both public (assemblies) and private (civil society) sectors in the promotion of PPT in the study sites.
5. Make recommendation on the way forward.

Research Hypotheses

The study tested the following hypotheses using the chi-square statistic, that:

1. Ho: There is no significant relationship between poverty and tourism- related activities of the people of the Upper West Region.

Hi: There is a significant relationship between poverty and tourism related activities of the people of the Upper West Region

2. Ho: There is no significant relationship between respondents' community of residence and their perceptions on extent of poverty in the study area.

Hi: There is a significant relationship between respondents' community of residence and their perception on poverty in the study area.

3. Ho: There is no significant relationship between respondents' community of residence and their perception on support from their respective Municipal/District Assemblies.

Hi: There is a significant relationship between respondents' community of residence and their perception on support from their respective Municipal/District Assemblies.

Rationale of the Study

The choice of the Wa Municipality, Wa East and West Districts is by no means arbitrary. Research works in these localities have been very few. The academia will find the study useful especially in any futuristic agenda pertaining to development and poverty alleviation. The investigation will also add to the existing literature on tourism and economic activities in the study area.

The purpose is also to examine what transpires between the poor and some tourism-related livelihood activities such as farming, handicraft work, tour guiding, recital of folk stories, cultural performances and small scale petty trading and demonstrate concrete and practical measures that can be taken to improve the pro-poor impact of these tourism-based livelihood activities. The analysis will

place the study areas within its national context in terms of various performance measures and “best practices” to be adopted on a regional basis.

A sense of social, cultural and environmental responsibility is a primary factor behind PPT initiatives; hence the aim of the investigation is to find out the extent of responsibility in that regard in the study area.

Finally, the rationale for engaging in PPT initiatives among communities and the development partners that work with them is evident: It is to enhance the welfare of these communities and the poor by maximizing the potential opportunities and minimizing the cost they face in their participation in tourism (Cattarinich, 2001). Hence it is expected that this study will yield results that will demonstrate the potential for PPT and the need for its promotion in the study area.

Study Area

Study Area Defined

This study covers the newly created Wa Municipality, the Wa West District with its capital, Wechiau and that of Wa East which has its capital as Finsi. Formerly, all these formed the Wa District until the break up for administrative purposes came off in 2004. These new districts pose some attractions and also stand to be predominantly rural (82.5%). Though separated for now, they are still functionally connected to Wa (see Figure 1).

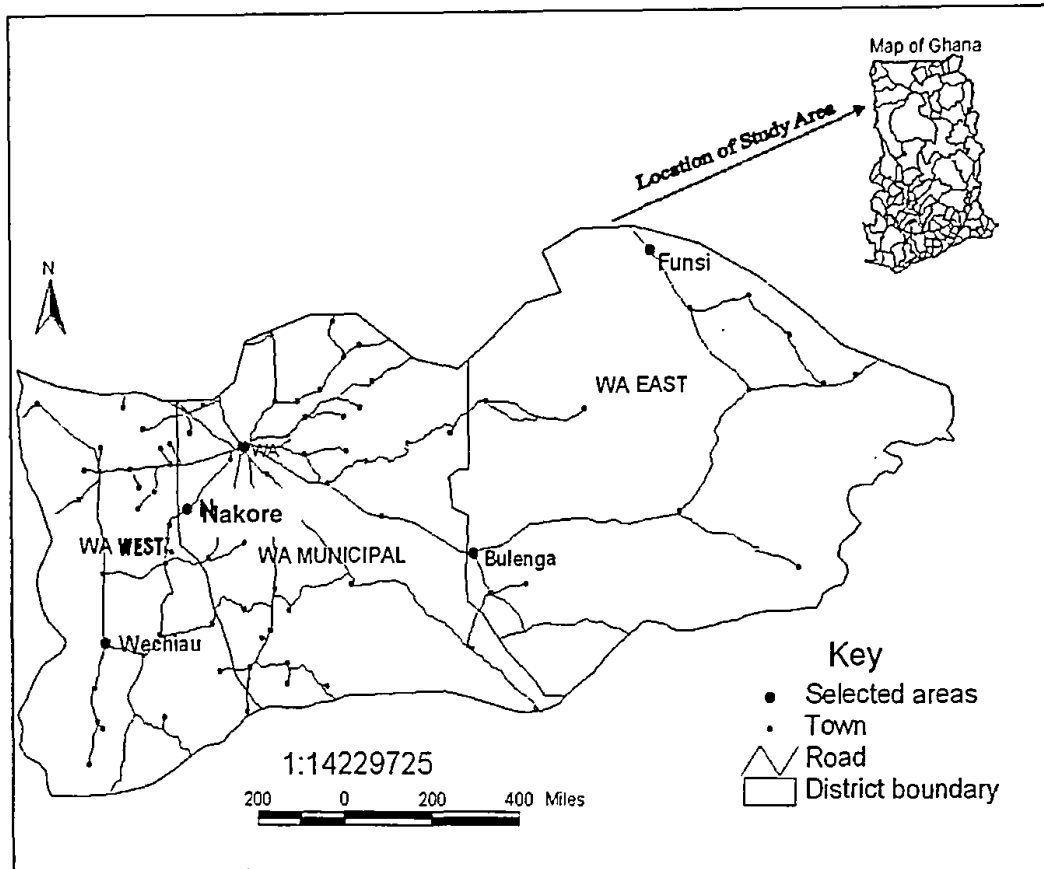


Figure 1:
A Map Showing the Three Main Study Communities (Bulenga, Nakore and Wechiau)

People and Population

The people of the Wa Municipality, Wa East and West Districts (former Wa District) comprise mainly the Dagaaba/Dagao, the Wala, and the Issala in proportions of 42.9%, 40.3% and 5.8% respectively in terms of population (Ghana Statistical Service (GSS), 2000). The languages spoken are Dagaare, Wale and Sissali. The total population of the Wa Municipality was 98,675 (GSS, 2000) with Wa town alone containing 66,441 people and a growth rate of 2.7% per annum.

The projected population for 2006 was 119,626 with Wa Township alone being about 83,000. The then Wa District had a population of 224,066 and the projected population for the three administrative areas (Wa Municipal, Wa East and West Districts) as at 2006 was 345,760 (Wa Municipal Assembly, 2006).

Boundaries of the Study Area

The study area (former Wa District) is bounded to the immediate north by the districts of Nadowli, Sissala East and West. To the east is the West Mamprusi District; whilst to the southern section is the newly created district of Sawla-Tuna-Kalba in the Northern Region. To the West is the boundary of Ghana with Burkina Faso which is "mapped out" by the Black Volta. All major towns in the Upper West Region, including some other towns which administratively belong to the Northern Region like Bole, Tuna and Sawla do have frequent interactions with Wa especially in terms of business.

Physical Characteristics (Vegetation and Weather)

The vegetation of the study sites is mainly the savannah grassland which supports farming especially rearing of animals. Economic trees such as shea and dawadawa are also found within the savannah. The rainfall pattern runs from May through September or October. The effect of the North-East Trade Winds popularly known as the Harmattan is felt within the dry season which begins from late November to early March.

The underdeveloped nature of the rural areas makes some roads unmotorable during the peak of the rains which can impede travel. On the other hand also, during the period of the Harmattan, the windy nature of the environs coupled with the Harmattan haze makes visibility poor and this has implications for tourism as the weather becomes highly uncompromising leading to some form of discomfort especially in the early hours of the morning.

Income Generating Activities

Aside from farming which was stated earlier as a major socio-economic activity of the locality, the women mainly engage in pito (local liquor) brewing and shea butter extraction for income. Pito is an indigenous drink taken at almost every occasion such as festivals, funerals, naming and marriage ceremonies. This brewing activity is a useful source of income in rural homes. Some women organizations have organized themselves in co-operatives, a case in point being the Christian Mothers Association of the Catholic Church and have been supported with machines to engage in shea butter extraction for export.

Trading is a major activity in the municipality which attracts lots of people from the other districts within the Upper West Region; thus affording the visitor the opportunity to do some shopping. The major craft-based industries are traditional smock making and designing, spinning, weaving, pottery and carving. Xylophone making is also an important craft work of relevant touristic value which upon request could be acquired by one who is interested. This musical instrument has the potential for a PPT project in view of its manufacturing process, techniques of playing and the music and dance associated with the instrument.

Religion and Health

Three main religious faiths namely, Christianity, Islam and Traditional Religion exist in the region but Wa is predominantly Moslem due to its early contact with Islamic missionaries. The Christian population has been rising in recent times due to the proliferation of churches. The religious visitor is likely to find his or her faith to worship in.

The Regional Hospital in Wa serves as the main referral point for the eight district capitals for health care delivery.

Tourism Potential of the Study Area

The three administrative areas (Wa Municipal, Wa East and Wa West Districts) have great tourism potential in the following attractions namely; the Wa Naa's palace, which is a magnificent Sudanese architectural building and dates

back to the sixteenth century; The Nakore mosque, also built in the sixteenth century has a unique blend of both local and Sudanese architectural designs. Visitors to the locality are given a guided tour of the mosque for a fee.

The tomb of George Ekem Ferguson, a native of Anomabu and an anti-slavery campaigner who was assassinated by slave raiders during an anti-slavery campaign he spearheaded, is an attraction worth mentioning. Ironically, the notorious slave raider named Samori is also buried in the same graveyard as Ferguson. The regional office of the Ghana Tourist Board is yet to effect the collection of fees at the entrance to this tomb from visitors. Other attractions include the Gyenggyeng crocodile pond and the Wa Cotton Ginnery.

The Dumba festival celebrated by the Wala is an occasion used to usher in the New Year. It is an occasion when the Wa Naa is supposed to jump over a live cow tied to the ground. The success or failure of it is believed would spell prosperity or doom for the people of the traditional area. Festivals are occasions of merry making and periods of economic boom in terms of sales.

Mention can be the Bulenga hanging rock and the "Busugli" otherwise known as the baby-rock sitter including the caves which are relics of the slave trade saga. These attractions in addition to the Gbantala rock shelters, plateau and natural spring in the Wa East District pose interesting scenic views to tourists. The Wechiau Community Hippopotamus Sanctuary in the Wa West District which occupies the stretch of the Black Volta near Wechiau and serves as the boundary between the Upper West Region and Burkina Faso, features the shy looking long barrel-shaped river hippo co-existing with humans. The entire

vicinity is also a breeding ground for birds with over a hundred birds of beautiful plumage being spotted on a daily basis.

The hippo sanctuary offers the best and promising case of a PPT specific study in terms of an intervention of a non-local conservation entity known as Calgary Zoo, based in Canada. A local Non-Governmental Organization that operates in the area is Nature Conservation Research Centre (NCRC) based in Accra. Others include Peace Corps Ghana and SNV-Ghana. Calgary Zoo and Earthwatch Institute provided funding for baseline information gathering for the takeoff of the Hippo Sanctuary Project in collaboration with all the seventeen (17) communities within the catchment area.

Mention should also be made of the community involvement in rural life, tour guiding, employment of locales as range guards to protect the core zone and the canoe boys who paddle visitors along the Black Volta to catch a glimpse of these creatures. The Wechiau Hippo Sanctuary has on three consecutive occasions won the Best Community Ecotourism Award from the regional office of the Ghana Tourist Board in 2003, 2004 and 2006. Skal International-Canada also adjudged it winner of the Ecotourism Award in 2006 in the Educational Programmes-Media category.

The municipality can boast of a number of hotels and guest houses in addition to restaurants and discotheques. The best in the municipality and the rest of the Upper West Region is a 40 room capacity 2-star rated hotel known as Upland Hotel Limited. These hotels, in addition to others in the municipality offer a basis for a PPT development with regard to supply of foodstuffs and local

employment. A number of existing licensed restaurants also require local supply of foodstuffs which could be obtained from the rural areas.

On transportation, the Wa Municipal, Wa East and West Districts are serviced by the Metro Mass Transit Service with much cheaper fares which tend to encourage the rural folk to embark on frequent travel within the region. The Ghana Private Road Transport Union (GPRTU) also serves the study sites by fostering travel. In recent times lots of link roads have been constructed to make accessibility much easier. Wa then becomes the main commercial hub where facilities such as restaurants, hotels and other supporting services could stimulate overnight stays by tourists to enable them visit attraction sites in other parts of the region.

The only airstrip that serves or links the whole Upper West Region to the rest of the country is located in Wa adjacent which is a sports stadium recently refurbished to boost sports development in the region.

Organization of the Chapters

This dissertation covers six distinct chapters. Chapter one deals with the background of the study including introduction, statement of the problem, objectives of the study, research questions, and a description of the study area.

Chapter two reviews relevant literature, including concepts and themes on poverty in Ghana. Discussions on relevant frameworks on tourism and poverty reduction, pro-poor tourism linkages and the 3 pathways of benefits from tourism to the poor models are also brought to the fore.

Chapter three covers the adapted framework for the study and methodology which involves choice of sample frame and sample size selected, choice of respondents, research instruments adopted and the sampling method. Chapter four delves into data analysis, presentation and discussion of results on socio-demographic characteristics of all categories of respondents. It also analyses the nature of some accommodation facilities in the study area that are likely to be engaged in PPT.

Chapter five presents the main analysis of the livelihood activities of the communities, the factors that constrain or enhance these livelihood activities and also stakeholder support; while chapter six provides the summary, recommendations and conclusions of the study.

CHAPTER TWO

CONCEPTUAL ISSUES ON TOURISM AND POVERTY REDUCTION

Introduction

This review of relevant literature deals with an examination of Ghana's poverty situation pertaining to the use of tourism and poverty reduction frameworks. These include the mainstream and pro-poor frameworks and the three pathways of benefits of tourism to the poor framework. Based on the review, important elements of these two frameworks which helped inform the study were noted and used for the adaption of the Sustainable Livelihood Framework which is discussed in the next chapter.

Ghana Poverty Reduction Strategy (GPRS II) and Tourism

The Growth and Poverty Reduction Strategy (GPRS) II document which covers the period from 2006 to 2009 identifies the development of the tourism sector as key to employment generation and points out that the tourism sector has the potential of becoming the nation's main foreign exchange earner.

The document equally identifies Ghana's comparative advantage in the sector to include historical, cultural and archaeological sites that attract regional and international tourists (including African- Americans interested in Ghana's history in slavery). The GPRS II document also places significance on the

promotion of domestic tourism to foster national cohesion as it will encourage Ghanaians to appreciate and preserve their national heritage and create wealth in their communities. The document also reiterated the significance of promoting the crafts industry for tourist trade and export through provision of opportunities and technical assistance for micro-enterprises of rural and urban crafts.

The GPRS I equally outlined strategies for poverty reduction to encompass prudent fiscal and monetary policies, export promotion based on diversification and strategies for gainful employment generation to also include private sector-led industrial production propelled by the application of science and technology and the promotion of tourism. The report (GPRS I document) also contained information on the priority needs of the people of the three northern regions which were urgent need for irrigation, potable water, health facilities and most importantly, employment generation activities as an alternative to farming.

Tourism development should identify means of helping to ameliorate the hardship facing the poor through job creation and other income generation activities which should improve food security, education and thereby bringing quality to the lives of the local communities.

Mainstream and Pro-Poor Perspectives on Tourism

Ashley, Roe and Goodwin (2001) developed a model which they termed traditional and pro-poor. The strength of this model is swiftness in identifying the many problems associated with mass tourism. The framework further stresses that for tourism to benefit local masses, emphasis must shift to a pro-poor oriented

form of growth in the destination. The model equally lays emphasis on local cultural enhancement which will inform and enhance the conceptual framework adapted for this study. The setback identified in the model is that the various sectoral linkages that should exist to enable benefits flow to the poor are not clearly explained and it is also very silent on interventions by government and other development partners.

The proponents, Ashley et al (2001), argue that PPT is an approach to tourism development rather than a particular form of tourism which can be encapsulated in a set of principles including:

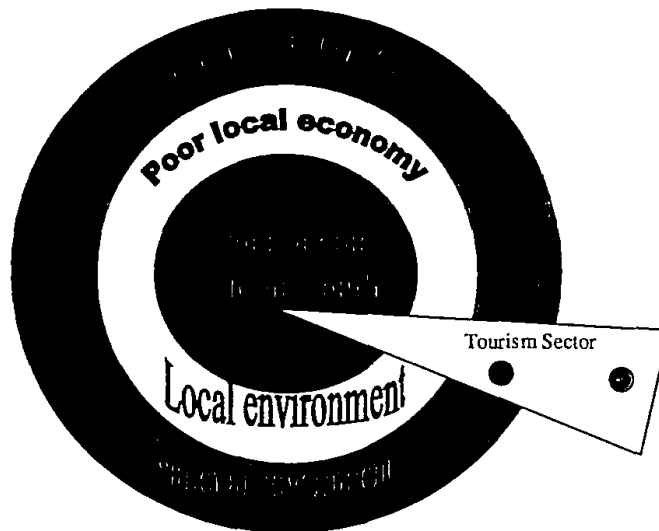
- **Participation:** Poor people must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed.
- **A holistic livelihoods approach:** The range of livelihood concerns of the poor-economic, social and environmental, short-term-need to be recognized. Focusing simply on cash or jobs is inadequate.
- **Distribution:** Promoting PPT requires some analysis of the distribution of both benefits and costs-and how to influence it.
- **Flexibility:** Blue-print approaches are unlikely to maximize benefits to the poor. The pace or scale of development may need to be adapted; appropriate strategies and positive impacts will take time to develop; situations are widely divergent.
- **Commercial realism:** Ways to enhance impacts on the poor within the constraints of commercial viability need to be sought.

- **Learning:** As much is untested, learning from experience is essential. PPT also needs to draw on lessons from poverty analysis, environmental management, good governance and small enterprise development.

Ashley et al. (2001) continued to argue that the key distinctive feature of PPT is its ability to put poor people and poverty at the centre. Starting from there, it sees tourism as one component of the household, local and national economies and environment that affects them. The sustainable tourism agenda starts from the same focus as the mainstream industry; the mainstream destinations. From there it adds environmental and other concerns, in which social issues are towards the periphery, and moves out to less important destinations. According to their model poor people of the South are thus at the edge of the picture benefiting very little as exhibited in their model (see Figure 2).



● Poor people in South America, Africa and Asia



● Local tour operators and producers ● International operation and clients

Figure 2: Mainstream/Traditional Framework and Pro-Poor Tourism Framework

Source: Ashley, Roe and Goodwin. (2001)

Looking at the issue of tourism development in a rural setting, Ashley et al. (2001) again pointed out that poverty reduction through the PPT approach can be significant at a local, district or provincial level and those PPT strategies do appear to tilt the industry at a margin to expand opportunities for the poor and have potential for wide application across the industry. They went further to add that PPT has made little dents in national aggregates so far because initiatives are small scale, site specific, at their early stages of implementation whilst some are on the drawing board. They however concluded that if opportunities for the poor could be opened up for the poor in all places where tourism is significant in the south, they will affect millions of poor people.

Poverty reduction to them therefore requires pro poor growth (growth which benefits the poor) and tourism is therefore considered one source of such growth. It has also in recent years been observed that tourism is increasingly recognized for its potential to contribute to the reduction of poverty. Its geographical expansion and labour intensive nature supports a spread of employment and can be particularly relevant in remote and rural areas where many of the poor are domiciled. UNWTO statistics show the growing strength of the tourism industry for developing countries.

Tourism is one of the major export sectors of LDC's and is the primary source of foreign exchange earnings in the 46 of the 49 LLDC's. Eradication of poverty has been identified as one of the objectives of the United Nations Millennium Development Goals (UNMDG's) through its ST-EP programme (Sustainable Tourism-Eliminating Poverty) launched by the UNWTO at the

World Summit on Sustainable Development in Johannesburg in 2002. The initiative focused on longstanding work to encourage sustainable-social, economic and ecological statutes which specifically alleviates poverty, bringing development and jobs to people living on less than a dollar a day.

Ghosh (2000) postulates that, tourism can contribute to the establishment of a new economic order that will help to eliminate the widening gap between the developed and developing countries and ensure steady acceleration of economic and social development and progress, in developing countries in particular.

Other development experts have also argued that traditional or village settings often realize their potentials in tourism through development of local resources, culture and heritage (Kochel, 1994). The integration of such alternative sources may help to sustain local economies and encourage local development (Prohaska, 1995), whilst other writers have indeed observed that many tourists seek rural destinations which offer pleasant experiences related to the natural environment, historic heritage and cultural patterns (Butler and Hall, 1998).

These, (culture and heritage) often tend to be well preserved between generations in rural areas and it is in periods of economic decline that rural residents tend to cling more to their distinct heritage. Culture and tourism have thus become resources for socio-economic development in rural and peripheral communities. Tourism can therefore become one of the only viable sources of growth or export earnings in some countries or regions with very few development options.

In a related position, Ghosh (2000) further observed that culture is tourism's main attraction and highlighted the significance of such factors as architectural, historical monuments and the birthplaces of famous men as places often visited by tourists. Ghosh (2000) again emphasized that without this element of culture which makes the difference, every place would seem blandly the same and added that without different cultural heritage, places around the world would have had very little to offer that would attract tourists. World heritage sites such as the Pyramids in Egypt, the Tower of London, the Taj Mahal of India and the Great Wall of China are nothing but cultural sites.

Again, other development experts have observed rural communities and other peripheral areas face challenges of continuous economic development where primary traditional industries such as fishing and farming are in decline, and where tourism often becomes a tool to help create jobs and to raise standards of living (Hill, 1993; Sharpley, Sharpley and Page, 1997; Fleisher and Felsentein, 2000). These development experts further add that where such rural communities face few development options, the poverty-reduction value of tourism opportunities are often much higher. This scenario has been observed in cultural tourism studies in many of the small islands of North Atlantic (Jolliffe and Baum, 1999).

Tourism studies have emphasized the beneficial economic impacts associated with tourism development, including the provision of local employment (Cohen, 1984) and their ability to revitalize local economies (Dahms, 1991; Stokowski, 1992; Jensen and Blevins, 1992). However, in a comparison as

to why rural areas have not appeared to be as effective as their urban counterparts in capturing tourists' dollars, Bourke and Luloff (1995) concluded that rural areas tend to lack financial resources often have to struggle to compete for the limited state and federal funding for tourism development and therefore in consonance with the analogy of Akyeampong (1996) when comparing the northern parts of Ghana, Togo and La Cote D'voire to the coastal regions in these countries and concluding that these northern parts suffered from the deprived effect of locational disadvantage.

Three Pathways of Benefits from Tourism to the Poor

The framework under review which was developed by Mitchell and Ashley (2007) stipulates the benefits of tourism to the poor. The framework poses the following strengths:

- It states clearly defined means (pathways) by which benefits of tourism can trickle down to the poor in a destination.
- It vividly explains why some pathways are rarely touched on in the literature and the reasons why these must be considered by policy makers.
- It gives policy recommendations as to how governments can maximize all three pathways to enable the poor to benefit with regard to tourism development.

Hence sections on direct effects of tourism on the poor such as labour income, creation of small and informal enterprises, non-labour income in the form of donations and livelihood effects including supply chains captured in the model as

secondary effects will be utilized in the adapted model. The model however is constrained on grounds that it does not seem to show how assets of the poor could be converted into tourism particularly the socio-eco-cultural factors and does not contain information on how intervention could be appropriated.

Mitchell and Ashley (2007) opine that for policy makers in developing countries, knowing that tourism income can reach the poor is reassuring, but not as helpful as knowing how it happens; particularly if they want to deepen the pro-poor linkages. Tourism according to them can affect poor people in several different ways. Clarity of the impact of the different pathways and drivers of poverty is important because some pathways have been neglected in research and equally in policy making. This conceptual framework posited by Mitchell and Ashley (2007) categorized three pathways by which tourism affect different poor people.

- **Direct effects of tourism on the poor:** Labour income from tourism jobs or small enterprise, other forms of tourism income and non-financial livelihood changes (both negative and positive). The poor affected are likely to live in or commute to, the destination.
- **Secondary effects of tourism on the poor:** Indirect earnings from non-tourism sectors that supply tourism (e.g. food). The poor affected may live far from the destination. Added to these are induced effects, from tourism workers re-spending their earnings in the local economy; and
- **Dynamic effects of tourism on the economy:** Impacts on entrepreneurship, factor markets, other export sectors and the natural

environment are all included here. These may be experienced in the macro economy, or limited to the local destination economy. The poor may be affected more or less, than the non-poor by changes in, for example, wages and land prices.

Most studies of tourism poverty linkages examine the impact of one of these pathways. Few look at two but nowhere in the literature has it been revealed that an assessment of the impacts of all three pathways has been simultaneously done. According to Mitchell and Ashley (2007) the existing research is always missing at least one vital part of the jigsaw.

Evidence of the Significance of each of the Three Pathways

The boundaries between the three categories are not water-tight and studies tend to focus on different poor groups. Nevertheless, synthesizing research work in the different areas are indications of the significance of each pathway in some context.

Direct Effects of Tourism on the Poor

Labour Income

Earnings of non-management staff are a major element of the resource flow from tourism to the poor, particularly in countries lacking a strong entrepreneurial environment and where unskilled wages are high. In Southern Africa, formal sector income accounts for around 70% of tourism earnings of the poor. In other settings it may be just 10-20% of their tourism earnings.

The Wa Municipality in particular has quite a number of hospitality facilities which offer employment. These will be identified and information on employments offered sourced. Arguing in the same frame, the Nairobi (Kenya) based African Pro-poor Tourism Development Centre (APTDC) (2006) has indicated that tourism is particularly potent in respect of, job creation, investment attraction, foreign exchange earnings, poverty alleviation and in social terms, youth employment, community enrichment, gender equity and cultural preservations which are yet to take centre stage in the development agenda of many LDC's.

Small and Informal Enterprises

These offer different avenues for labour income, often with lower entry barriers for poorer people. In an entrepreneurial environment, these may exceed formal sector jobs in number.

In Tanzania, estimates of 'tourism employment' increased tenfold when the informal economy was included. A case in point of SME's offering employment is the Okavango Polers Trust, which runs Mokoro (traditional dugout canoes) safaris into the Okavango Delta in Botswana, employing 100 people, each of whom supports an extended family and is usually the sole breadwinner. The trust has an extensive training programme, which has enabled staff showing skills and initiative to be promoted to management positions, such as Assistant Manager and Office Manager (WTO, 2003).

Critical also to the scale of informal economy tourism opportunities is the extent of out-of-pocket tourist expenditure beyond the hotel; for instance in shopping, eating and entertainment. A case in point is the handicraft sector of Vietnam which employs 1.5 million people and contributing significantly to poverty reduction and increasing income to rural areas. According to the country's Ministry of Trade, these culturally imbued traditional handicrafts have proven to give rise to the country's booming export industry resulting in income levels of sector workers outpacing those of allied sectors.

A study conducted by Japan International Development Cooperation (JICA) and the Vietnamese Ministry of Rural and Agricultural Development (MRAD) revealed that handicrafts workers in Vietnam had an average income of 366,000 VND a month; higher than the country's average of 295,000 VND and the rural average of 225,000 VND in 2003 (Asiedu, 2005).

Non-labour Income

Non-labour income normally accrues to a community rather than to individuals; deriving from various sources such as commercial community-private joint ventures, community tourism, donations from tourists or tourism companies and revenue shares from park authorities.

Seltzer (2004) in alluding to the issue of donations reported that the owners of Turtle Island Resort, an exclusive island resort in Fiji, have created the Yasawas Community Foundation in order to channel funds to village chiefs to address social needs. In addition, approximately US\$ 10,000 is allocated annually

to local project, principally education. The programme has motivated several guests to return to the island to provide free health and dental care.

A popular form of tourism known in recent parlance as voluntourism is fast gaining grounds. This involves the tourists staying in the local community in locally-run accommodation, buying local dishes for meals and offering their services in community development related projects freely. A typical case in point was when individuals and groups went on a five day tour of the Pang Soong Nature Trail Project in Thailand in October, 2006. These voluntourists met with the village headman and other senior villagers where local co-workers of the project, acting as guardians, took them into the forest. Their major assignments included checking dam construction, taking part in nature trail development, forest augmentation and working as assistants in local schools by helping to teach English (Beary, 2008).

The main significance of these activities is that they can reach beneficiaries who lack capacity for direct economic participation and earnings. The amount of income earned may be highly significant to the local people involved, particularly in a remote rural setting, though generally small compared to the total flow.

There are reported cases where donations are substantial. For instance M.A.D Adventures, an independent adventure operator which uses a percentage of turnovers from each trip to help fund a project associated with that trip. One such project in Cambodia is Ptea Teuk Dong, a small local non-governmental

organization working to improve the lives of street families in Battambang Province (WTO, 2004).

In Ghana, Baah (2008), in line with donations as discussed above reports of Ms Mora Lechman, a student of University of Social Work in Switzerland who came visiting Bofourkrom as a tourist in 2002 and went back home: solicited funds and eventually returned to Ghana to jointly finance the construction of a school block in Bofourkrom in partnership with the Sunyani Municipal Assembly.

Livelihood Effects

Tourism can affect the livelihood of the poor in many ways other than through cash flows. The literature identifies significant changes in livelihoods, both positive and negative, usually at the local level around a tourism business.

The positives tend to include enhanced access to information, markets and infrastructure, as Bennett, Roe and Ashley (1999) posit, the infrastructure required for tourism development namely, transport, communications, healthcare, water and sewage, energy supply are also of paramount importance to poor residents, and can uplift an area for the benefit of both. This is countered by negatives such as lost access to grazing or fishing and competition for water unfortunately rarely quantified.

Indirect Effects (Secondary Effects)

The links between the tourist sector and the non-tourist economy are often significant because tourism requires a range of supply chains that can extend deep

into the host economy. In small poor and fragile economies, there is fairly clear evidence that the indirect impacts boost the economic impacts of tourism. Supply chains are relevant to poverty reduction in terms of the monetary flows and the number of people involved.

The food supply chain is of particular significance, estimated to account for as much as half of tourism's labour impact in one Tanzania study and half of tourism's earning to the poor in the Luang Prabang (Nepal) study (ibid, Mitchell and Ashley). Supply chains disperse benefits of tourism geographically, well beyond the destination.

In a study by Mitchell and Faal (2006), they found that facilitating poor producers to enter the tourism value-chain could be really significant. Making particular reference to the Gambia, they stated that the purchase of agricultural supplies by hotels and restaurants is an important element of a PPT strategy in that country in that it is a key mechanism by which tourism can impact on livelihoods of large numbers of poor people. Mitchell and Faal (2006) concluded that the biggest pro-poor impact from tourism on the poor in terms of number of households affected either is or could be through agricultural linkages.

In another related study, Bath and Goodwin (2003) indicated that a number of hotels in the Gambia source fresh fruits and vegetables from local women groups. By working closely with the National Women Farmers Association and emphasizing local cuisine, the hotel sector managed to increase the volume and improve the quality and freshness of the produce it provided.

In a case study in Peru, Gordon, Carbone and Richards (2002) made reference to Inka Terra, a Peruvian hotel operator, in expanding a network of lodges in southern Peru made use of local building materials and obtained nearly all the furnishings using skilled local labour and materials. Hotels are also increasingly recognizing the need to adapt and support the local environment in which they are located, as part of their environmental management practices. A European Union (EU) funded hotel construction project in western Samoa used traditional designs and techniques and only imported materials where substitutes could not be produced. The hotel sites were owned by local villagers; local people were employed and local agricultural produce were consumed by tourists (Erber, 1992).

Similarly, Grecotel, the largest hotel chain in Greece used only local styles and materials in architecture and facility design (Middleton and Hawkins, 1998). The hotel also sustains the local economy, serves local dishes and encourages environmental conservation, as well as encouraging guests to visit smaller villages (Middleton and Hawkins 1998).

Again, in Sun City which is the largest resort in South Africa, the resort supports an agricultural hydroponics initiative on community land, supplying garnish and herbs to catering facilities in the resort (WTO, 2004)).

Working examples of PPT links also exist in the Caribbean between farmers and hotels in St Lucia, Tobago and St Vincent where an Oxfam initiative has put four farmer cooperatives in St. Lucia in link with hotels in the locality for supplies. In Tobago, an 'adopt a farmer' approach is piloted with Hilton Tobago

and Mt. St. Georges Farmers Association enabling consistent supplies to the hotel whilst in St. Vincent, a group of women produce and bottle fruit juice and which is far more popular with the hotels because it is fresher and sweeter than the imported equivalent (United Kingdom Travel Foundation, 2006).

In the study area, especially the Wa Municipality, information as to where the accommodation facilities (hotels and guest houses) source their supplies of food and furnishings were obtained to help assess the extent of support given to the poor. A range of determinants of inter-sectoral linkages were identified as amenable to policy influence. This second pathway is more often neglected despite its apparent poverty impact. Regression analysis according to the model finds institutional capacity, market functioning, the enterprise environment, human resource development and gender participation as key variables. Case studies highlight the influence of investment in supply side of producers, influencing demand from hotels and ensuring well-functioning markets and communication.

Dynamic Effects

Tourism growth can facilitate infrastructure and public service delivery, human resource development, private sector development, changes in the productive structure of the economy and other externalities. These effects can be large but are under researched. Tourism oriented infrastructure can benefit the non-tourist economy. For instance an innovative general equilibrium modeling in Tanzania witnessed the provision of rural road infrastructure which can transform

the distributional impacts of tourism from an urban bias to one where rural households experienced twice the level of welfare gains compared with urban households.

Tourism can stimulate enterprise development, by giving indigenous entrepreneurs exposure to international tastes and a "yellow brick road" to diversification, that is, training skills can also have positive externalities, as these skills can also be used elsewhere in the economy. Despite the popular assertion that tourism escapes tax by keeping receipts off-shore and available evidence is that it is useful and a relatively easy source of tax revenue, removing tax burden elsewhere in the economy or funding pro-poor investment. The proponents of the model were however quick to add that it is not all growth in tourism that can be considered good for the poor.

Policy Implications

- Tourism has a place in the pro-poor development strategies of many developing countries. Existing evidence supports the contention that tourism can have important pro-poor impacts which can be strengthened by deliberate public policy interventions.
- Pro-poor tourism needs to focus more clearly on the potential to reduce poverty. Mainstream tourist destinations are where most tourism occurs and where most poverty-reducing potential of tourism may be.
- Governments need to integrate strategies to expand the sector with those that increase the size of the slice accessible to the poor. Rapid expansion

of the tourist sector is not synonymous with benefits to the poor, but neither is a stagnant or contracting tourist sector. Where linkages are already high (as in Da Nang, Vietnam), rapid growth will be the best pro-poor option, while in others with little spill-over beyond the hotel or tour (as in Lalibella, Ethiopia), growth will bring little gain without altering the structure of economic opportunities.

- Policy makers need a mix of policy levers. All three pathways of impact on poor people can be significant, none should be neglected. This means looking beyond formal jobs to embrace informal economy activities, stronger market linkages in domestic supply chains, enhanced dynamic effects, and action to reduce negative impacts. Clear evidence exist that tourism beneficiaries can be changed by interventions in diverse areas: labour legislation, human resource and infrastructural development, agriculture and enterprise support.
- Domestic tourism should not be neglected, where there is a relatively mobile middle class, domestic tourism may be a way to deliver pro-poor impact at lower cost due to lower constraints around language skills, international standards (especially service, hygiene and food tastes) and market swings in response to scares. Figure 3 depicts the three pathways of benefits from tourism to the poor.

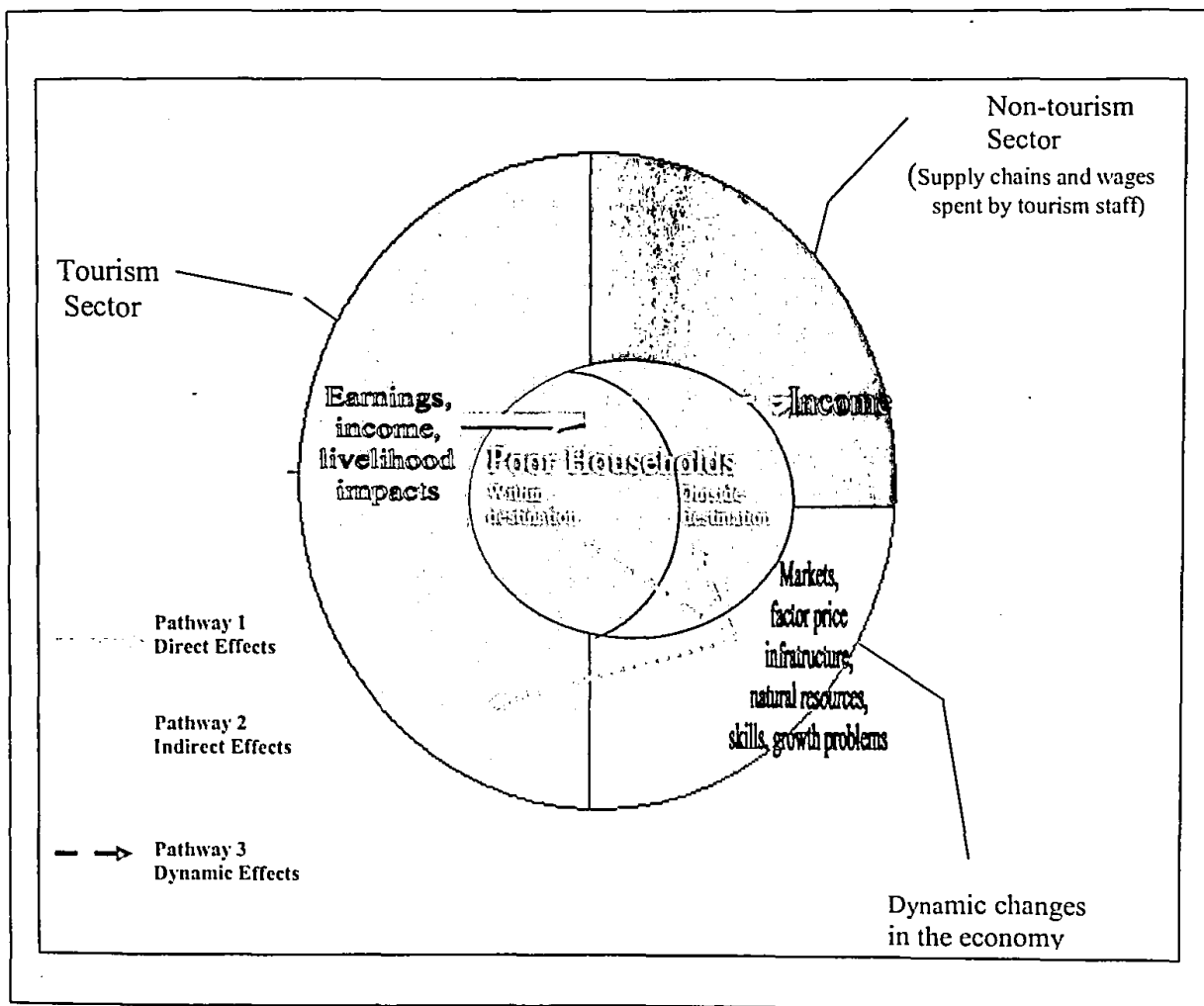


Figure 3: Three Pathways of Benefits from Tourism to the Poor Framework

Source: Mitchell and Ashley (2007)

Having reviewed relevant literature in relation to the thesis, the next chapter proceeds to discuss the framework which guided the study. The methodology that was employed in the collection of data in aid of the study will also feature in this chapter.

CHAPTER THREE

USE OF MODELS AND METHODS OF DATA COLLECTION

Introduction

The previous chapter was on literature review to show the extent and nature of knowledge generated in the area of this thesis. In this chapter the first part deals with the framework/model which guided the study and the appropriate adaptations made in order to make it workable. The second part of the chapter touches on methods used in collecting data, the data collection instruments used, sampling techniques employed, including the use of focus group discussions. Variables from the model addressed by the data collected are also showcased in this second part of the chapter. Problems encountered in the field and how these were tackled are also described.

The Sustainable Livelihood Framework/Model (SL-Framework)

The Sustainable Livelihood Framework which has been adapted for the study was developed by Department for International Development (DFID, 1999) and has been used by Ashley, Roe and Goodwin (2001) in their work on pro-poor tourism strategies; making tourism work for the poor (see Figure 4). Furthermore DFID in collaboration with Oxfam, a British NGO have used the same model for poverty analysis and strategy development.

F = Financial Capital P = Physical Capital
 H = Human Capital S = Social Capital
 N = Natural Capital

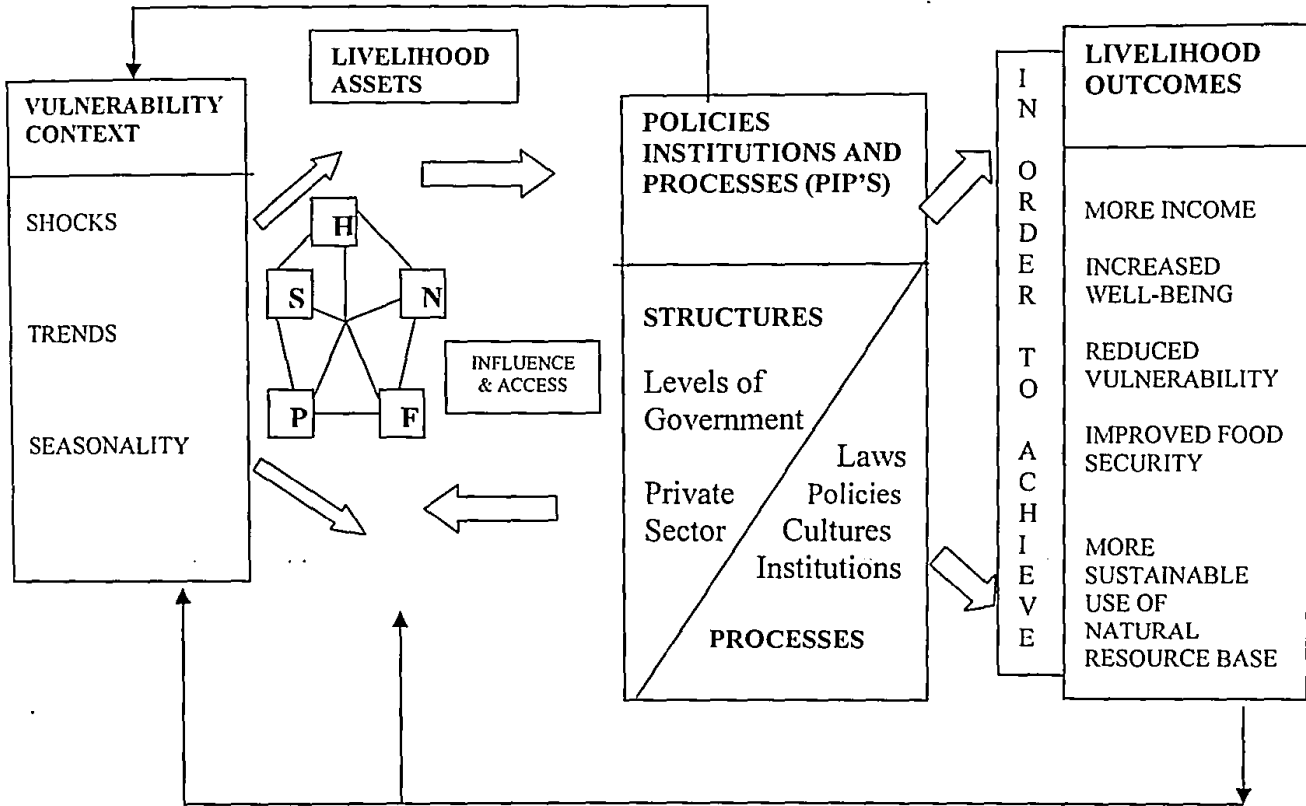


Figure 4: The Sustainable Livelihoods Framework (model)

Source: Department for International Development (1999)

The advantages (strengths) of the SL-framework are that, it puts institutional changes and policies to do with empowerment and expanding the range of opportunities in a realistic and relevant context in which several livelihood contexts are seen to emerge such as asset management and coping with shocks and trends.

The SL-approach is people centred and it is designed to be participatory. The framework is positive in that it identifies what people have and can do. Kay (2005) has observed that “the poor are not just passive and powerless victims of an exploitative system in the context of globalization but are subjects who at least to a certain degree can construct their own livelihood strategies by drawing on a variety of resources”. The tenets of this model therefore in essence put people at the centre of development, fostering the effectiveness of development assistance.

The SL-framework views people as operating in a context of vulnerability. Sudden shocks such as health problems, earthquakes, drought, pest and diseases, conflicts and economic shocks which leave poor people unable to explore their potential. Trends refer to developments like the aforementioned whilst seasonal vulnerability refers to developments in prices, production levels; seasonal employment opportunities or a rain-fed system of agricultural production can all impact on livelihoods and continue to trap people within the vicious cycle of poverty (Chambers and Conway, 1992).

Within this context, people also have access to certain assets or poverty reducing factors. These are referred to as ‘coping strategies’ which are the means by which the poor people respond to adverse or worsening circumstances. These

livelihood assets include financial, human, natural, physical and social capitals.

Scoones (1998) identified three types of rural livelihood strategies:

- Agricultural intensification or extensification
- Livelihood diversification including both paid employment and rural enterprises and
- Migration (including income generation and remittances).

Carney (1998) also lists these categories of livelihood strategies as natural resource based, non-natural resource based and migration. Understanding these diverse and dynamic livelihood strategies is significant so that interventions can be appropriated.

Depending on their livelihood assets (strategies) and the vulnerability context in which they operate, people choose livelihood strategies that will provide them with preferred livelihood outcomes.

Human and Financial Capitals of the Poor

Particular important skills in tourism include language and an understanding of tourist expectations. Training for small scale tourism often has to begin with “who is a tourist?” because being tourist is such an alien experience for the poor. By their understanding of this concept they are put in a better frame of mind to receive and handle a guest so as to receive their rewards of labour for handling the guest. This in essence also refers to the use of cheap labour and the health status of the community which the poor have and can through a communal spirit be able to collectively put up a physical structure for their common benefit.

For instance, a reception facility or a lodge built locally for visitors to a tourist community.

Financial capital is so crucial for the poor to be able to expand activities in the informal economy within tourism. Sources of financial capital include remittances and pensions. Poor entrepreneurs have also generated their own capital over time by starting small and reinvesting profits that have accrued over several years. However they may be squeezed out within a short time frame if foreign investors drive rapid growth in the industry; as occurred at Boracay Island in the Philippines (Shah, 2000). Financial capital for the communities could also be sourced from government institutions dealing in micro-credit schemes to help finance tourism projects.

Socio-Cultural Capital and Organizational Strength

Where the poor have access to dynamic and flexible forms of socio-cultural capital, the potential for their participation may be greater; and most importantly cultural resources such as festivals, music and dance and folklore are assets possessed by some of the poor even if they do not have financial resources (Ashley et al., 2001). It is significant to mention here that the communities in the study sites also have these cultural resources. On organizational strength, a case in point is Bali where most restaurants are managed by families or Sekaha (voluntary associations) with clear principles for division of work and revenue, where each family member is assigned a specific task and at what time frame. The

system is also used for the renting of cars and bicycles, running mini-buses and in addition, rooms for tourist have been added to traditional homes (Shah, 2000).

Natural and Physical Capitals

Pro-poor tourism derives from the fact that the industry is a diverse one and it increases the scope for wide participation of the informal economy. Another potential of tourism being pro-poor is the fact that the customer comes to the product providing opportunities for linkages like in souvenir selling. Tourism is also highly dependent on natural capital for instance that of wildlife scenery. In the Wa West District for instance, the Wechiau Hippo Sanctuary could be regarded as natural capital, whilst the Nakore Mosque, the Wa Naa's palace and the celebration of the Dumba festival could be seen as cultural resources.

According to the framework, these poverty reducing factors possessed by the poor then gain their meaning and value through the prevailing social, institutional and organizational environment, hence placing the need for an intervention that could enable the poor seize the opportunity. As the SL-framework puts institutional changes and policies which inevitably have to do with empowerment and expanding the range of opportunities into a realistic and relevant context, several livelihood-oriented strategies are then seen to emerge, that is, asset management and coping with shocks and trends.

The environment also influences their livelihood strategies; that is, the ways of combining and using assets that are open to people in pursuit of

beneficial livelihood outcomes that is expected to meet their own livelihood objectives.

The limitations of the conceptual framework (model) are that; it includes key stakeholders relevant in the identification of their potentials but these may not be realized because the local people may still look up to the development partners for major decisions and implementation without their own efforts. Kay (2005) has also argued that it is insufficiently sensitive to power dimensions whilst other critics say it is insufficiently sensitive to the time dimension of societal change, which is, the influx of tourist may eventually erode the very cultural assets of the poor due to elements of acculturation (Haan and Zoomers, 2005).

This framework will be adapted on the basis of the fact that it comes nearer to capturing all elements that will enhance this study. It captures information on why the poor are vulnerable; captures elements on livelihood assets of the poor and also institutional frameworks and what these can do to enhance the utilization of the livelihood assets to attain the expected livelihood outcomes.

The framework however did not capture information on livelihood activities pertaining to tourism which is the portion to be fused in to make it workable for the study. It does not also capture information on background characteristics especially the socio-cultural, economic and environmental factors of a locality which influences the livelihood assets possessed by the poor. These will be utilized in constructing a slightly modified one to suit the study.

The Framework for the Study

The sustainable livelihood framework has been slightly modified to suit the study. The modified version contains six component parts unlike the original which has four. Two components namely background characteristics and livelihood activities are new and peculiar to the tourism field. Others that were maintained are livelihood assets, livelihood outcomes, vulnerability context, including policies, institutions and processes components of the framework (see Figure 5).

All communities have background characteristics, which are the socio-cultural, economic and environmental factors and these give rise to the livelihood assets within the asset pentagon. Each livelihood asset then also influences a livelihood activity, for instance, natural capital, such as land, rivers, complex rock formation and caves (in Bulenga) and wildlife (hippos at Wechiau) give rise to livelihood activities such as farming, fishing, craftworks and tour guiding. Skills acquired in handicraft works also influence the combination and use of some livelihood assets such as the financial capital, human capital and physical capitals.

The social capital which incorporates elements of culture includes festivals, music and dance (in Wechiau) and local architecture (mosque in Nakore) which enable the local people to obtain money through tour guiding, cultural performance for a fee and trading activities at attraction sites. This cultural component informing the study was also contained in the Mainstream and Pro-poor Tourism Framework posed by Ashley et al (2001) earlier reviewed.

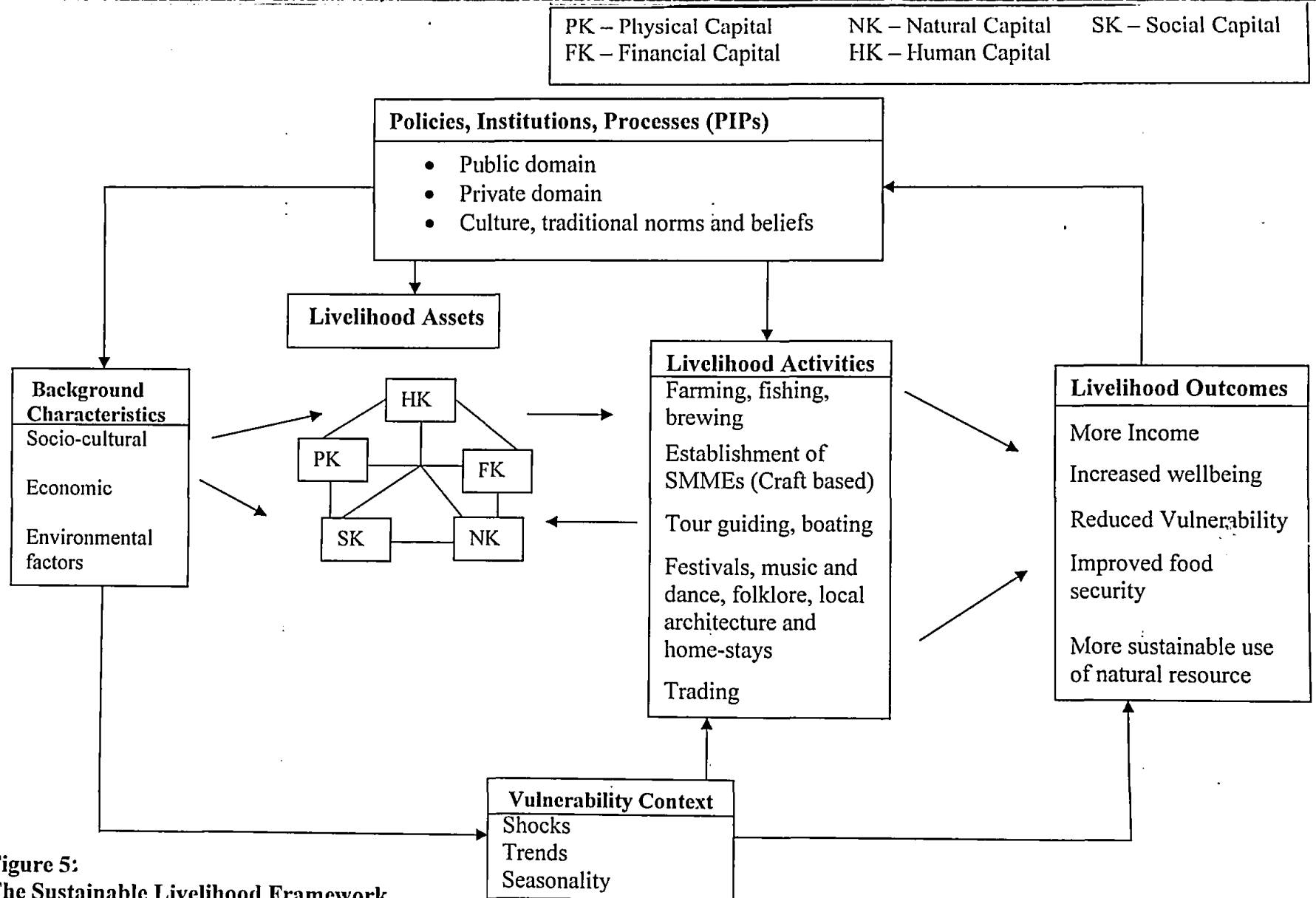


Figure 5:
The Sustainable Livelihood Framework
Adapted from Department for International Development (1999)

The human capital comprises the skills, health and physique of the populace which enables them work whilst financial capital could be accrued from remittances, pensions and from Microfinance and Small Loan Schemes (MASLOC) and Poverty Alleviation Fund both sourced from District Assemblies. The physical capital such as good link roads, bridges (provided by assemblies) and markets in the locality enhance livelihood activities such as travel to sites, tour guiding and trade. All these enhanced livelihood activities will lead to the desired livelihood outcomes.

Certain situations however militate against the full utilization of these livelihood activities in order to attain the desired livelihood outcomes and these are contained in the vulnerability context namely, shocks such as sudden floods, drought, bushfires, impoverished soils and seasonality as in fluctuations in prices of goods and services and changes in production levels. Given these which impact wholly negatively on livelihood activities, there are other components of the framework such as policies, institutions and processes which may influence the livelihood activity either positively or negatively. For instance, within the public domain, the Municipal and District Assemblies gave loans to some sections of the community; and constructed link roads to sites as in Nakore and Wechiau which has eased travel to the sites.

An intervention from local and non-local NGO's existed in Wechiau to help the community realize the full potential of the sanctuary. Other tourism specific institutions such as the regional office of the Ghana Tourist Board engage in marketing of these destinations while the hotels are into some form of

promotion by displaying flyers and posters of some attractions in the locality within the premises of their facility.

The accommodation facilities equally source furnishing and foodstuffs from the locality and such a pro-poor basis is informed by the second framework reviewed known as the Three Pathways of Benefits from Tourism to the Poor Framework (Mitchell and Ashley, 2007). Hotels are considered tourism institutions and hence inform that aspect of the SL framework. Good management practices in some communities such as Wechiau and Nakore has encouraged visits whilst certain traditional beliefs in some localities hinder the full utilization of tourism attractions as in Bulenga.

Research Methodology

Data and Sources

Data for the study was collected from both primary and secondary sources. That of the primary data was sourced from respondents using interview schedules, focus group discussions and the administration of questionnaire. Data from secondary sources were gotten from journals, conference papers and the internet. The main sources of secondary data included the integrated tourism development plan, pro-poor tourism information facts sheets and the Ghana Statistical Service.

Target Population

The target population for the survey included, traditional authorities, the local communities especially where the attractions are located and household heads. Focus Group Discussions were employed in one of the communities to gather information from community members. The Regional Coordinating Council, the Municipal and District Assemblies including the regional office of the Ghana Tourist Board were contacted and interview schedules arranged with officials. Tourists and staff of other institutions such as hotels and guest houses were contacted for information using the questionnaire method.

Sampling Procedures

A combination of both probability and non-probability sampling techniques were used to obtain the information from respondents. Non-probability methods such as purposive and snowball were used to source

information from traditional authorities, top ranking workers of the Regional Coordinating Council, the Municipal and District Assemblies and officials of the regional office of the Ghana Tourist Board. The method used for selecting accommodation facilities with restaurants was equally purposive. With tourists, the accidental method was used to source information as and when they were encountered at the various sites (see Table 1).

Table 1: Sampling Method and Reasons for Selecting Respondents/Communities

Sampling frame/ Number of respondents	Communities /respondents	Sampling method (Probabilistic)	Sampling method (Non-probabilistic)	Why selected
2000 PHC list for the community	Nakore	Simple random		Possess attraction
2000 PHC list for the community	Wechiau	Simple random		Possess attraction
2000 PHC list for the community	Bulenga	Simple random		Possess attraction
	Traditional authorities, members of management boards, assemblymen		Purposive	Key figure in the community in terms of development
3	Top rank officials of RCC, Municipal and District Assemblies		Purposive	They hold authentic information
1	Regional In-charge (GTB)		Purposive	Key tourism figure in the Upper West Region.
21	Tourists		Accidental	They are the basis for which every tourism business thrives
8	Managers/ owners of hotels with restaurants		Purposive.	Could be involved in PPT

Source: Author's construct

The selection of the community members was based on both probability and non-probability methods. The technique included the use of the 2000 (PHC) list for households where selection of household heads was based on the use of the simple random method, basically employing the lottery method. Others such as chiefs, board/committee members, assemblymen and women, tour guides, range guards and lodge attendants, who held key information within the community, were purposively selected.

Sample Size

The desired sample size obtained for the three communities was 192 and this was arrived at using Fisher, Laing, Stoeckel, and Townsend (1998) formulae for sample size determination. Fisher et al (1998) posed a formula for calculating the sample size of an area with a population less than or greater than 10,000 which was adopted (see appendix 8).

Community Selection and Sample Size Allocation

Several communities with attractions exist in the study area; however three communities, one from each administrative demarcation were selected, on the basis of the greater potential of their attractions. The population size was a major reason for apportioning the sample size to these communities (see Table 2). Furthermore, among the three communities selected each had its own peculiar prospect for PPT development than the other, hence another basis for apportioning the different sample sizes.

Table 2: Sample Size Allocation to Communities

Communities/Administrative area	Total population	Sample size
Bulenga (Wa East)	2,392	42
Nakore (Wa Municipal)	3,123	60
Wechiau. (Wa West)	4,096	90
Total	9,611	192

Source: Author's construct extracted from 2000 PHC data

Wechiau in the Wa-West District has a larger population size and equally a brighter prospect for PPT with reference to the existence of the Hippo Sanctuary and other attractions such as home-stays, local cultural entertainment, hiking in the forest including handicraft and so was assigned a greater size of 90 respondents. A wide cross-section of the community was also involved in management and the resource earned the community enormous revenue and the revenue was made to benefit all the communities within the catchment area.

Nakore in the Wa Municipality has the second largest population size among the communities visited. Nakore has a cultural/ historical asset of an Ancient Mosque which is also generating some revenue to the community and also based on the fact the facility attracted a mini market around it for visitors who mostly came on Saturdays. Hence 60 respondents were assigned the community.

Bulenga in the Wa-East District was assigned the least of 42 respondents for it has the least population size for the three communities visited. The town

also has some relics of the slave trade popularly referred to as the Bulenga caves; in addition to other physical features such as the hanging rocks.

Pilot study

The questionnaire was pre-tested at Ntereso-Abasoma, a community in the Bole District of Northern Region and Dondoli, a community within the Wa Municipality between March 25 and March 30, 2008. These communities were purposively chosen because Ntereso has wildlife (Hippo Sanctuary) while Dondoli has a cultural feature (Ancient Mosque).

A total sample size of twenty was chosen using the simple random method to select ten respondents from each community. This was to test the viability of the instruments before the actual fieldwork. Modifications were then made to certain parts of some questions by rephrasing some and deleting others.

Field Work

Fieldwork was conducted between April 1, 2008 and May 5, 2008. A two day training session was held for four field assistants in Wa before take off to the selected communities for work under the researcher's supervision. All four field assistants could speak the native languages (Dagaare and Wale) fluently. The questionnaires were availed to those who particularly could read and respond whilst for those who could not read and write, field assistants interpreted for them to respond before recording their responses.

In all, 147 questionnaires were interpreted for respondents while the remaining 28 were self administered. Questionnaire for 21 tourists and eight hoteliers were equally self-administered. FGD's were held in two communities in the Wechiau Traditional Area namely Talewona and Tokali with canoe boys within the age range of 15 and 22 years and women with the age range of 35 to 60 years.

Questionnaires were given to hotel and guest house managers to respond and were retrieved in two weeks. In-depth interviews (IDI) were held with the regional officer of the Ghana Tourist Board and also with the Regional, Municipal and District Planning Officers (see Table 3).

Table 3: Data Sourced and Sources

Target population	Data collection instrument	Type of information collected	Objective addressed	Variable addressed
Traditional authorities	Questionnaire	a) Livelihood activities in their locality. b) Information on attractions in the locality c) Promotional factors of livelihood activities. d) Constraining factors to the above. e) Efforts by the assembly/development partners in letting them realize dreams f) The way forward	Objective.1 Objective.1 Objective.2 Objective.2 Objective.4 Objective.5	a)Livelihood assets/activities b)Vulnerability context. c) Policies Institutions, Processes (PIP's)
Community members / (assembly men and women to be purposively selected)	Questionnaire and FGD	1) Identification of livelihood assets /activities within the asset pentagon. 2) Promoting and constraining factors to attainment of SL Assets/activities. 3) Information on attractions available within the communities 4) Availability of supporting schemes (funds).from local and foreign development partners. 5) Impacts of tourism in communities with attractions 6) The way forward	Objective. 1 Objective. 2 Objective. 4 Objective. 3 Objective. 5	a)Livelihood assets/activities b)livelihood strategies c)PIP's d)Livelihood outcomes

Table 3: *Continued*

Top rank officials of RCC, Municipal and District Assemblies	Structured interview	1) Supports to people in the study sites.	Objective.4	a)PIP's
		2) Supports to institutions.	Objective.4	b)PIP's
		3)Infrastructural developments and sourcing of markets	Objective.4	c)PIP's
		4) Information on tourism in development plans.	Objective.4	d)PIP's
		5) Information on the way forward.	Objective.5	
In-charge , Regional office (GTB)	Structured interview	1) Prospective PPT projects in the study sites and the assets the people have which merits that.	Objective .1	a) Livelihood assets/activities.
		2)Efforts by GTB to promote such.(support in terms of funding, training, prospecting, and packaging)	Objective .4	b)PIP's
		3) Possible benefits of tourism to the poor.	Objective .3	c) Livelihood outcomes.
		4) Information on the way forward.	Objective. 5	
Managers/ Owners of hotels with restaurants.	Questionnaire	1. Ownership (local, foreign or state.	Objective-1	a)Livelihood activities of the poor
		2. Staff strength, where they come from and remuneration.		
		3. Sources of supply (in terms of stocks for restaurant) and furnishing in rooms	Objective .1	

Table 3: *Continued*

Tourists	Questionnaire	1.Information on the local items tourists expend on at the sites 2.Information on their source of information about the sites 3.Information on their experiences at the sites 4. What they intend to do for the development of these sites when they get back home.	Objective.1	a)Livelihood activities
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Source: Author's construct

Response Rate

The three communities which were visited are Wechiau, Nakore and Bulenga and these were apportioned sample sizes of 90, 60 and 42 respondents respectively making a total sample size of 192. The number of respondents that could be contacted were 86, 55 and 34 respectively bringing the actual sample size to 175 respondents (see Table 4). The overall response rate was therefore calculated to be 91.1% whilst for the individual communities, Wechiau had a response rate of 95.6%, Nakore had 91.7% and with 80.9% from Bulenga.

Table 4: Response Rate

Community	Sample size	Number obtained	Response Rate
Wechiau	90	86	95.6%
Nakore	60	55	91.7%
Bulenga	42	34	80.9%
Total	192	175	91.1%

Source: Author's construct

With hotels and guest houses all the eight facilities purposively chosen responded. In addition, 21 foreign tourists encountered at Wechiau (out of a targeted number of 30 during the period) yielded a response rate of 70%. In all, 204 respondents were contacted using questionnaire while 4 respondents were contacted through In-depth interviews whilst two sets of FGD were held with a membership of 10 each thus bringing the total unit of analysis to 228.

Problems Encountered during Data Collection

A number of problems were encountered during the fieldwork. Firstly, the study area was vast and therefore demanded a lot of time, energy and financial resources thus making the work generally expensive. With commitment however, this problem was overcome.

Secondly, some areas with attractions had no accommodation facilities and as such it was difficult to meet tourists at such sites. As a result apart from Wechiau where there is a local accommodation facility and visitors were met, tourists were not encountered at the other attraction sites though there was information on a substantial inflow of them to the attractions in their communities.

Another problem was that communities in certain localities were not compromising and as such, a tour guide was hired to send us around to explain our mission. Some communities within the study area are still very typical and as such never compromised with strangers especially as they suspected that

information collected could be manipulated and this same information used in cause harm to them at a later date.

Some key informants in some communities never responded because it was the custom of the area to perform a ritual and the cost borne by whoever is undertaking research before access to information and getting to related tourists' sites could be granted. Other areas within the same communities where such information could be given were readily availed.

Finally, some communities with attractions never allowed access to records of income and revenue to help inform the study of some benefits to the community.

Data Analysis and Presentation

The field data was checked for accuracy and completeness and the questionnaires numbered serially, edited, coded and fed into the computer. The Statistical Product for Service Solutions (SPSS) and Microsoft Excel software were employed for the analyses. Both descriptive and inferential statistical techniques were used. Percentages, frequency tables and cross tabulations were employed to describe the individual characteristics and the socio-economic conditions of the communities with attractions and the hotels and guest houses.

Chapter three reviewed the frameworks which guided the study and has shown the methods used in gathering data from the field in addition to problems emanating during data collection. The next chapter is an analysis and interpretation of data gathered from the field.

CHAPTER FOUR
SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS
AND NATURE OF SOME ACCOMMODATION FACILITIES ENGAGED
IN PPT

Introduction

The previous chapter discussed sources of data, methods used in collecting them and challenges. This chapter analyses the data collected. The socio-demographic background of respondents from the three communities, including tourists met at one of the sites in addition to owners or managers of accommodation facilities are presented in this chapter in the order stated above.

Furthermore, respondents' perceptions on poverty in the study area are discussed using a hypothesis test. Frequency tables are used to analyze the background of the respondents and the issues on perception on poverty and the expectations of tourists.

Socio-Demographic Background of Respondents in the Three Communities

Respondents in the Communities

Table 5 shows the frequency and percentage of respondents in the three communities in which the study was conducted, with the highest percentage in Wechiau (49.2%) and the lowest in Bulenga (19.4%).

Table 5: Respondents in the Communities

Community	Frequency	Percent (%)
Wechiau	86	49.2
Nakore	55	31.4
Bulenga	34	19.4
Total	175	100.0

Source: Fieldwork, 2008

Age of Respondents in the Three Communities

Table 6 shows the age distribution of respondents. Many of the respondents in all three communities were in age groups of 30-39 and 40-49. In Wechiau, majority were in 30-39 age group because the youth were serious minded about tourism development in the area and were ready to talk about it. In Bulenga however many youths who were household heads refused to talk about the attractions in the area due to superstitious reasons; instead the elderly who formed a greater part (29.4% in both age groups 40-49 and 50-59) were relied on to provide information.

These superstitious beliefs are discussed in the SL-framework in the culture element under Principles Institutions and Processes and serve as an inhibiting factor to livelihood attainment.

Table 6: The Age Distribution of Respondents

Community	Age Range					Total (%)
	20-29 (%)	30-39 (%)	40-49 (%)	50-59 (%)	60+ (%)	
Wechiau	6 (7.0)	33 (38.4)	24 (27.9)	12 (14.0)	11 (12.8)	86 (100.0)
Nakore	9 (16.4)	10 (18.2)	15 (27.3)	8 (14.5)	13 (23.6)	55 (100.0)
Bulenga	2 (5.9)	4 (11.8)	10 (29.4)	10 (29.4)	8 (23.5)	34 (100.0)
Total	17 (9.7)	47 (26.9)	49 (28.0)	30 (17.1)	32 (18.3)	175 (100.0)

Source: Fieldwork, 2008

Gender of Respondents in the Three Communities

Table 7 shows gender distributions of respondents in the three communities with males forming the majority (65.1%) as against 34.9% female. In Nakore, the number of male respondents was twice (69.1%) as much as female (30.9%). This might be due to the fact that the main attraction is a religious feature (see plate 5) and basically the trend was influenced by Islamic traditions where visitors enquiring about the religious facility were responded to by men. Besides, women were hardly seen at the mosque at prayer hours when most of the respondents, being men, were contacted.

Table 7: Gender Distribution by Community

Community	Gender		Total (%)
	Male (%)	Female (%)	
Wechiau	55 (64.0)	31 (36.0)	86 (100.0)
Nakore	38 (69.1)	17 (30.9)	55 (100.0)
Bulenga	21 (61.8)	13 (38.2)	34 (100.0)
Total	114 (65.1)	61 (34.9)	175 (100.0)

Source: Fieldwork, 2008

Occupation of Respondents

The results from Table 8 indicate that farming was the activity in which most of respondents were engaged. About 29% of all respondents were farmers with the largest proportion of these in Nakore (45.5%).

Farming is a main source of livelihood in this locality and enhanced by tourism as raw foodstuffs such as local rice, yam and protein sources such as fish, animals and birds are often acquired by visitors. The visitors who come to buy save us the cost of having to travel to market centres to sell our produce as reported by a participant in a focus group discussion with women from Tokali (Wechiau, April 12, 2008).

Others in Wechiau posed 47.7% as the majority because in this community tourism was seen more as a business and quite a sizable section of the population in one way or the other was involved. Some natives took up permanent jobs in tourism due to the thriving nature of the sector in the locality (see Table 27).

Table 8: Occupations of Respondents

Community	Occupation						Total (%)
	Farming (%)	Trading (%)	Craftwork (%)	Brewing and fuel wood fetching (%)	Cloth weaving (%)	Others (%)	
Wechiau	17 (19.8)	11 (12.8)	3 (3.5)	5 (5.8)	9 (10.5)	41 (47.7)	86 (100.0)
Nakore	25 (45.5)	11 (20.0)	3 (5.5)	4 (7.3)	1 (1.8)	11 (20.0)	55 (100.0)
Bulenga	9 (26.5)	2 (5.9)	4 (11.8)	4 (11.8)	7 (20.6)	8 (23.5)	34 (100.0)
Total	51 (29.1)	24 (13.7)	10 (5.7)	13 (7.4)	17 (9.7)	60 (34.3)	175 (100.0)

Source: Fieldwork, 2008

* "Others" as used in the table refers to those engaged in tourism specific jobs such as tour guiding, range guards, members of community management boards, officials of information office and canoe boys in Wechiau. Community members who sold items around the Nakore mosque, tour guides and members of the management boards were also categorized so in that community and in Bulenga, these were tour guides only.

Religious Affiliation of Respondents

Three religious faiths namely Islam, Christianity and Traditional Religion exist in the study area but the largest proportion of respondents in all the study sites were Moslems (except Bulenga) with the largest proportion of respondents in Nakore (60%) being Moslem. Nakore had an early contact with Islamic

Missionaries, hence the existence of a 16th century mosque therein (see Plate 5). Only 20% of all respondents in the study sites adhered to the African Tradition Religion mainly because of the influence of these foreign missions (see Table 9).

Table 9: Religion of Respondents

Community	Religion			Total (%)
	Islam (%)	Christian (%)	Others (%)	
Wechiau	39 (45.4)	29 (33.7)	18 (20.9)	86 (100.0)
Nakore	33 (60.0)	11 (20.0)	11 (20.0)	55 (100.0)
Bulenga	12 (35.3)	16 (47.1)	6 (17.6)	34 (100.0)
Total	84 (48.0)	56 (32.0)	35 (20.0)	175 (100.0)

Source: Fieldwork, 2008

Marital Status of Respondents

In the three communities, responses revealed that majority were catering for a family as about 81% of all respondents were married with the highest proportion in Bulenga (85.3%).

Highest Educational Attainment of Respondents

The results revealed that in all the communities visited, many of the respondents had no formal schooling (50.9%). All three communities, except

Wechiau also scored their least totals in education at the tertiary level (7.4%) as seen in Table 10.

Table 10: Highest Educational Attainment of Respondents by Community

Community	Highest educational attainment					Total (%)
	No formal education (%)	Primary (%)	Middle /JSS (%)	Secondary /SSS (%)	Tertiary (%)	
Wechiau	36 (41.9)	25 (29.1)	12 (14.0)	5 (5.8)	8 (9.3)	86 (100.0)
Nakore	36 (65.5)	6 (10.9)	4 (7.3)	6 (10.9)	3 (5.5)	55 (100.0)
Bulenga	17 (50.0)	5 (14.7)	6 (17.6)	4 (11.8)	2 (5.9)	34 (100.0)
Total	89 (50.9)	36 (20.6)	22 (12.5)	15 (8.6)	13 (7.4)	175 (100.0)

Source: Fieldwork, 2008

Perception on Extent of Poverty in the Study Sites

The study sought the views of the communities on the poverty situation in their various localities as shown in Table 11. A five Likert scale response was developed to source information on this subject matter namely strongly agree, agree, No opinion, disagree and strongly disagree. The results from the study revealed that residents were very much aware of the poverty situation they found themselves. The five Likert scale was eventually reduced to two by the responses. A total of 67.4% of the respondents from all three communities strongly agreed with the assertion that there was widespread poverty in the study sites whilst 32.6% merely agreed.

The chi-square statistic was further employed to determine whether significant relationships existed between respondents' community of residence and their perceptions on extent of poverty in the study area. Since the calculated X^2 (4.341) is less than the critical X^2 value (5.991) with significance level set at 0.05 (2 degrees of freedom) (see Appendix 7a) we failed to reject the null hypothesis which stated that *"there is no significant relationship between respondents' community of residence and their perceptions on extent of poverty in the study area"*.

This by implication means that perceptions on extent of poverty by respondents in all three study sites were not linked with the communities they resided. They all perceived people living in the study area to be poor (see Table 11) but their thoughts on the extent were independent of their various communities of origin.

In a focus group discussion with women from Tokali, a community in Wechiau, a participant remarked that:

The signs of poverty are very glaring in our communities reminiscent of the fact that we are not able to feed well, we are ill-clothed, not able to cater for kids in schools and our housing conditions are poor. She again remarked; anytime we go on journeys down the southern sector of the country we see vast differences in living standards compared with that of northern Ghana (Wechiau, April 12, 2008).

No wonder these communities were expecting that tourism development would be a means of supplementing their income.

The Planning Officer for Wa West District Assembly also indicated that:

The state of poverty in the locality was high resulting in the low revenue base of the district because most people were engaged in no other income earning activities apart from seasonal farming.

Table 11: Perception on Poverty in the Study Communities by Respondents

Widespread Poverty Exist in the Study Area						
Community	Strongly Agree (%)	Agree (%)	No Opinion	Disagree	Strongly Disagree	Total (%)
Wechiau	61 (70.9)	25 (29.1)	-	-	-	86 (100.0)
Nakore	29 (52.7)	26 (47.3)	-	-	-	55 (100.0)
Bulenga	28 (82.4)	6 (17.6)	-	-	-	34 (100.0)
Total	118 (67.4)	57 (32.6)	-	-	-	175 (100.0)

Source: Fieldwork, 2008

Socio-Demographic Characteristics of Tourists Encountered at Wechiau

Hippo Sanctuary

A total of 21 tourists were encountered at the information office of the Wechiau Community Hippo Sanctuary. Majority (42.9%) of the respondents were in their youth and below 20 years followed by those between the ages of 20-39 (33.3%). This confirms the finding by Cooper and Boniface (1994) that age group 15-24 years has the tendency to travel to new places and equally corroborates the popular notion that the youth have a high propensity to travel. Four tourists were also 60 years and above while majority (62%) of them was female (see Table 12).

Table 12: Socio-Demographic Background of Tourists Encountered at Wechiau

Variable	Response	Frequency	Per cent (%)
Age	Less than 20	9	42.9
	20-39	7	33.3
	40-59	1	4.8
	60 plus	4	19.0
Sex	Male	8	38.1
	Female	13	61.9
Country/Continent of origin	Europe	16	76.2
	North America	5	23.8
Highest educational attainment	High school	9	42.9
	University	12	57.1
Purpose of visit	Vacation	16	76.2
	Study	2	9.5
	VFR	1	4.8
	Others	2	9.5
Marital status	Single	16	76.2
	Married	5	23.8
Number of nights spent at local lodge	1-night	12	57.1
	2-nights	3	14.3
	3-nights	4	19.0
	4 or more nights	1	4.8
	Nil	1	4.8

Source: Fieldwork, 2008

Again, Europeans (from United Kingdom, Sweden, Italy and Germany) were in the majority (76%), while North Americans from Canada and USA represented 24%. About 43% of visitors had education up to high school level while (57%) had obtained university education.

While most (76%) of the tourists were single, majority (76.2%) were travelling for the purpose of vacation. A lot (57%) of them however spent only one night at the site since there were no other interesting activities after watching the hippos.

Origins and Expectations of Tourists at Wechiau

An attempt was made to find out whether the expectations of tourists at the hippo sanctuary were met. A five Likert scale of very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied and very dissatisfied was used to source their views. While roughly (62%) of visitors were very satisfied approximately 24% also indicated that they were satisfied. In totality therefore, about 86% of visitors to the site were satisfied in terms of their expectations.

Insignificant proportions, namely 9.5% and 5% respectively indicated neutrality and dissatisfaction particularly in the few number of hippos on site (see Table 13).

While 62.5% of the majority (16) Western European tourists were very satisfied with what they saw on site and for the opportunity to cook under the natural stars and to sleep on a hippo hide; the most (60%) of the minority (5) North American tourists were equally very satisfied for their visit to the site.

Table 13: Levels of Satisfaction Experienced by Tourists at the Wechiau Hippo Site

Continent of origin	Experience at site				Total (%)
	Very Satisfied (%)	Satisfied (%)	Neither satisfied nor dissatisfied (%)	Dissatisfied (%)	
Western Europe	10 (62.4)	4 (25.0)	1 (6.3)	1 (6.3)	16 (100.0)
North America	3 (60.0)	1 (20)	1 (20)	-	5 (100.0)
Total	13 (61.9)	5 (23.8)	2 (9.5)	1 (4.8)	21 (100.0)

Source: Fieldwork, 2008

Highest Educational Attainment in Relation to Expenditure by Tourists at the Hippo Site

Table 14 shows that with the exception of one high school leaver who lodged with a friend and therefore did not pay lodging fees, all 21 tourists made up of nine high school leavers and twelve university graduates paid entrance fees, safari fees and lodging fees. These mandatory access fees paid by visitors are a source of community income as suggested in the livelihood outcome section of the SL-framework.

Some of the visitors to the site took food and drink prepared by caterers in the locality. This may be likened to the group of women in St. Vincent who were engaged in producing juice to sell to tourists as a source of livelihood (United

Kingdom Travel Foundation, 2006). Responses indicated that the graduates amongst them who visited the site demanded and paid for the performance of local cultural troupes thereby enhancing their livelihood. Others who paid for transport to the site contributed towards enhancing the livelihood of the drivers operating in the site.

Table 14: Highest Educational Attainment and Expenditure at Hippo Site by Foreign Tourists

Educational level	Entrance fees (%)	Safari fees (%)	Lodging Fees (%)	Local Liquor(%)	Local Food(%)	Engaging local cultural dancers (%)	Buying Artifacts as souvenirs(%)	Others (%)
High School	9 (100.0)	9 (100.0)	8 (88.9)	2 (22.2)	1 (11.1)	-	1 (11.1)	3 (33.3)
University	12 (100.0)	12 (100.0)	12 (100.0)	7 (58.3)	6 (50.0)	6 (50.0)	5 (41.7)	5 (41.7)
Total	21 (100.0)	21 (100.0)	20 (95.2)	9 (42.9)	7 (33.3)	6 (28.6)	6 (28.6)	8 (38.1)

Source: Fieldwork, 2008

Marital Status of Tourists and their Activities at the Hippo Sanctuary

The study revealed as shown in Table 15 that 11 tourists who were not married had given donations to members of the community while five married tourists also did same. These were meant as cash rewards for the tour guides and canoe boys who went on the river safari with tourists.

Tourists also visited local compounds to interact with the people and some ate local food for the purpose of identifying themselves with the local

people. Others also had home stays with families as well as participated in local events such as cultural dancing and attending local markets in the area.

Table 15: Tourists Marital Status and Activities at Wechiau Hippo Sanctuary

Marital Status	Given a donation	Visited a local compound	Eaten local food	Played local game	Gone hiking in the forest	Had a home stay	Participated in a local event	Total of respondents
Never married	11	9	10	5	7	7	8	16
Married	5	4	4	3	3	4	3	5
Total	16	13	14	8	10	11	11	21

* These results are from multiple responses
Source: Fieldwork, 2008

Support Expected From Tourists on their Return Home

Tourists were asked what they intended doing for the sanctuary when they returned home. The responses in Table 16 was that 19 respondents would tell friends and relatives about the sanctuary and encourage them to come on visit to Wechiau while another nine respondents would come on a repeat visit. Six of them would solicit cash support in aid of the development of the area whilst another four claimed they would convince others to get involved in nature conservation and also solicit material or humanitarian aid in support of the local people responsible for the hippo sanctuary initiative.

If visitors would truly tell friends about the sanctuary then it was expected that such publicity would encourage more people to visit to the area; which with all the accompanying advantages of expenditure should impact positively on the livelihood of the people in the area.

Table 16: Support Expected from Tourists on their Return Home

Type of Support	Frequency	Percentage (%)
Convince Friends and Relations to Come on Visit To Wechiau	19	50.0
Come Back to Wechiau on a Repeat Visit	9	23.7
Solicit Cash Support in Aid of Wechiau	6	15.8
Solicit Material/ Humanitarian Aid in Support of the People	4	10.5
Total Responses	38	100.0

* These results are from multiple responses.
Source: Fieldwork, 2008

Socio-Demographic Background of Owners or Managers of Accommodation Facilities

Of the eight (8) respondents who were either proprietors or proprietresses or managers of those accommodation facilities with restaurants, six of the respondents were males while two were female. Majority of the respondents (6) had education to the tertiary level comprising basically university and polytechnic education in line with the Ministry of Tourism and Diasporan Relations' 2007

policy which mandates that graduates should occupy such senior management positions in hotels.

Again, four of the respondents were natives of the Wa Municipality, Wa East and West Districts and the other four were either natives of the rest of the Upper West Region or from elsewhere outside the Upper West Region. It was observed that seven of the proprietors/proprietresses were natives of the entire Upper West Region which by implication meant that native proprietors were more likely to plough back their profits into ventures in the study area thus reducing capital flight from the region and keep people in employment. Only one proprietor was not a native of the Upper West Region (see Table 17). Some natives are also still constructing hotel complexes in the study area (see Plate 1).



Plate 1: A Hotel Complex under Construction in Wa

Table 17: Socio-Demographic Background of Owners or Managers of Accommodation Facilities

Variable	Response	Respondents		
		Frequency	Percent (%)	Total (%)
Sex	Male	6	75.0	100
	Female	2	25.0	
Age	21-40	3	37.5	100
	41-60	5	62.5	
Highest educational attainment	Middle/JSS	1	12.5	100
	Secondary/SSS	1	12.5	
	Tertiary	6	75.0	
Religious affiliation	Christian	5	62.5	100
	Moslem	3	37.5	
Are you native of the Wa Municipal, Wa East/West Districts?	Yes	4	50.0	100
	No	4	50.0	
Are you native of the UWR?	Yes	7	87.5	100
	No	1	12.5	

Source: Fieldwork, 2008

Nature of Accommodation Facilities

Table 18 shows the nature, characteristics and capabilities of accommodation facilities. These include their classification, year of establishment, staff members and gender and origin. From the responses gathered pertaining to classification, four accommodation facilities are in the class rating of budget hotels, two were rated as guest houses while 1 and 2-star rated hotels were one each. Hence the best rated hotel in the Upper West Region is a 2-star hotel. With reference to the year of establishment, two of the hotels were established in the 1980's implying that accommodation business and employment in that sector in the study area started about two decades ago. Between 1991-2000 and 2000 to date, three hotels each belonged to these categories.

On employment while the facilities had varied staff-strengths, majority of the staff both male and female were indigenes of the Upper West Region thus suggestive that these hotels are a source of livelihood to a section of the populace. This confirms the assertion by Mitchell and Ashley (2007) that direct effects of tourism on the poor include earnings of non-management staff which are a major element of resource flow from tourism to the poor. Female employees were necessary to do the type of jobs which were in line with the cultural setting of the locality where females do cooking, clean surroundings and launder for the family.

Table 18: Nature of Accommodation Facility

Variable	Response	Respondents	
		Frequency	Percent (%)
Classification	Budget	4	50.0
	Guest house	2	25.0
	1 star	1	12.5
	2 star	1	12.5
Year of establishment	1980-1989	2	25.0
	1990-1999	3	37.5
	2000 to date	3	37.5
Number on staff	1-10	4	50.0
	11-20	1	12.5
	21-30	1	12.5
	31-40	2	25.0
Number on staff who are non-natives of the UWR	Nil	6	75.0
	1-5	2	25.0
Number of Male employees	1-5	5	62.5
	6-10	2	25.0
	11-15	1	12.5
Number of female employees	1-5	4	50.0
	6-10	1	12.5
	11-15	2	25.0
	16 +	1	12.5

Source: Fieldwork, 2008

Hotels and their Support to Communities

Hotels and Attraction Sites

Results from the research revealed that hotels in the study area helped visitors in one way or the other to get to tourist sites in some of the communities.

Table 19 shows the contributions of various accommodation facilities and their role in tourism in the area. These include discussions on attractions with tourists lodging at their facilities, provision of folders and flyers which contained information on attractions in the study area and transport arrangement.

The hotels by their responses have been contributing to tourism development in diverse ways to get tourists to attraction sites and this is in link with the gesture of Grecotel, the largest hotel chain in Greece which encourages guests to visit smaller villages with attractions in Greece (Middleton and Hawkins, 1998).

Table 19: Class of Hotel and Attraction Sites

Classification	Discussing attractions with tourists	Flyers	Provide transport	Link tourists with transport owners	Total respondent hotels
Budget	4	2	-	3	4
Guest House	2	1	-	-	2
1-Star	-	1	-	-	1
2-Stars	-	1	1	-	1
Total	6	5	1	3	8

Source: Fieldwork, 2008

Hotels and Ancillary Services Offered

Hotels were also found to be engaged in services that were of benefit to some sections of the community. As shown in Table 20, five hotels engaged the services of local cultural dancers to entertain guests at end-of-year dinner-dance occasions and also when officials of some organisations were lodging and

attending conferences there. These cultural dancers were remunerated from entrance fees and from silver collections.

This cultural element embodied in the SL-framework as a livelihood activity is therefore given a boost by the hotels. Four hotels also permitted local craftsmen to sell their wares within and around their premises but gave preference to those who dealt in local wares like leatherworks and locally woven materials. The other four indicated they did not want their guests to be disturbed hence security was given priority (see Table 20).

Most of the hotels also gave preference to local artisans' maintenance works since these local artisans were readily available and their services could be accessed on credit bases. The hotel that contracted artisans from outside the study area said their items were acquired outside the Upper West Region hence in times when repair work was needed, only those who supplied the items were relied on.

Table 20: Hotels and Supporting Services

Factor	Response	Frequency	Percent (%)
Do you engage local entertainment groups	Yes	5	62.5
	No	3	37.5
Do you permit local craftsmen to sell their wares around	Yes	4	50.0
	No	4	50.0
Who does maintenance in your facility	Artisans from locality	7	87.5
	Artisans outside the UWR	1	12.5

Source: Fieldwork, 2008

communities (Seltzer, 2004). A guest house among those established during 1990-1999 also allowed the community to draw water from its premises free of charge.

Hotels and their Source of Furnishing

Procurement of furnishing (chairs, tables, wardrobes and beds) for accommodation facilities for furnishing guest rooms, dinning rooms, conference centres etc whilst imperative for the facilities is also a means of providing jobs and income for local communities towards their livelihood. It was observed that all the accommodation facilities (that is, 4 budget hotels, 2 guest houses and the 1-star hotel) except one (2-star hotel) procured their furnishing from artisans in the Wa area, thus contributing to local incomes and livelihoods.

The regional officer of the Ghana Tourist Board intimated in an interview that:

We as an office often encourage hotels to source local materials because these were readily available and cheap to repair and if hotels adhered to this gesture they would readily be offering jobs to people within the locality which will enhance their livelihood.

Hotels and their Source of Supply for Restaurants

Observations in Table 22 indicate that all the eight hotels obtained their supply of yam, millet, maize, beans, meat (animal and poultry) fresh vegetables and groundnut paste locally from the markets and from local food contractors.

Table 22: Source of Ingredients for Hotel Restaurants

Food item	Number of hotels which Source food items locally	Number of hotels which obtain food items from imported source	Percentage (%)
Yam	7	-	87.5
Rice	-	7	87.5
Millet, Maize and Beans	7	-	87.5
Meat(Animal and poultry)	8	-	100.0
Fish	-	8	100.0
Fresh vegetables	8	-	100.0
Groundnut paste	7	-	87.5

Source: Fieldwork, 2008

A study in the Gambia has shown that the purchase of agricultural supplies by hotels and restaurants is an important element of PPT strategy in that country (Mitchell and Faal, 2006). This is also exemplified in the second conceptual framework (three pathways of benefits from tourism to the poor) that hotels engaged themselves in some form of PPT though this is rarely quantified (Mitchell and Ashley, 2007). Only one hotel did not have full restaurant services. Rice and fish were the only food items imported due to the fact that while local rice was not considered customer attractive, fish could only be sourced in commercial quantities from the southern sector of the country.

Frequency of Demand for Local and Continental Cuisine

Table 23 indicates that two guest houses and a budget hotel prepared local cuisine for guests very often while four of the accommodation facilities said they sometimes prepared local cuisine.

Table 23: Hotels and Frequency of Demand for Local and Continental Cuisine

Cuisine	Classification	Very often	Often	Sometimes	Rarely	Never	Total
LOCAL	Budget	1	1	2	-	-	4
	Guest House	2	-	-	-	-	2
	1-Star	-	-	1	-	-	1
	2-Star	-	-	1	-	-	1
Cuisine	Classification	Very Often	Often	Sometimes	Rarely	Never	Total
CONTINENTAL	Budget	2	-	-	1	1	4
	Guest House	-	1	-	-	1	2
	1-Star	1	-	-	-	-	1
	2-Star	1	-	-	-	-	1

Source: Fieldwork, 2008

By implication the request for local cuisine is not as popular as that of continental dishes. However, a guest house and the 2-star hotel stated that local rice was served upon request and that NGO's such as Plan Ghana, Japan International Cooperation Agency (JICA) and Social Enterprise Development Foundation (SEND) of West Africa often organized workshops in their hotels and

requested local rice for participants. This confirms the assertion by Erber (1992) that local agricultural produce are consumed by visitors in Western Samoa.

However observations revealed that four of the accommodation facilities indicated they prepared continental dishes very often. This by implication means that hotels made use of imported rice which reveals that cash was not staying in the local economy but was rather leaking into the hands of foreigners by way of imports. Two hotels, a budget and a guest house however indicated they never prepared continental dishes.

Chapter four analyzed the socio-demographic characteristics of respondents interviewed in the field. It also delved into the nature of some accommodation facilities especially the support hotels gave to communities with attractions. The next chapter proceeds to analyze the livelihood activities of the people in the communities visited and the impacts that tourism in particular has had on their livelihood.

CHAPTER FIVE

ANALYSES OF LIVELIHOOD ACTIVITIES OF PEOPLE IN THE STUDY AREA

Introduction

The previous chapter analyzed the background characteristics of respondents but this chapter takes a look at livelihood activities of people in the study area, those related to tourism, the factors which hindered the attainment of these activities and survival mechanisms adopted for purposes of sustenance. It analyzes interventions in tourism development from the public and civil society organizations.

Main Livelihood Activities of People in the Study Area

Results shown in Table 24 confirm farming as a major livelihood activity in all the three study sites. They all stated the methods of doing farming had not changed from the way their fore bearers did it. A livelihood activity undertaken by majority of women indicated by (86%) and which is related to farming is brewing of pito, a local alcoholic beverage consumed by people in the locality.

Attractions exist in these communities and most respondents (73%) claimed that tour guiding had become a livelihood activity. Other livelihood activities stated were trading (65%), craftwork (53%), traditional smock and cloth designing (35%); among others such as sand winning, gathering of stone.

sheabutter extraction, processing dawadawa beans and gathering of fuel wood for sale. In a FGD with women from Tokali, a participant stated that:

Many, if not all of our husbands are farmers, some do fishing because we have the Black Volta by this community, we have hunters but they don't venture around the river banks, we the women brew pito while some sell food on market days. Formally, our market activities were dominated by sale of foodstuff only but in recent times many also trade in manufactured goods. For now because tourism is fast picking up in this locality, many of the young boys are into tour guiding and canoe paddling whilst some women are into craftwork (Wechiau, April 12, 2008).

Table 24: Main Livelihood Activities of the People in the Study Area

Livelihood Activity	Frequency	Percentage of responses (%)	Percentage of Cases (%)
Farming	159	21.2	90.9
Handicraft	92	12.3	52.6
Brewing	150	20.0	85.7
Trading	113	15.1	64.6
Tour guiding	128	17.1	73.1
Smock Sewing	61	8.1	34.9
Others	47	6.2	26.9
Total	750	100.0	428.6

* These results are from multiple responses
Source: Fieldwork, 2008

Livelihood Activities Related to Tourism

Livelihood activities related to tourism as indicated in Table 25 show that 69% and 31% of male and female respectively stating tour guiding as related to tourism in the study sites. Again, 69.2% making up male respondents and 30.8%

being female respondents stated that farming was a livelihood activity related to tourism. Reasons advanced in a focus group discussion with women at Wechiau in support of the above and stated by a participant included:

Visitors ate local food as they came, For instance we fry cakes on local market days which they bought whilst others acquired raw foodstuffs, fish, guinea fowls and other livestock and sent back home enabling us to obtain income (Wechiau, April 12, 2008).

Other important activities engaged in at study sites were handicraft trade (63%) and trading (30%). In the handicraft trade items such as bead making and designing, pottery, leather works all on display in Wechiau Tourist Information Office earned the local women some income (see Plate 2).

This assertion was also put forth by a participant in a FGD with canoe boys at Wechiau that:

Leatherworks, pottery, basket designing, bead making were all handicraft works undertaken particularly by our mothers and to us, tour guiding, canoeing and employment of locales as range guards were all very related to tourism (Wechiau, April 12, 2008).

Petty trading within the precincts of the Nakore Mosque by local women also fetched them income; especially on Saturdays when people came visiting and this is in line with the findings of WTO (2004) that the poor can benefit directly or indirectly from tourism through direct sale of goods and services to visitors in the informal economy. Traditional cloth or smock designing was also significant in the souvenir trade.

Table 25: Livelihood Activities in the Study Area Related to Tourism

Gender	Tour Guiding (%)	Farming (%)	Handicraft (%)	Trading (%)	Traditional Smock and Cloth Designing (%)	Number of respondents (%)
Male	76 (69.1)	63 (69.2)	47 (74.6)	20 (66.7)	24 (58.5)	113 (64.9)
Female	34 (30.9)	28 (30.8)	16 (25.4)	10 (33.3)	17 (41.5)	62 (35.1)
Total	110 (100.0)	91 (100.0)	63 (100.0)	30 (100.0)	41 (100.0)	175 (100.0)

* These results are from multiple responses

Source: Fieldwork, 2008

Spending associated with tourism can reach the poor in different ways and one such way is employment of the poor within tourism enterprises such as attractions, resorts, hotels and tour services. These may be large enterprises or small, locally or internationally owned and in urban or rural areas and for rural communities, having the chance of a member of a household benefit from a regular paid job is reassuring (WTO, 2004). The Wechiau Hippo Sanctuary has given employment to some members of the community on “commission bases” as noted in Table 26 though on a small scale.

Table 26: Employment Statistics at the Wechiau Sanctuary Project

Category	Number employed
Tour guides	10
Range guards	10
Canoe boys	13
Cleaners at lodge	2
Cooks	4
Officials of Tourist Office	3
Total	42

Source: Wechiau Tourist Information Office, 2008

Challenges to Livelihood Activities

Table 27 shows the challenges to livelihood activities experienced in the study area. The main challenges were poor rains, impoverished soils, poverty and bush burning mentioned as the issues affecting their livelihood and these factors which are similar to the elements within the vulnerability context in the SL-framework. A participant remarked in a FGD that:

The cause of our plight is not far fetched in that the rainfall pattern is sadly changing to the worse. When I was a young lady around the early 1980's, the rains used to start around March and by April serious farming business had started and we could get fresh vegetables as ingredients. These days however, even in the months of June and July, no serious rainfall starts for farming to begin. The harvest used to be rich but in recent times it is poor (Wechiau, April 12, 2008).

Poverty or lack of capital was observed as hampering the development of business ventures particularly in handicraft and in sourcing inputs for farming. The disturbance of the habitat of hippos by natives of Burkina Faso was a problem while superstition preventing visitors from exploring the cave complexes is impeding visitor inflow to Bulenga.

Table 27: Community and Challenges to Attainment of Livelihood Activities

Community	Poor rains (%)	Impoverished soils (%)	Poverty (%)	Bush burning (%)	Superstition (%)	Others (Hippo Habitat) (%)	Total (%)
Wechiau	36	17	15	9	-	9	86
	(66.7)	(51.5)	(37.5)	(33.3)	-	(100.0)	(49.2)
Nakore	12	10	21	12	-	-	55
	(22.2)	(30.3)	(52.5)	(44.4)	-	-	(31.4)
Bulenga	6	6	4	6	12	-	34
	(11.1)	(18.2)	(10.0)	(22.3)	(100.0)	-	(19.4)
Total	54	33	40	27	12	9	175
	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)

Source: Fieldwork, 2008

Survival Strategies

Various mechanisms for coping with the challenges to livelihood were strategically used to enable the communities to survive. Table 28 shows the survival strategies used by the communities. The major survival strategies were those that were agricultural related namely fishing (natural asset from rivers and dams), dry season gardening, sale of poultry and livestock; in addition to farming itself (whose profitability was on the decline).

Non-farming activities which accounted for a fair bit of the strategies (31%) were sheabutter extraction, dawadawa bean processing, fetching of fuel

wood for sale, gathering of stone and sand for sale to building contractors and local soap making.

Table 28: Mechanisms for Coping with Challenges

Coping Strategy	Frequency	Percentage (%)
Agriculture related	188	50.3
Non-farm agriculture related	117	31.2
Income from tourism related activities	59	15.8
Remittances	10	2.7
Total	374	100.0

* These results are from multiple responses

Source: Fieldwork, 2008

These non-farm agricultural related activities are natural capitals giving rise to these livelihood activities as contained in the SL-framework. A canoe boy stated in a FGD that:

Our mothers generally are very forceful and industrious; they try to eke out a living from every available chance they foresee to be beneficial. Some mothers are very serious with the handicraft trade, whilst in our spare time they ask us to go to the fields and gather stone. They receive unexpected income from the sale of stone and sand to building contractors who often come to buy (Wechiau, April 12, 2008).

Tourism related activities such as tour guiding, sale of handicraft (see Plate 2 on Wechiau) employment in tourism information offices and cultural performance for visitors were other livelihood activities for coping with the aforementioned challenges. This relates to the claims by Hill (1993), Sharpley, Sharpley and Page

(1997) and Fleisher and Felsentein (2000) that tourism often becomes another tool for creating jobs in rural communities especially where farming is on the decline.



Plate 2: Some handicraft displayed for sale by women at the Tourist Information Office in Wechiau.

Other Tourist Goods and Services within Communities Aside from Main Attractions

There were other tourist goods and services that were observed in some communities in the area as depicted in Table 29. Home-stay, provision of local music and dance, sale of artifacts and antiques, enjoyment of indigenous food and liquor and folklore by tourists are extra livelihood activities observed in Wechiau in particular. Such livelihood activities as enshrined in the SL-framework under culture, tends to fit the Vietnam experience of income from handicraft trade on their local economy suggested by Asiedu (2005).

The chi-square statistic was used to find out whether there was a significant relationship between poverty and tourism-related activities of the people of the Upper West Region (see Appendix 7c).

Table 29: Tourist Goods and Services Possessed by Communities Aside From Main Attractions

Community	Artifacts and handicraft (%)	Home stays (%)	Local music/Dance (%)	Local cakes and pito (%)	Narration of history /folklore (%)	Total of respondents (%)
Wechiau	57 (60.6)	52 (100.0)	41 (100.0)	29 (48.3)	24 (43.6)	85 (55.2)
Nakore	12 (12.8)	-	-	23 (38.4)	8 (14.6)	35 (22.7)
Bulenga	25 (26.6)	-	-	8 (13.3)	23 (41.8)	34 (22.1)
Total	94 (100.0)	52 (100.0)	41 (100.0)	60 (100.0)	55 (100.0)	154 (100.0)

* These results are from multiple responses
Source: Fieldwork, 2008

Since the calculated X^2 (4.125) is greater than the critical X^2 (3.916) at significance level of 0.05 (2 degrees of freedom) we reject the null hypothesis in preference for the alternate hypothesis which states that *"there is a significant relationship between poverty and tourism related activities of the people of the Upper West Region"*. This by implication means that tourism-oriented activities of the people of the region had an impact on their poverty status most particularly in the positive realm.

In a FGD with canoe boys, a participant stated that:

The foreigners are interested in our traditional music and dance. When they arrive at the Tourist Information Office at Wechiau, they are briefed about our attractions including our music and dance. When they come visiting the locality in huge numbers and invite us, we always quickly mobilize ourselves and head towards the local lodge to perform for them. A performance session costs GH¢30.00 but on the other hand if they are not inviting us, we usually still organize ourselves to go and perform for them and whatever they give us in a form of silver collection, we are happy with it. They usually say our dance is very sportive and some of them try to join the troupe and learn how to perform our traditional dance while some take photographs during such sessions (Wechiau, April 12, 2008).

Perceived Benefits Derived by Communities from Tourism

One of the greatest benefits to the communities is donation to schools in the form of school uniform, books, footballs and jerseys and used cloths, praying mats, food aid and cash among others as shown in Table 30 which tend to enhance their livelihood as illustrated in the livelihood outcomes in the SL framework.

We have benefited enormously from tourism in this locality, we have clean water now from boreholes and our sisters and mothers no longer have to walk long distances to get water from the river for our homes, we have a school now and our siblings are in school now, our compounds have solar lamps for pupils to study at night, we have foreigners coming to visit and interact with us, they attend our local market and participate in our local activities, we occasionally get donations from these visitors, some of our chiefs have gone abroad because of this hippo sanctuary project and we are becoming famous within the Ghanaian tourism parlance, was a remark by a male participant in a FGD (Wechiau, April, 12, 2008).

In Wechiau responses revealed the provision of borehole water, establishment of schools, provision of solar lamps and visits by chiefs to Calgary, Canada as magnificent benefits afforded them through tourism and can be linked to

increased wellbeing in the livelihood outcomes of the SL- framework (see Plate 3).

The school block donation in Talewona in the Wechiau Traditional Area can be linked to a similar situation where a tourist jointly financed the construction of a school block with the Sunyani Municipal Assembly in Bofourkrom (Baah, 2008). This is also in link with the statement that tourism spending can reach the poor through voluntary giving or support by tourists (WTO, 2004).

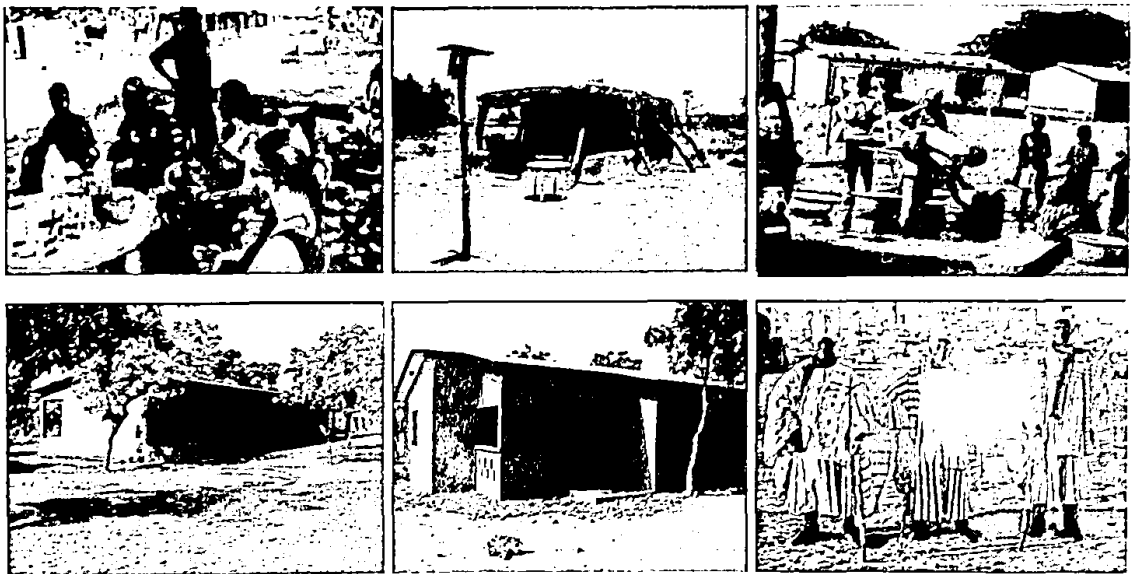


Plate 3: Picture scenes showing some benefits derived by Wechiau Communities from tourism

Inset:

- Top left: Some tourist taking pito, a local liquor that is brewed for sale
- Down left: School block donated by a group of tourist from Canada
- Centre up: Proceeds from the community project used in providing solar lamps in individual compounds.
- Centre down: Teachers quarters provided by tourists from Canada
- Top right: Proceeds from the hippo project been used to provide potable water
- Down right: Three eminent chiefs from Wechiau in Canada upon initiating the community hippo project

Table 30: Perceived Benefits Derived by Communities from Tourism

Community	Income from handicraft (%)	Income from sale of local food and drink to tourists by women (%)	Donations to schools and town folks (%)	Generation of revenue to the community (%)	Provision of boreholes, Schools and solar lamps (%)	Visits abroad by chiefs (%)	Popularity and fame (%)	Total Respondents (%)
Wechiau	43 (68.3)	23 (71.9)	55 (61.8)	35 (40.2)	35 (100)	23 (100)	28 (46.7)	86 (49.1)
Nakore	7 (11.1)	4 (12.5)	19 (21.3)	39 (44.8)	-	-	11 (18.3)	55 (31.0)
Bulenga	13 (20.6)	5 (15.6)	15 (16.9)	13 (15.0)	-	-	21 (35.0)	34 (19.9)
Total	63 (100.0)	32 (100.0)	89 (100.0)	87 (100.0)	35 (100.0)	23 (100.0)	60 (100.0)	175 (100.0)

* These results are from multiple responses

Source: Fieldwork, 2008

Table 31 indicates arrivals and revenue to the site over the years since the establishment of the site in 1999. The revenue which is communally owned is being used to provide basic necessities such as potable water, solar lamps and fending for needy pupils which is contributing to poverty alleviation. In an interview with the Regional Officer-In-charge of the Ghana Tourist Board, he stated that:

The Hippo Sanctuary is the most popular attraction in the Upper West Region by way of visits, it yielded the highest revenue in the region and the benefits are spread evenly within the catchment communities hence leaving it with a huge potential for PPT.

Table 31: Annual Arrivals and Revenue to the Wechiau Hippo Sanctuary

Year	Arrivals	Revenue in Ghana Cedis (GH¢)
1999	17	GH ¢ 9.7
2000	45	GH ¢ 56.3
2001	227	GH ¢ 421.1
2002	476	GH ¢1,397.7
2003	773	GH ¢2,726.7
2004	1,504	GH ¢8,114.4
2005	941	GH ¢5,073.3
2006	1,656	GH ¢8,518
2007	1,856	GH ¢11,725.3

Source: Wechiau Tourist Information Office

Intervention in Tourism Development by Local and Non-Local Partners

It was evident as indicated in Table 32 that only the Wechiau Community Hippo Sanctuary received some intervention in the form of financial and technical aid in its tourism development. Donors of such support were Nature Conservation Resource Centre (NCRC) a local NGO based in Accra; and International Development Partners such as USAID, SNV-Ghana, the Earth Watch Institute and Calgary Zoo in Canada. Such interventions tend to relate to Policies, Institutions and Processes (PIP's) in the SL-framework. In a focus group discussion with canoe boys, a participant stated that:

There were interventions in tourism development in this area which is made evident as seen by some foreigners, who came from Canada to

establish a school for us due to our efforts at protecting wildlife in the locality (Wechiau, April, 12, 2008).

Table 32: Perception on Interventions by Local/Non-Local NGO's in Tourism Development

Community	Responses		Total (%)
	Yes (%)	Nil (%)	
Wechiau	82 (95.3)	4 (4.7)	86 (100.0)
Nakore	-	55 (100.0)	55 (100.0)
Bulenga	-	34 (100.0)	34 (100.0)
Total	82 (46.9)	93 (53.1)	175 (100.0)

Source: Fieldwork, 2008

Support from Municipal/District Assemblies

Municipal and District Assemblies do directly or indirectly support tourism development in one way or the other. Table 33 shows that in all communities, the Municipal/District Assemblies had supported local people to engage in petty trading and handicraft works through loans from the Poverty Alleviation Fund and from Microfinance and Small Loans Scheme (MASLOC).

A female participant stated that:

We sometimes get loans from the Wa West District Assembly to engage in income generating ventures but these monies are meager and not able to match up our expectations (Wechiau, April 12, 2008).

The Wa West District Assembly has further constructed a link road between Wechiau and Talewona (hippo site) for easy access to the site. The District Planning Officer for Wa West confirmed further road links in the area as follows:

Plans are far advanced to link all the seventeen communities within the catchment area by feeder roads instead of footpaths and we are also making frantic efforts at providing sanitation facilities such as refuse collection bins at the local lodge.

Natives of Nakore also indicated that the Municipal Assembly was frantically tarring a road to link up with the village and beyond and this was to boost travel. This is in line with the opinion that; the infrastructure required for tourism development like road network and transport is of paramount importance to poor residents and can uplift an area for their development (Bennett, Roe and Ashley, 1999,: WTO, 2004). In Bulenga, 65% stated they had benefited from the Wa-East District Assembly in terms of loans and that such monies were channelled into small scale local cloth weaving.

The chi-square statistic was used to determine whether significant relationships existed between respondents' community of residence and their perceptions on support from their respective District/Municipal Assemblies. Since the calculated X^2 (3.847) is less than the critical X^2 value of (5.991) with significance level pegged at 0.05 (2 degrees of freedom)(see Appendix 7c) we failed to reject the null hypothesis which stated that "*there is no significant relationship between respondents' community of residence and their perceptions on support from their respective Municipal/District Assemblies*".

Despite support from assemblies indicated by respondents in Table 33, the chi-square statistic by interpretation also means that the various communities

from which respondents originated were not in anyway linked to their perceptions on support from their respective assemblies. Each community's perception on support levels could therefore be peculiar to them since their attractions were not similar and as such support schemes could be viewed as not related by way of community of residence.

Table 33: Perceived Support from Municipal/District Assemblies

Community	Responses		Total (%)
	Yes (%)	No (%)	
Wechiau	47 (54.7)	39 (45.3)	86 (100.0)
Nakore	42 (76.4)	13 (23.6)	55 (100.0)
Bulenga	22 (64.7)	12 (35.3)	34 (100.0)
Total	111 (63.4)	64 (36.6)	175 (100.0)

Source: Fieldwork, 2008

Identifiable Tourist Groups Frequenting Sites

Distinct groups of tourists identified by the communities as being frequent at their attraction sites, as presented in Table 34 were mainly Europeans and Africans in the Diaspora. While European tourists favoured Wechiau (80.2%) and Nakore (67.3%), Africans in the Diaspora favoured Bulenga (55.9%). The two groups of tourists were easily identified due to their generosity and their willingness to pay more to access available facilities. The Regional Officer of the Ghana Tourist Board in an interview indicated as follows:

The levels of foreign visits to these sites were enormous in the region. This was mainly due to the fact that Nakore-Wechiau is a "tourist belt" in the region because both towns are lying along the same route. Visitors therefore used the principle of "killing two birds with one stone" to access these attractions in these localities.

The citizens of Bulenga related more to the Africans in the Diaspora because they tended to be sympathetic to their history. This is probably in line with the assertion contained in the GPRS II document which states that Ghana's comparative advantage in the tourism sector included historical, cultural and archaeological sites that attract regional and international tourists including African-Americans interested in Ghana's history in slavery. Hence Table 34 indicates the target market of the localities to which attention should be drawn.

Table 34: Perceived Tourists Group Frequenting Sites

Community	Europeans (%)	Africans in Diaspora (%)	Ghanaians (%)	Total (%)
Wechiau	69 (80.2)	2 (2.3)	15 (17.5)	86 (100.0)
Nakore	37 (67.3)	6 (10.9)	12 (21.8)	55 (100.0)
Bulenga	10 (29.4)	19 (55.9)	5 (14.7)	34 (100.0)
Total	116 (66.3)	27 (15.4)	32 (18.3)	175 (100.0)

Source: Fieldwork, 2008

Arrivals in Wechiau

Information in Table 35 from the Tourist Information Office supports the claim of locales that foreign traveller was the most frequent. A female participant from Tokali in a FGD indicated that:

The "light skinned visitor" was the most frequent, we see them trooping in during the dry season, they mingle with us easily; they stay in the local lodge whilst some are interested in home-stays which we are very happy about. The native Ghanaians also come on visit but they tended to go back hurriedly to Wa when the sun begins to set (Wechiau, April 12, 2008).

It was only 2006 and 2007 that the trend changed with nationals dominating mainly due to well displayed signage on all major routes leading into Wa Township and radio publicity which serves as both advertisement and a teaser. The recent trend in arrivals whereby native Ghanaians are beginning to patronize the facility has implications for domestic tourism development.

Table 35: Domestic and Foreign Arrivals in Wechiau

Year	Total Inflow	Number of Ghanaians	Number of Foreigners
1999	17	-	-
2000	45	-	-
2001	227	122	105
2002*	476	141	335*
2003*	773	329	444*
2004	1,504	870	634
2005*	941	391	550*
2006	1,656	1,144	512
2007	1,856	1,183	673

*Represents arrivals dominated by foreigners
Source: Wechiau Tourist Information Office

Management Roles and Sustainable Use of Attractions

The three communities each had a different way of protecting their attraction so as to promote sustainability. In Wechiau, 38.4% (see Table 36) of the respondents said they safeguarded the attraction by not allowing hunting fishing or felling of trees within the core zone.

Table 36: Management Roles aimed at Sustainable Use of Attractions

Community	Management roles							Total (%)
	No fishing, hunting and felling of trees at core zone (%)	Anti-poaching, implemented by range guards and fishermen (%)	Regular community educational meetings (%)	Cleaning and regular maintenance (%)	Regular use of facility for prayers (%)	No quarrying or blasting activity around attraction (%)	Nothing specific is done(%)	
Wechiau	33 (38.4)	23 (26.7)	30 (34.9)	-	-	-	-	86 (100.0)
Nakore	-	-	-	42 (76.4)	13 (23.6)	-	-	55 (100.0)
Bulenga	-	-	-	-	-	21 (61.8)	13 (38.2)	34 (100.0)
Total	33 (19.0)	23 (13.1)	30 (17.1)	42 (24.0)	13 (7.4)	21 (12.0)	13 (7.4)	175 (100.0)

Source: Fieldwork, 2008

Another 35% said there were regular educational meetings to conscientize the community with regard to the value of the attraction to the community while (27%) indicated that poaching was not allowed in the river and it was the most serious of the offenses in the locality (see Plate 4 on main attraction).

In an interview with the planning officer for Wa-West District Assembly, he stated that:

Members of the management board met monthly to take decisions regarding best practice, to inquire as to whether there were any problems emerging at the site and to see if there was the need for sourcing support from any quarters pertaining to the sustenance of the sanctuary. He as the planning officer represented the District Assembly at such meetings whilst the rest of the communities had two representatives each at the meeting.

In a FGD with canoe boys at Talewona pertaining to protecting the animals against poaching, a canoe boy also stated that:

Fishermen were tasked to safeguard the resource particularly in the night as they went fishing so that the range guards guarded the animals in the day; hence there was 24hour surveillance over the core zone (protected area)(Wechiau, April, 12, 2008).

In Nakore 76% of respondents indicated that cleaning the mosque and constant renovation works by women was a measure to ensure longevity of the attraction. Another measure to ensure the longevity of the attraction was that they constantly prayed in it or else they claimed it will collapse and this was said by 24% of the respondents (see Plate 5 on main attraction).

Majority of the respondents in Bulenga (62%) said no quarrying or blasting activity was allowed while 38% indicated that nothing specific was done to maintain their attraction (see Plate 6 on main attraction). The sustainable use of attractions is one of the elements of the livelihood outcomes of the SL framework which implies that as natives within an area where a tourist attraction exists, much will be done within their capacity to protect it and ensure its sustainable use as it begins to generate revenue to the locality.



Plate 4: Main attraction at Wechiau, which are the hippos in the Black Volta

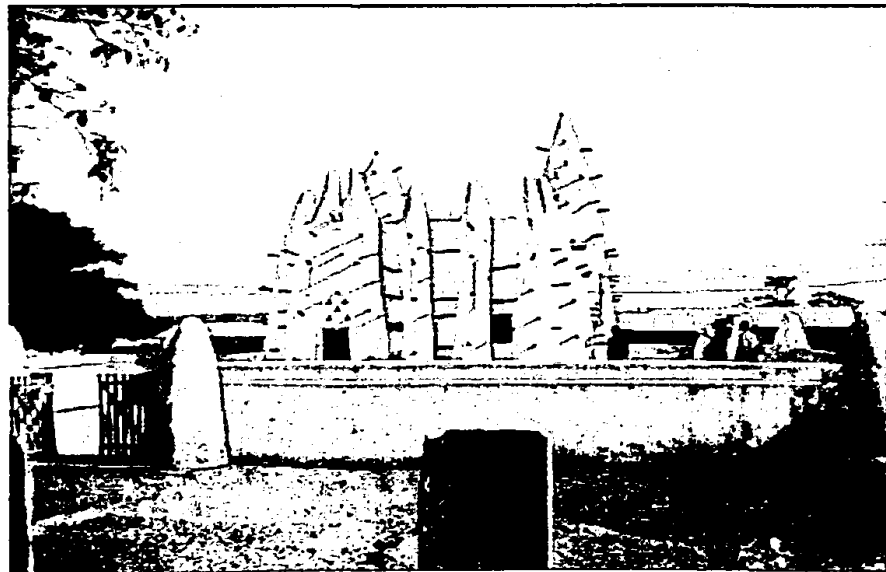


Plate 5: The Ancient Mosque at Nakore (edifice built in 1516)

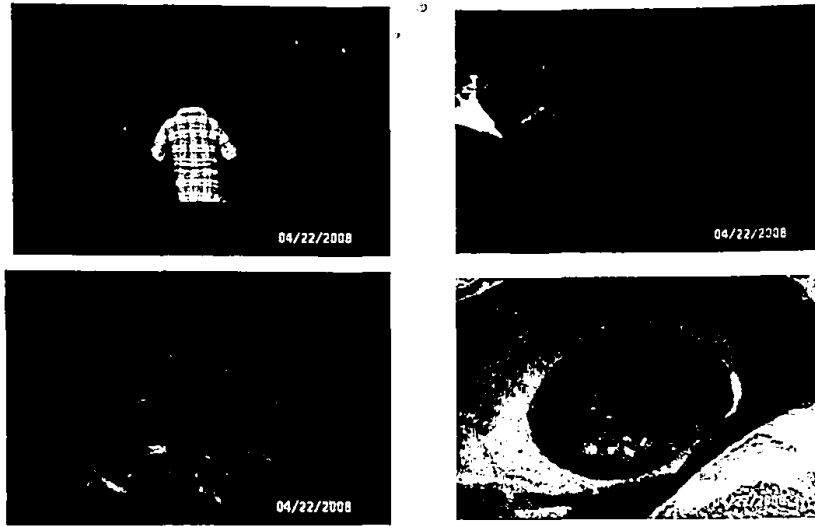


Plate 6: Rocks, Caves and Tunnel Complexes in Bulenga

Inset:

- Left top: Entrance to a cave complex
- Left down: Remnants of grinding stone in a cave
- Right top: Tunnel complex
- Right down: Source of drinking water for locales during hideout at the caves

Application of the Sustainable Livelihood Framework to the Study

A popular framework often used by most organizations delving into poverty related studies and issues is the SL-framework. The model for this study is sub divided into six sections namely Background characteristics, Livelihood activities, Vulnerability context, the Livelihood assets (Asset Pentagon), Livelihood activities, Policies, Institutions and Processes (PIP, s) and Livelihood outcomes.

Firstly, the study reviewed conditions that militated against the livelihood of people in the communities visited and these were stated as long dry season, low rainfall in recent times and impoverished soils as a result of over use including poverty as the conditions which made them vulnerable.

Given these conditions which made these people vulnerable, they had certain assets such as land, wildlife, rivers, dams and complex rock formations (natural capital) in their communities. Others included local architecture (mosque) narration of history or folklore and festivals which also formed the socio-cultural capital component. Physical capital included markets and good roads which were constructed to link sites.

The human capital included the skills acquired, energy or physique in the people enabling them to do work for instance communal labour in the construction of a new lodge at Wechiau. Financial capital was also possessed by way of institutions such as Assemblies providing loans for them to engage in tourism and other related businesses. Other sources of financial capital were remittances and pensions.

The livelihood strategies within the asset pentagon gave rise to livelihood activities. These livelihood activities were farming and rearing including fishing. Others were tour guiding and other tourism related activities such as handicraft works, performing cultural dance to entertain visitors at a fee, clothe sewing and designing including sale of food items around tourism facilities (physical capital, natural capital, socio-cultural capital).

These tourism related activities came with other benefits such as donations from visitors which enhanced livelihood. The tourism facilities such as mosque, the hippo sanctuary or the caves and tunnel complexes yielded some revenue to the communities and it is significant to state that these were been enhanced by the visits. Hence farmers selling some of their produce to visitors like food stuff,

animals or fish, locales selling handicraft to visitors were all ready markets also availed by visits.

The Municipal and District Assemblies also played a part in terms of intervention by creating link roads (physical capital) as said by the people of Nakore and Wechiau pertaining to the Wa Municipal Assembly and the Wa-West District Assembly tarring a road to link Nakore and the footpaths linking the hippo sanctuary was replaced with a feeder road which improved access to these sites.

Others included interventions by NGOs in the hippo sanctuary such as Calgary Zoo in Canada and USAID aiding the area with financial support for baseline studies, Hotels also helped by way of displaying pictures, posters and leaflets in guest rooms on attractions and in sourcing food from local suppliers within. These intervention measures referred to in the framework as Policies, Institutions and Processes captioned under public and private domain had led to a good degree of access to the areas thereby leading to easy movement of visitors to the sites.

The outcome of increased visits to these areas is that more income is generated to the community, income from sale of handicraft and cultural performance by the locales were also enhanced. Donations by tourists may be beneficial such as school blocks and school equipment such as books, footballs and jerseys leading to improved wellbeing and as these benefits accrued more they (locales) will do everything within their capacity to sustain the resource as enshrined in livelihood outcomes of the framework.

The chapter has analysed the livelihood activities of people at the three study sites visited and more so how tourism was impacting on these localities that were with attractions. The chapter also provided an insight on how the SL-framework was applied to the study. The next chapter provides a summary of key findings, conclusions that can be drawn from the findings and makes recommendations that may be necessary to policy makers.

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The main objective of the study was to ascertain how the tourism-oriented activities of the people could be improved to help reduce the poverty level: The study also sought to examine the potential of PPT using the three administrative areas as a case study.

Specifically, the study sought to:

- (i) Study the dynamics of the livelihood activities of the people and how they relate to tourism;
- (ii) Analyze the factors that facilitate or constrain these livelihood activities of the poor;
- (iii) Examine the poverty reduction impact of tourism using these livelihood activities;
- (iv) Assess the role of both public (assemblies) and private (civil society) sectors in the promotion of PPT in the study sites;
- (v) Make recommendations on the way forward.

The study was guided by an adapted version of the Sustainable Livelihood Framework posed by DFID (1999). In order to achieve these objectives stated above, data was sourced from three communities which had tourist attractions. A sample size of 192 respondents was arrived at employing Fisher et al (1998)

formulae. The sample size was apportioned taking into consideration the population size of the communities visited. Wechiau which had the largest population size was assigned 90 respondents; Nakore followed with 60 respondents whilst 48 was assigned to Bulenga.

In all three communities both probability and non-probability methods were employed in sourcing information from respondents. Those who were in direct link with management of the attractions were purposely selected while the simple random method was used in selecting household heads to respond.

The statistical technique which was employed to analyze data was the chi-square (X^2) statistic. It was employed to measure the degree of relationship between poverty and tourism related activities of the people of the Upper West Region, community of residence and perceptions on extent of poverty in the study area in addition to finding out if there was a relationship between respondents' community of residence and their perception on support from their respective Municipal/District Assemblies.

The rest of the chapter discusses the main findings, policy implications of the study, conclusions and make recommendations on the way forward.

Summary of Findings

The main findings of this study are as follows:

Majority of the respondents in the three communities were between the ages of 30-49 and this accounted for a total of about 50% while many again had no formal education (51%) in all three communities. The study also revealed that

poverty was on the higher side in the Wa Municipality, Wa East and West Districts as stated by all respondents to the assertion in all three communities visited. The chi-square statistic showed respondents' community of residence had no significant relationship with their perceptions on extent of poverty in the study area.

Tourists (62%) met at Wechiau indicated their uttermost satisfaction with their experiences therein. Many spent money on handicraft, transport to site, accommodation, local food, access fees and tips. Majority of them (50% of responses) indicated they will inform friends and relatives about the site and encourage them to visit.

Accommodation facilities within the study area were in the class rating of budget hotels, guest houses, 1-star and 2-star had many (50%) of their owners or managers being natives of the three districts and had been educated to the tertiary level. It also came to the fore that hotels vigorously promoted attractions within the study sites. The study also showcased hotels giving support to their immediate communities and sourced their furnishing (beds, tables, chairs and wardrobes) from local artisans within the Wa Municipality and likewise for their restaurants, all foodstuffs were sourced locally aside from rice and fish.

In all three communities, a total of 91% of respondents indicated that farming was a major livelihood activity while brewing of pito, a local alcoholic beverage, a trade undertaken solely by women was stated as second to farming both of which were much linked. Farming however was considered not lucrative based on the changing rainfall pattern and the impoverished soils, bush burning

and poverty which they claimed were serious challenges to their livelihood activities. Despite these challenges, responses (50%) indicated that their survival strategies were agricultural related with a fair bit from non-farm agricultural activities. Tourism related activities such as tour guiding, craftworks and smock designing were also stated as part of the survival strategies.

The communities benefited from tourism and these benefits were stated as revenue to the larger community, income from handicraft, donation of school blocks (in Wechiau) and school equipment such as books, footballs and jerseys including prayer mats and used clothes in the other communities. Here, the chi-square statistic showed that a significant relationship exists between poverty and tourism-oriented activities of the people of the Upper West Region.

Intervention (NGO, s) in tourism development in Wechiau, of both local and non-local origin (indicated by 96% of respondents) were found to exist, whilst the District Assembly supported in its own little way in the promotion of tourism. The chi-square statistic showed that no significant relationship existed between respondents' community of residence and their perceptions on support from Municipal/District Assemblies towards tourism development. That is, independent of each community, their perceptions on levels of support coming from the local assemblies were not in consonance with one another.

The findings also revealed that all three communities took steps aimed at ensuring longevity of their attractions. In Wechiau, responses (27%) indicated that poaching was not allowed in the sanctuary and the forest reserve along the banks of the river was not to be tampered with. Management also constantly met to

review the progress in the sanctuary. In Nakore, 76% indicated that the mosque was regularly renovated by women while in Bulenga, quarrying activities were not allowed around the rock and cave complexes as indicated by 62% of the respondents.

The high poverty levels stated by respondents in the study area meant that various government intervention policies in terms of poverty reduction in the locality were not yielding the desired results. Tourism activities are found to be making impacts on communities that are serious minded about tourism development. The poverty reduction impacts of tourism are eminent because the customer comes to the product. It is on record that, the three northern regions received the least of projects financed from the Highly Indebted Poor Countries Initiative (HIPC) (see Table 37) and that poverty was not a criterion for disbursement of such funds, though such funds were intended for the most deprived (Social Enterprise Development Foundation, 2006). In a study in Great Britain, it was found out in an attempt to combat poverty; the political actions that were taken had a cumulative effect in reshaping and recreating the concept in itself again (Alcock, 1993) and this is the scenario found in the study area.

Table 37: Distribution of HIPC Funded Projects among the Three Northern Regions for 2002 and 2003

Sector	Northern Region	Upper West Region	Upper East Region
Education	54	21	22
Health	27	11	22
Production and Employment	-	3	1
Water	10	5	3
Sanitation(refuse bins and Toilets)	49	11	18
Grand Total	141	51	66
National Total(HIPC Funded Projects)	1516	1516	1516
Grand Total as a percentage of National Total	9.2	3.4	4.4

Source: Social Enterprise Development Foundation, 2006

* If the projects were aggregated by region, the three Northern Regions received only 17% of the HIPC funded projects which were executed in 2002-2003. The table shows the share of the various projects that went to the three poorest regions respectively.

The GPRS I document states that employment generation activities alternative to farming is what is necessary in bringing out the people in the locality from their existential poverty, the results from this research reveal that not much is done to utilize such resources as tourism which could be a basis for pro-poor growth.

Revelations from Wechiau in terms of foreign visits imply that rural tourism could be a good basis to pursue which could benefit local people and it therefore means the Ghanaian tourism development plans should be pro-poor oriented with emphasis on developing a rural tourism agenda. Recent revelations in Wechiau also indicated that natives are beginning to patronize the facility and as such there was an indication that domestic tourism is picking up and this should be looked at diligently by way of promotion.

Conclusions

The thesis has investigated the potential of tourism in poverty reduction particularly looking at the issue from a pro-poor dimension and has found that there is optimism that a committed development of the locality through the channelling of HIPC funds to communities with attractions, with emphasis on the development of craft villages, (specializing in the art and craft of the local people) rural agriculture (farm tourism) and traditional housing modes for visitors with local catering facilities in places such as Wechiau, will lead to a successful tourism agenda as the potential exists therein. This form of orientation is worth pursuing as the hypothesis test also testifies to the fact that a significant relationship exists between poverty and tourism-oriented livelihood activities exemplified by the benefits obtained.

The Wechiau Community Hippo Sanctuary specifically satisfies the PPT criteria from the findings in view of existence of intervention. These interventions (supports) from the assemblies are not linked in magnitude by way of perception

of the various communities as the hypothesis result states that no significant relationships existed between community of residence and perceptions on support from the assemblies. However, with regard to the PPT principle, revenue accruing is being used to provide basic necessities for all communities within the catchment area. Some locales are also employed and receive monthly income on commission bases. A brisk mini market also exists around the Ancient Mosque in Nakore catering to tourists on Saturdays in particular and locales report that the impact in the locality is substantial in terms of income to women; hence the attraction impacts on their livelihood. Natives of Bulenga speak of income accruing to tour guides. The PPT principle therefore states that as tourism businesses begin to accrue some benefits to the poor, then that tourism agenda can be described as such.

Some of the arrivals in particular years have been dominated by foreign nationals and the value of the foreign traveller in terms of receipts far outweighs the domestic visitor. That aside, the foreign tourist was more ready and willing to stay, interact and appreciate their way of life (culture) better than the domestic traveller many of whom were day trippers rather than tourist and tended to bounce back into their transport in readiness to get back to Wa. It therefore came as no surprise when majority of respondents in all communities visited said they preferred foreign nationals at their attractions. Hence trends are changing and the conclusion can be drawn that foreigners are beginning to venture that far.

Accommodation facilities in the Wa Municipality have played a significant role in the study area by preparing and aiding tourists who use the

regional capital as a staging post to get to attractions. They also source most of their furnishing and food locally. The conclusion here is that there is good collaboration between some local suppliers and hotels on one hand and also between the attraction sites and the hotels on the other whereby some hotels willfully displayed posters of attractions in the study sites within the lobby of their facility including leaflets in guest rooms. This is a positive development on the side of the hotels that can be described as an intervention. Again with accommodation facilities employing natives of the area and sourcing their furnishing and foodstuffs from local farmers, it can also be concluded that they are engaging in pro-poor ventures thus addressing the first objective of livelihood activities of the locality and how they relate to tourism.

Recommendations

The tourism sector is said to be multi-faceted and possess links with other sectors of the economy and thus leaves the sector with lots of pro-poor benefits to be derived, hence, it is hereby recommended that:

1. Making tourism rural-oriented is a crucial factor in the success of the tourism agenda in the study communities and no attempts should be made to depart from the current practices therein. More typical home sheds, local catering facilities, traditional crafts such as xylophone manufacture, indigenous textile spinning industries should be encouraged whilst other activities such as angling and archery, be introduced in Wechiau so as to enable the visitor stay longer and spend more to benefit the community.

2. The local communities should be economically empowered through the provision of irrigation facilities to promote a thriving agricultural industry especially in the long dry season to keep them engaged all-year round. This will encourage supplies to businesses that are hospitality related and go a long way to enhance their livelihood.
3. Credit schemes such as Microfinance and Small Loans Scheme (MASLOC) which operate within the ambits of the assemblies should be expanded to benefit more people in such rural areas. This will go a long way to promote and encourage the indigenous crafts industry. Furthermore, the Ghana Tourist Board in conjunction with the assemblies should provide Tourists Information Offices in such communities with attractions to afford display of wares. This will serve as a central marketing point which will enable the locales obtain income from visitors.
4. There is the need for more educational campaigns in some of the communities with attractions by stakeholders in the tourism sector. Some traditional practices which impede visitor inflow such as offering sacrifices to local deities before access is granted the visitor should be modified. It is common knowledge that traditions do change and for benefits to flow fully to the community, modifications enhanced by tactful education are necessary.
5. As suggested by some tourists, local tour guides should be given regular training in hospitality services and in particular also learn the names of tree and bird species in the forest ecosystem around the Black Volta.

Furthermore, there is the need for tour guides to teach the visitor the uses to which some trees in the forest are put to locally. This will make hiking in the forest both a study tour and fun for the visitor.

6. Domestic tourism should also be vigorously promoted and as part of a marketing strategy of the sites, the regional office of the Ghana Tourist Board in collaboration with the communities that possess attraction should provide sign posts advertising and directing visitors to these attractions as in the case of Wechiau which has well displayed signage. This will serve a good purpose of "teasing" natives in particular to also visit attractions.
7. There should be a regular cross border collaboration with the natives of neighbouring Burkina Faso with whom we share a common boundary (Black Volta). It came to the fore during the study that the section of the river often referred to as 'core zone' where the animals are located is an area of intense human activity by the Burkinabe's. Such collaboration will pave the way to them ending these activities, after all it has been found that two communities in that country benefit from a school facility provided by tourists in the Ghanaian section.

Suggestions for Further Research

A number of issues have been identified and hereby suggested for further research namely:

1. An inventory of attraction sites in the Upper West Region.

2. The contribution of restaurants and chop bars in tourism development in the Upper West Region.
3. The extent of involvement of Municipal and District Assemblies in tourism development in the Upper West Region.
4. An inventory of indigenous suppliers to accommodation facilities in the Upper West Region.

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APPENDIX 1

UNIVERSITY OF CAPE COAST DEPARTMENT OF GEOGRAPHY AND TOURISM

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION OF GHANA

QUESTIONNAIRE FOR COMMUNITIES

Dear Sir/Madam,

This study is being undertaken for an M.Phil Tourism degree in the above department. I will be most grateful if you can take part in the study by providing responses to the questions below. Rest assured that this is a purely academic exercise and I can further assure you that the information you will provide will be treated as confidential.

MODULE A: PERCEPTIONS ON POVERTY

1. Indicate the extent to which you agree or disagree with the following statements using the scale provided.

1. Strongly agree

4. Disagree

2. Agree

5. Strongly Disagree

3. No opinion

STATEMENT	1	2	3	4	5
a) In the Wa area in general there is widespread poverty					
b) Lack of food, clothing, inability to pay school and medical bills, poor shelter are some indicators of poverty					
c) These conditions stated above are very prevalent in the Wa area					
d) We can use our attractions in the Wa area to help reduce poverty					
e) Poverty reduction is a collective effort of the community including local and foreign development partners					
f) The poor in the region also possess assets such as wildlife, labour and culture					
g) Employment opportunities/generation alternative to farming is necessary for the people of the region					
h) Rain fed farming, long dry season, bushfires and occasional floods are some factors leading to vulnerability of the people in the region.					

MODULE B: LIVELIHOOD ACTIVITIES IN THE LOCALITY

2 The main livelihood activities of the forebears in the locality generally included (tick all that is applicable)

- a) Farming { }
- b) Handicraft (weaving, carving, leatherworks etc) { }
- c) Brewing { }
- d) Trading { }
- e) Tour guiding { }
- f) Tailoring/seemstressing { }
- g) Others (specify).....

3. The current livelihood activities of people in the locality generally include (tick all that is applicable)

- a) Farming { }
- b) Handicraft (weaving carving leatherworks etc) { }
- c) Brewing { }
- d) Trading { }
- e) Tour guiding { }
- f) Tailoring/seemstressing { }
- g) Others.....

4. (i) Which of these current livelihood activities do you think are related to tourism

.....

5. (i) What are the challenges to the attainment of these livelihood activities of the people you have stated above?

.....

.....

(ii) How are the people able to cope with these challenges?

.....

.....

.....

.....

6. What factors enhance these livelihood activities of the people in the area and why do you say so?

.....

.....

7. What's the state of tourism development in the area? (Regarding visits, efforts at developing the attractions and promotion)

.....
.....

8. Who will you say is a tourist?

.....
.....

9. (i) Do tourist visit attractions in your community?

Yes { } No { }

(ii) If yes, which group of tourists are the most frequent to your attraction sites?

a) Whites (Europeans) { } b) Blacks in Diaspora { } c) Native Ghanaian { }

(iii) Aside from attractions what other touristic goods do you have to offer or sell to visitors?

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

10. What benefits do you derive from these tourism related activities?

.....
.....

MODULE C: STAKEHOLDER CONTRIBUTION

11.(i) Do you have knowledge on policies of using tourism to help the poor benefit in the locality?

a) Yes { } c) Don't know { }

b) No { }

(ii) If yes what are some of these policies about?

.....
.....

.....
12 (i) Is there any form of intervention by local and non-local partners (NGO's) to help in tourism development in the locality?

a) Yes { } No { }

(ii) If yes, please name these.....

13 (i) Do you have any form of support coming the way of the community from the Municipal/District Assemblies or any other body? a) Yes { } b) No { }

(ii) If yes in which of the following forms? (Tick as applicable)

a) Loans/credit { }

d) Personnel provision { }

b) Training and empowerment { }

e) Provision of infrastructure { }

c) Advertising { }

f) others (specify).....

14. What will you like to see done by the regional office of the Ghana Tourist Board in the locality in terms of tourism development?

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

15. How should the district/municipal assembly contribute to tourism development in the area?

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

MODULE D: THE WAY FORWARD

16. What do you think should be done in this area to change tourism to benefit the poor?

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

17. What type of tourist will your community prefer and why?
-
-
18. What contributions are you willing to make in any future tourism development projects in the locality
-
-
-
19. What measures are the community members putting in place to ensure the sustainability of the resource (attractions)?
-
-
-

MODULE E: SOCIO-DEMOGRAPHIC CHARACTERISTICS

20. Age
21. Sex a) Male { } b) Female { }
22. Occupation
- a) Farmer { }
- b) Trader { }
- c) Craftsman { }
- d) Tailor/seamstress { }
- e) Others (specify).....
23. How long have you lived in the community.....
24. Religion
- a) Christian { } c) Others (specify).....
- b) Moslem { }

25. Marital Status a) Married { } b) Single { } c) Divorced { }

26. Educational Background

a) No formal education { }

b) Basic education { }

c) Secondary { }

e) Tertiary { }

APPENDIX 2.

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

**POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION
OF GHANA**

QUESTIONNAIRE FOR MANAGERS/OWNERS OF ACCOMMODATION FACILITIES

(HOTELS AND GUEST HOUSES)

Dear Sir/Madam,

This study is being undertaken for an Mphil Tourism degree in the above department. I will be most grateful if you can take part in the study by providing responses to the questions below. Be assured that it is a purely academic exercise and I can further assure you that the information you will provide will be treated as confidential.

MODULE A: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1. Age.....

2. Educational Background
 - a). No formal Education { }
 - b). Primary { }
 - c). Middle/JSS { }
 - d). Secondary/SSS/Vocational { }
 - e). University/Polytechnic/Training college { }

3. Religion
 - a) Christian { }
 - b) Moslem { }
 - c) Others (specify).....

4. Sex Male { } Female { }
5. Nationality.....
6. Are you a native of the Wa region (that is Wa including the two newly created districts)?
Yes { } No { }
7. Are you a native of the Upper West Region? Yes { } No { }

MODULE B: NATURE OF FACILITY

- 8 (i) Classification
- a) Budget { } d) 2 star { }
- b) Guest House { } e) 3 star { }
- c) 1 star { }
- (ii) Number of rooms.....
- (iii) Year of establishment.....
- 9 (i) Type of Ownership
- a) Local sole proprietor { } c) Non-local ownership { }
- b) Local/foreign partnership { } d) others (specify).....
10. (i) What is the number on your staff? (i.e. top management, security personnel,
 labourers, kitchen staff etc)
- (ii) How many of your staff are natives of the Wa region?
- (iii) How many of your staff are natives of the entire Upper West Region?
- (iv) How many are non-natives of the Upper West Region?
- (v) How many of your staff is male?
- (iv) How many are female?
11. What other services do you offer aside accommodation?

- a) Conferencing { } e) Banqueting { }
- b) Laundry { } d) Others (specify).....

12. (i) Do you engage local entertainment groups (cultural troupes) to perform for guests in your plant?

Yes { } No { }

(ii) If yes how are they remunerated?

- a) Through collection of entrance fees { }
- b) The hotel gives a token to them { }
- c) The guest organize a silver collection for them { }
- d) Others (specify)

13i How often do you engage their services? (i.e cultural troupes)

- a) Seldom { } c) Once { }
- b) Always { } d) Sometimes { }

13ii Do you promote attractions around to tourists?

a) Yes () b) No ()

13iii If yes how do you engage in these? (Tick as many as applicable)

- a) By discussing attractions around with them ()
- b) By availing flyers and folders on attractions ()
- c) By helping them with hotel transportation ()
- d) By linking up with agents to get them to the sites ()

14. (i) Do you operate a Gift Shop in your facility?

a) Yes { } b) No { }

(ii) If yes name some of the handicrafts/ artworks in the Gift Shop you operate...

.....

.....

.....

15 (i) Where is the source of the handicrafts/artworks in your facility?

- a) From Wa and its surroundings { } c) From the Upper West Region { }
- b) From other regions { } d) From an imported source { }

(ii) Do you permit local craftsmen to sell their wares around your facility?

- a) Yes { } No { }
- b) If yes what are some of these wares?
-
- c) If No why don't you allow them?
-
-

MODULE C: IN - HOUSE FURNISHING

12. (i) Indicate by a tick which of the following your plant have been acquired in recent times either from a local artisan or from imported sources outside the UWR or from abroad to furnish the guest rooms. Also indicate the proportion of those acquired according to the scale stated below;

1. = About 80% sourced locally 2. = About 50% sourced locally 3. = Less than 10% sourced locally
 4. = All sourced locally 5. = Wholly imported

ITEM (State reason why you buy the said proportion in space below item)	LOCAL SOURCE	PROPORTION	IMPORTED
Beds			
Tables			
Chairs			
Wardrobes			

Wall decorations			
Linen/curtains			
Others.....			

(ii) Who provides maintenance services in your facility?

- a) Artisans from the locality { } c) Artisans from outside the Upper West Region { }
- b) Foreign contractors { } d) Others (specify).....

(iii) For each answer you tick, state the reason why you contract them.....

.....

.....

MODULE D: STOCKS FOR THE RESTAURANT

13. State which of these food products your facility uses, sources locally from farmers or obtains from imported sources for your kitchen. (Imported=from outside UWR or abroad)

Indicate the proportion of those acquired using the scale stated below;

1. = About 80% sourced locally 2. = About 50% sourced locally 3. = Less than 10% sourced locally
 4. = All sourced locally 5. = Wholly imported

FOOD ITEM (State reason why you buy the said proportion in space below item)	In Use	Sourced Locally	Proportion	Imported Sourced
Yam				
Rice				
Millet/maize				
Beans				
Meat(animal)				
Meat(poultry)				
Tomatoes				
Vegetables				
Groundnuts				
Fish				
Fruits				
Other specify.....				

- c) Employment of locals { }
- d) Provision/rehabilitation of infrastructure { }
- e) Donation of Used linen and curtains { }
- f) Support of a local event { }
- g) Others (specify).....

19. (i) Do you pay royalties to landlords? Yes { } No { }
- (ii) If yes how often?
-

20. Do you pay yearly registration fees to the Upper West Regional Office of the Ghana Tourist Board?
- Yes { } No { }

21. Does the Regional Office of the Ghana Tourist Board do supervision in your facility?
- Yes { } No { }

22. If yes how often and how does that impact on your quality of service delivery?
-
-

MODULE F: THE WAY FORWARD

24. Indicate the extent to which you agree or disagree with the following statements using the following scale.
- | | | |
|-------------------|---------------|----------------------|
| 1. Strongly agree | 3. No opinion | 5. Strongly disagree |
| 2. Agree | 4. Disagree | |

	1	2	3	4	5
a) For the purposes of poverty reduction accommodation facilities must be seen to be employing people from the locality					
b) Hotels can create the multiplier effect if they source local products from the Wa area.(i.e broad based distribution of income					
c) Hotels contribute to the provision of physical infrastructure and serve as a source of market for local produce					
d) Hotels can create more income to local craftsmen by allowing them to sell their wares in their facility					
e) Hotels can contribute to poverty reduction by donating cash, used linen/curtains food etc to the locality they operate					

APPENDIX 3

UNIVERSITY OF CAPE COAST
DEPARTMENT OF GEOGRAPHY AND TOURISM

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION
OF GHANA

QUESTIONNAIRE FOR TOURISTS

Dear Sir/Madam,

This study is being undertaken for a Master of Philosophy (Tourism) degree in the above department. I will be most grateful if you can take part in the study by providing responses to the questions below. Be assured that this is a purely academic exercise and I can further assure you that the information you will provide will be treated as confidential.

Module A: Background Information

1. Age.....

2. Country of Origin.....

3. Sex a) Male () b) Female ()

4. Marital Status

a) Single () b) Married () c) Divorced () d) Widow/widower ()

5. Religion

a) Christian () b) Moslem () c) Others (specify).....

6. Highest educational attainment

a) No formal education () c) High School ()

b) Pre-school () d) University ()

7. Purpose of visit

a) Vacation () d) Visiting friends and relatives ()

b) Business () e) Others (specify).....

c) Study ()

- 8(i) Is this your first visit to the site? a) Yes () b) No ()
- (ii) If No how many times have you?
- (iii) Is this your first visit to the Upper West Region? a) Yes b) No
- (iv) If No how many times have you visited the region?

Module B: Stay, source of information and expenditure

- 9(i) Have you stayed at the site overnight?
- a) Yes () b) No ()
- (ii) If yes how many nights have you spent at the site?
- (iii) If no why have you not stayed overnight?
-
-

10. What was the source of information for your visit? (tick as many as applicable)

- a) Internet ()
- b) Print Media ()
- c) Electronic Media ()
- d) Friends and relatives ()
- e) Billboards and signage ()
- f) Others (specify).....

11. Which of these have you expended on whilst on site? (Tick as many as applicable)

- a) Entrance fees () f) Local artifacts (souvenirs) ()
- b) Safari fees () g) Engaging the services of local dancers ()
- c) Lodging () h) others (specify).....
- d) Local food ()
- e) Local liquor (pito) ()

12. Which of these have you done whilst on a days' visit or on stay at the site?

- a) Given a donation to a member of the community or the community as a whole ()

- b) Visited a local compound to interact with the people ()
- c) Participated/attended a cultural activity or performance ()
- d) Taken local food or liquor from the community ()
- e) Played a local game with members of the community ()
- f) Taken a stroll for the purposes of hiking with a community member ()
- g) Stayed or lived with community members in a local compound ()
- h) Others (specify).....
.....

13(i) Which one of the following best describes your experience at the site?

- a) Very satisfied ()
- b) Satisfied ()
- c) Neither satisfied nor dissatisfied ()
- d) Dissatisfied ()
- e) Very dissatisfied ()

(ii) Please state the reason for your choice of answer above.....
.....
.....

Module C: The Way Forward

14. What did you find most spectacular, unique or memorable at the site?
.....
.....

15. What did you not like about the site?
.....
.....

16. What will you suggest for the amelioration of these you have stated above?

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

17. Which of the following will you consider doing when you get back home?

- a) Tell friends/relatives to also come on visit to the site ()
- b) Come back on a repeat visit ()
- c) Solicit material or cash support in aid of the area ()
- d) Will convince others to get interested in nature conservation ()
- e) Will discourage others from coming to the site ()
- f) Others (specify).....

APPENDIX 4

UNIVERSITY OF CAPE COAST DEPARTMENT OF GEOGRAPHY AND TOURISM

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION OF GHANA

IN-DEPTH INTERVIEW (IDI) GUIDE FOR OFFICIALS OF THE REGIONAL OFFICE OF THE GHANA TOURIST BOARD U/W/R

1. What are the key or major visitor/tourist attractions in the Wa region?, that is Wa and the newly created districts of Wa-East and Wa-West
2. Name the most popular in the Wa region (region as described above) and explain why you say so
3. In terms of the attractions which are the most visited in the Wa region and where are these specifically located?
4. Which of these attractions in the Wa region do you think have a basis for development that can uplift the people from poverty?
5. What are the livelihood activities of the people generally in the Wa region?
6. Which of these livelihood activities do you think can be linked with tourism development and why do you say so?
- 7 (i) Can accommodation facilities and restaurants serve as sources of poverty alleviation in the locality (Wa and its surrounding new districts) and in what ways?

(ii) Are all hospitality facilities in the locality registered with your outfit?
8. Is there any attempt by your outfit to encourage the accommodation and restaurant facilities in the locality to source their inputs from indigenous producers?
9. What type of attractions (products) do we have in the area? How will you describe the level of patronage and who are the main clients? What has been done to develop these attractions/products and what are your efforts at promoting attractions in the Wa region and possibly the region as a whole?
10. What will you say are the benefits of these attractions to the communities in which they are located?
11. How can these be made to benefit the local poor more?

12. Is there an intervention by a local or non-local organization (that is the assemblies civil society organizations, traditional authorities etc) in the development of the attractions in any of the communities?
13. If yes name these and where they originate and which specific projects these support.
14. How is tourism benefiting the Wa region (region as defined above) generally?
15. What is the way forward? What needs to be done to make the sector more vibrant in the Wa region?

APPENDIX 5

UNIVERSITY OF CAPE COAST DEPARTMENT OF GEOGRAPHY AND TOURISM

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION OF GHANA

IN-DEPTH INTERVIEW (IDI) GUIDE FOR PERSONNEL OF THE UPPER WEST REGIONAL COORDINATING COUNCIL, MUNICIPAL AND DISTRICT ASSEMBLIES

1. Do you agree that there is widespread poverty in your region/municipality/district?
2. How will you describe poverty situation in the region/ municipality/district in terms of extent?
3. What are the current livelihood activities of the people in the region/municipality/district?
4. Which of these livelihood activities will you describe as tourism related and why?
5. What are some of the factors that enhance these livelihood activities of the people in the region?
6. What factors hinder the attainment of these livelihood activities and what are your efforts as an assembly in the amelioration of these factors?
7. What products do the people in the locality have to offer by way of touristic goods and services?
8. What infrastructure exists in the region/ municipality/district that can aid tourism development?
9. Can tourism be used as a tool for poverty reduction in the region/municipality/district and in what ways?
10. (i) Do you have credit schemes in the region/municipality/district?
(ii) If yes are some of these directed towards tourism development and if no why?
11. Are you in any way involved in the promotion of any tourism goods, products/attraction in the region/municipality/district?
12. If yes what are these and if no why are you not into it?
13. Is there any form of intervention in tourism development in the region/municipal/district in terms of non-local involvement and if there are some of these, please name them.
14. Is the region/municipality/district involved in any intervention measure in any tourism project in any locality?
15. What is the way forward, what needs to be done in order to let benefits flow to the local poor by way of tourism development?

APPENDIX 6

UNIVERSITY OF CAPE COAST DEPARTMENT OF GEOGRAPHY AND TOURISM

POTENTIALS OF TOURISM TO POVERTY REDUCTION IN THE UPPER WEST REGION OF GHANA

FGD GUIDE FOR MODERATORS

Dear Sir/Madam,

This study is being undertaken for an M.Phil Tourism degree in the above department. I am hereby seeking your consent and will be most grateful if you can take part in the study by providing responses to the questions to be posed by the moderator. Rest assured that this is a purely academic exercise and I can further assure you that the information you will provide will be treated as confidential. The composition of the FGD is basically women and canoe boys who live in communities with attractions

MODULE A: PERCEPTIONS ON POVERTY AND LIVELIHOOD ACTIVITIES

1. Will you agree to the fact that in this part of the country there is widespread poverty?
2. What do you think are the main causes of poverty in this locality? Probe for Long dry season, impoverished soils, low rainfall and occasional floods.
3. What is the nature of poverty in Wa and its surrounding areas and who is a poor person?
4. Who are most affected by poverty?
5. Despite these constraints how are natives able to make a living?(Probe for livelihood assets and livelihood activities)
6. What is happening in this area with reference to tourism, do you as a community have products around?(Probe for kinds of tourism products)
7. With reference to the livelihood activities stated above which of these do you think are related to tourism? Ask for their views why they think so.
8. Aside the tourist attractions, what other goods do have in the area which is of touristic value?(Probe for leatherworks, smocks, carvings etc)
9. value?(Probe for leatherworks, smocks, carvings etc)

MODULE B: STAKEHOLDER SUPPORT

10. What type of policy is the community involved in with reference to tourism in the locality?(Probe for forms of intervention in terms of local and non-local involvement)
11. Is any group or the community making frantic efforts at marketing the attractions in the locality for it to gain popularity?
12. Are you accessing any credit from the District/Municipal Assemblies or any other benevolent body to enable you develop your attractions?(Probe for sources of support)
13. Are your attractions registered with the regional office of the Ghana Tourist Board and have officials from that office ever been there to do any situational analysis?

MODULE C: THE WAY FORWARD

14. What do you think needs to be done to let the benefits of tourism flow to the local poor? (Probe for benefits such as income in the form of fees, donations, interaction and socialization, sale of items around attraction sites etc)
15. What has the community put in place to ensure the sustainability of the resource (attraction) Probe for cleanliness around the facility, maintenance works and the availability of guides to take visitors through.
16. What needs to be done by central government, the Regional Coordinating Council and the Municipal and District Assemblies?

APPENDIX 7

Chi-Square (X^2) Tests

- (a) There is no significant relationship between poverty and tourism-oriented activities of the people of the Upper West Region

	Value	Degrees of freedom (DF)	Asymptotic Significance (2-sided)
Pearson Chi-square	3.847	2	0.033
Likelihood Ratio	4.044	2	0.030
Linear by Linear Association	1.613	1	0.106
Number of Valid cases	175		
$X^2(4.125)=3.916, P>0.05$ $X^2=3.916$ $Df=2$ Significance=0.091 Critical $X^2=5.991$			

(b) There is no significant relationship between respondents' community of residence and their perceptions on extent of poverty in the study area

	Value	Degrees of freedom (DF)	Asymptotic Significance (2-sided)
Pearson Chi-square	4.341	2	0.009
Likelihood Ratio	4.348	2	0.009
Linear by Linear Association	0.114	1	0.668
Number of Valid cases	175		
$X^2(2,175)=4.341, P>0.05$ $X^2=4.341$ $Df=2$ $Significance=0.009$ $Critical X^2=5.991$			

Significance level is set at 0.05

(c) There is no significant relationship between respondents' community of residence and their perceptions on support from their respective Municipal/District Assemblies.

	Value	Degrees of freedom (DF)	Asymptotic Significance (2-sided)
Pearson Chi-square	3.847	2	0.033
Likelihood Ratio	4.044	2	0.030
Linear by Linear Association	1.613	1	0.106
Number of Valid cases	175		
<p>$X^2(2,175)=3.847, P>0.05$</p> <p>$X^2=3.847$</p> <p>Df=2</p> <p>Significance=0.033</p> <p>Critical $X^2=5.991$</p>			

Significance level is set at 0.05

APPENDIX 8

SAMPLE SIZE DETERMINATION USING FISHER ET AL (1998) FORMULAE

Fisher, Laing, Stoeckel and Townsend (1998), categorically stated that when the population of an area is less than 10,000, the desired sample size is calculated by

$$n_f = \frac{n}{1 + \frac{n}{N}}, \text{ where}$$

n_f = the desired sample size (when population is less than 10,000),

n = the desired sample size (when population is greater than 10,000),

N = the estimate of the population size

However, to determine n_f , n would have to be calculated. According Fisher et al (1998), when the population is greater than 10,000 the sample size is determined by:

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

Where:

n = the desired sample size (when the population is greater than 10,000)

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

p = the proportion in the target population estimated to have particular characteristics

$$q = 1.0 - p$$

d = degree of accuracy desired, usually set at 0.05 or occasionally at 0.02

Given the target population that is aware of the tourism resources in the destination area as 85%, (acquired through house to house survey of each of the communities conversant with their attractions and local tourism activities) and the z statistic being 1.96 with desired accuracy at 0.05 percent, then the sample size is:

$$n = \frac{(1.96)^2 (0.85) (0.15)}{0.05^2}$$

$$n = 196$$

Thus the sample size for the study was determined by:

$$n_f = \frac{n}{1 + \frac{n}{N}}$$

n_f = the desired sample size (when population is less than 10,000),

$$n = 196 \dots$$

$N = 9,611$ (the population of the three communities, Wechiau, Nakore and Bulenga).

$$nf = \frac{196}{1 + \frac{196}{9,611}}$$

The desired sample size for the study was 192.