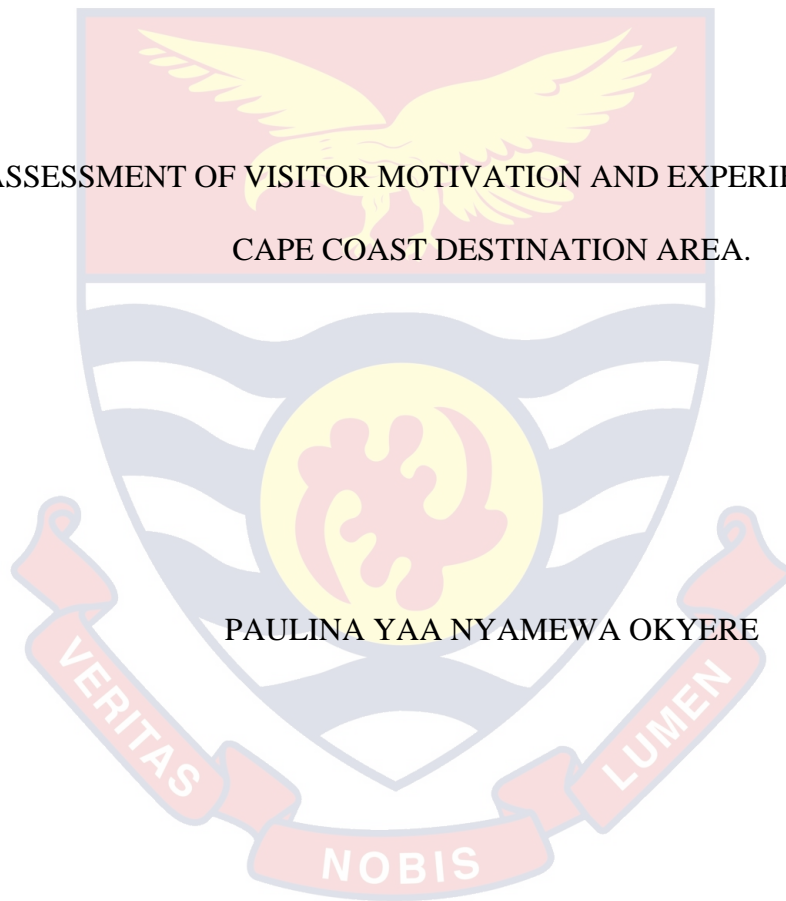


UNIVERSITY OF CAPE COAST

ASSESSMENT OF VISITOR MOTIVATION AND EXPERIENCES TO THE  
CAPE COAST DESTINATION AREA.



PAULINA YAA NYAMEWA OKYERE

2020

UNIVERSITY OF CAPE COAST

ASSESSMENT OF VISITOR MOTIVATION AND EXPERIENCES TO THE  
CAPE COAST DESTINATION AREA.

BY

PAULINA YAA NYAMEWA OKYERE

Thesis Submitted to the Department of Hospitality and Tourism Management of  
the Faculty of Social Sciences, College of Humanities and Legal Studies,  
University of Cape Coast, in partial fulfilment of the requirements for award of  
Master of Philosophy in Tourism Management.

OCTOBER 2020

## DECLARATION

### Candidate's Declaration

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

Candidate's Signature..... Date:

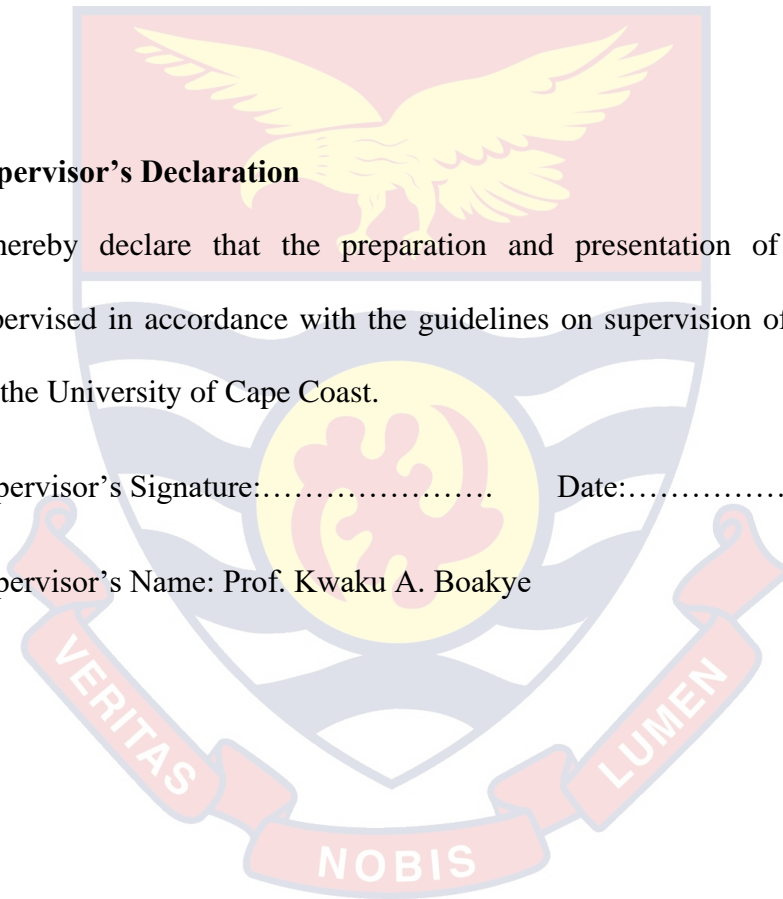
Name: Paulina Yaa Nyamewa Okyere

### Supervisor's Declaration

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

Supervisor's Signature:..... Date:.....

Supervisor's Name: Prof. Kwaku A. Boakye



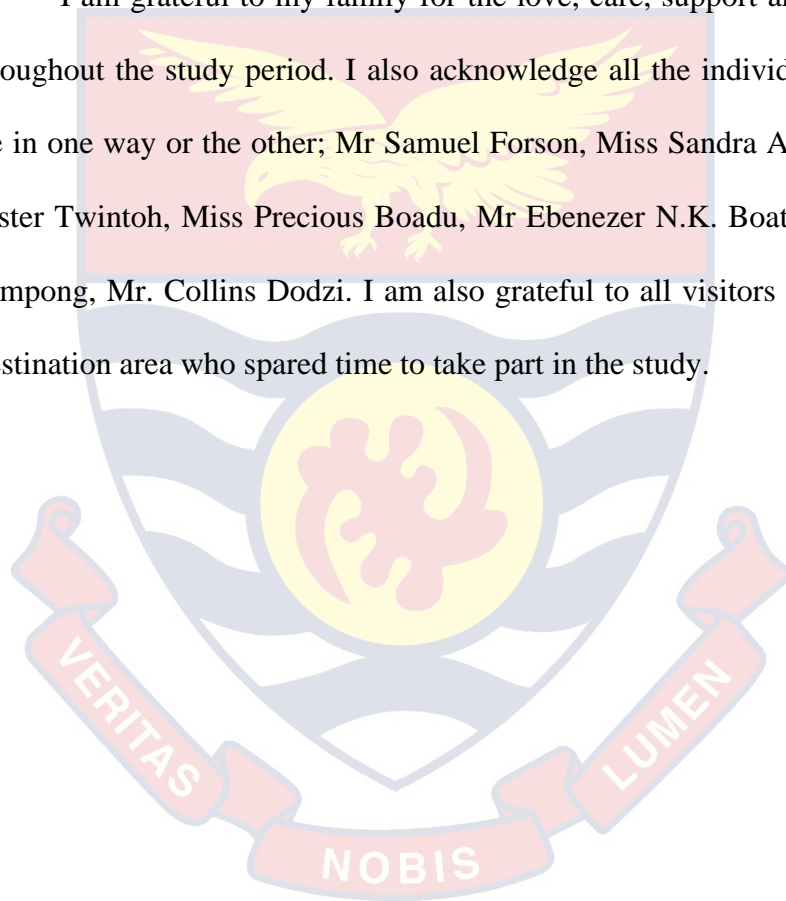
## ABSTRACT

Studies in tourism have shown that visitor motivation to travel and experiences are important to every destination. This study therefore assessed the motivation and experiences of visitors to the Cape Coast destination area. The study was guided by a positivist philosophy of research- a quantitative approach. Questionnaires were used to collect data from 179 visitors to the Cape Coast destination area. Data was analysed through manual coding, use of chi-square and descriptive statistics. Results from the study revealed that, visitors who came to the Cape Coast destination area were mostly motivated by pull factors, especially history/culture and facilities /uniqueness of the Cape Coast destination area. Although visitors were motivated the least by push factors, they were pushed primarily to the Cape Coast destination area for knowledge improvement. It was established that, a significant relationship existed between continent of origin of visitors, occupation of visitors and motivation to visit the Cape Coast destination area. As a consequence of the motivation to the destination area, visitors had education/knowledge, local culture/history, escapist/refreshment, aesthetic, hedonism/entertainment and adverse experiences. A significant relationship was also found to exist between continent of origin of visitors, age of visitors, occupation of visitors and experiences of visitors to the Cape Coast destination area. Based on the findings, it is recommended that, locals should be educated to understand the importance of their interactions between themselves and visitors at the Cape Coast destination area as it will ensure positive flow of benefits to both parties. Also, facilities at the destination area should be regularly and carefully maintained to ensure continued satisfaction of visitors. Furthermore, proper drainage and sanitation systems should be put in place to ensure cleanliness of the Cape Coast destination area.

## ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my supervisor Prof. Kwaku A. Boakye for the professional guidance, support and contributions which guided this work. I also extend my gratitude to Dr. Charles A. Adongo for the immense contributions and support towards the successful completion of this work.

I am grateful to my family for the love, care, support and encouragement throughout the study period. I also acknowledge all the individuals who assisted me in one way or the other; Mr Samuel Forson, Miss Sandra Asante, Mr Reuben Foster Twintoh, Miss Precious Boadu, Mr Ebenezer N.K. Boateng, Miss Valerie Bempong, Mr. Collins Dodzi. I am also grateful to all visitors to the Cape Coast Destination area who spared time to take part in the study.



## DEDICATION

To my mum, Mrs Paulina Afful Arthur.



## TABLE OF CONTENTS

	<b>Page</b>
DECLARATION	ii
ABSTRACT	iv
ACKNOWLEDGEMENTS	v
DEDICATION	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ACRONYMS	xii
CHAPTER ONE: INTRODUCTION	
Background to the Study	1
Statement of the Problem	5
Research Objectives	7
Research Questions	8
Significance of the Study	8
Delimitations of the Study	9
Limitations of the Study	10
Definition of Terms	11
Structure of the Study	12
CHAPTER TWO: REVIEW OF RELATED LITERATURE	
Introduction	13
Motivation	13
Classification of Motivation	16

<i>Intrinsic Motivation</i>	16
<i>Extrinsic Motivation</i>	19
Motivation to Travel	21
Socio-demographic Characteristics and Tourists/Visitors Motivation	26
Concept of Visitor Experiences	26
Categories of Visitor/ Tourist Experiences	29
Attributes of a Destination that Shape Visitor Experiences	37
Theories and Models Underpinning Tourist Experiences	44
Push and Pull Motivation Theory	45
Tourism Opportunity Spectrum Model	48
Experience Economy Dimensions	51
Conceptual Framework	53
Summary of Review of Related Literature	58
<b>CHAPTER THREE: METHODOLOGY</b>	
Introduction	61
Research Design	62
Study Area	62
Target Population	64
Sources of Data	65
Sample Size Determination	66
Sampling Procedure	69
Data Collection Instrument	69
Pre-Testing	71



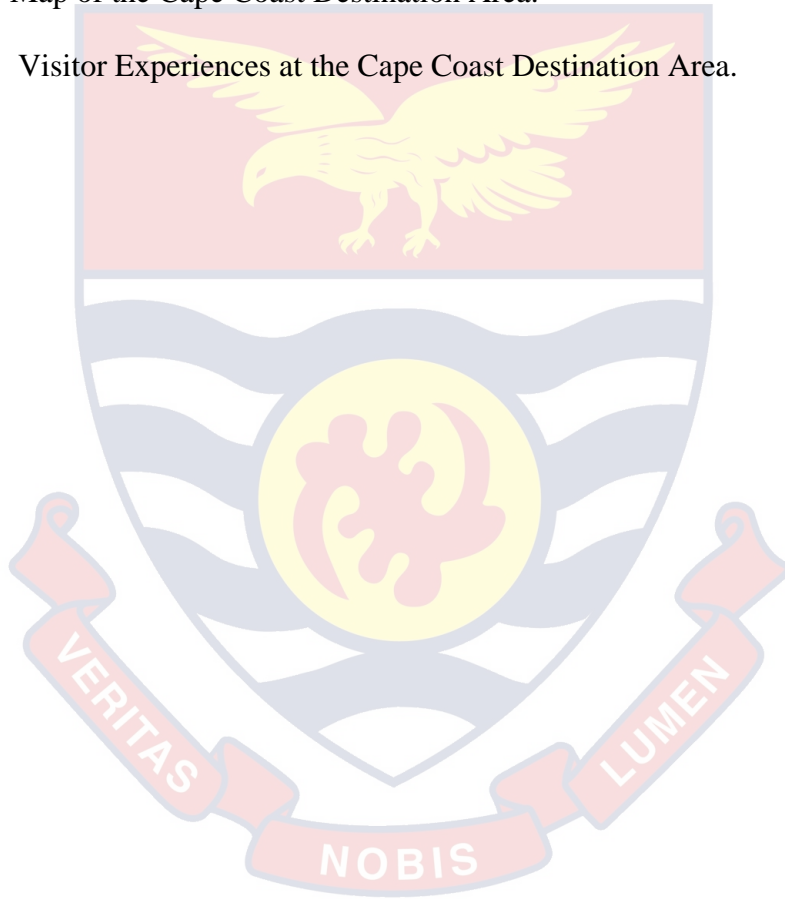
Recruitment of Field Assistants, Fieldwork and Related Challenges	73
Data Processing and Analysis	75
Ethical Considerations	76
<b>CHAPTER FOUR: RESULTS AND DISCUSSION</b>	
Introduction	77
Socio-Demographic Characteristics of Respondents	77
Travel Characteristics of Respondents	80
Motivation to Visit the Cape Coast Destination Area	83
Relationship between Motivation to Visit the Cape Coast Destination Area and Socio-demographic Characteristics of Visitors.	87
Attributes at the Destination that Shape Visitor Experiences	91
Experiences of Visitors at the Cape Coast Destination Area	95
<b>CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b>	
Introduction	102
Summary	102
Main Findings of the Study	103
Conclusions	105
Recommendations	106
Suggestions for Further Study	107
REFERENCES	108
APPENDICES	130

## LIST OF TABLES

Table	Page
1 Tourist Arrivals and Tourism Receipts from 2000 to 2018 in Ghana.	2
2 Summary of Destination Attributes that Influence Experiences.	43
3 Components of Tourism Opportunity Spectrum and their Rationale.	48
4 Data on the number of visitors to the Cape Coast Destination Area in the month of January	66
5 Socio-demographic Characteristics of Visitors to Cape Coast.	79
6 Travel Characteristics of Respondents.	82
7 Factors Motivating Visitors into the Cape Coast Destination Area.	83
8 Relationship between Motivation to Visit the Cape Coast Destination Area and Socio-demographic Characteristics of Visitors.	90
9 Attributes at the Destination Area that Shape Visitor Experiences	92
10 Reason for rating attributes at the Destination Area.	94
11 Socio-demographics Characteristics across Experiences of Visitors at the Cape Coast Destination Area.	98

## LIST OF FIGURES

Figure	Page
1 Experience Economy Dimensions Adopted from Pine and Gilmore (1998)	51
2 Conceptual Framework for visitor motivation and experiences at the Cape Coast Destination Area.	57
3 Map of the Cape Coast Destination Area.	64
4 Visitor Experiences at the Cape Coast Destination Area.	95



## LIST OF ACRONYMS

GTA	Ghana Tourism Authority
GMMB	Ghana Museums and Monuments Board
TOS	Tourism Opportunity Spectrum
UNWTO	United Nations World Tourism Organization



## CHAPTER ONE

### INTRODUCTION

#### Background to the Study

Tourism is a globally accepted industry appreciated and welcomed in many regions across the globe. According to Meyer and Meyer (2015), tourism is one of the drivers of many economies in the world providing economic and non-economic benefits to host communities and countries at large. Tourism is specifically seen in developing countries as an instrument for improving economic development and eliminating poverty as an alternative to other traditional economic sectors, such as industrialization (Meyer & Meyer, 2015). Globally, tourism has gained substantial importance as a conduit for the alleviation of poverty and sustainable growth, primarily through infrastructural development, revenue generation, and foreign exchange (Deladem, Xiao & Siueia, 2020). "The tourism industry takes place in destination areas –places with various natural and/or man-made features that draw non-local visitors (or tourist) tourists for a range of activities" (Framke, 2002, p.95; Jovičić, Tori, Peternel, Vajović & Muhić, 2017). Tourism destinations are mainly known or remembered for their iconic attractions (Frempong, Dayour & Bondzi-Simpson, 2015). Cities and towns typically have a long history of economic and socio-cultural practices, as well as mercantile or capitalist influence that can leave notable legacies of historic buildings and cityscapes and/or townscapes (Su, Bramwell & Whalley, 2018).

Ghana is one of the few Sub-Saharan African countries that tourists love to visit alongside Kenya, Senegal and South Africa; it has its own delicate and distinctive attractions to offer (Bormann, Asimah & Ahiave, 2016). Ghana as a tourist destination is characterized by a wide range of cultural, natural and historical attractions including a number of festivals, mountains, pottery, paintings, etc. (Preko, Doe & Dadzie, 2019). “Ghana is among the African countries where the tourism industry has gradually moved from sideline to the centre stage of economic strategies, becoming the fastest growing service industry as well as one of the key sub-sectors of the Ghanaian economy since 1982” (Adu-Ampong, 2018, pp. 75-96) and continues to increase in both annual tourism arrivals and receipts. The benefits received from the tourism industry in the form of receipts and an evidence of foreign inflows is demonstrated in Table 1. Tourist arrivals doubled from 2005 showing increases from 428 in 2005 to 803 in 2009, further increases in 2012, in spite of the decline in 2014, 2015 from 994 in 2013 to 825 and 897 in 2014 and 2015 respectively, tourism receipts did not fall below a million U.S dollars indicating that the tourism industry in Ghana is solidly grounded and has potential for the years to come.

**Table 1: Tourist Arrivals and Tourism Receipts from 2000 to 2018 in Ghana.**

Year	Tourist Arrivals ('000)	Tourism Receipts USD Million
2000	399	447
2001	439	519
2002	483	649
2004	584	649
2005	428	836

**Table 1 continued**

2006	497	986
2007	586	1172
2008	698	1403
2009	803	1615
2010	931	620
2011	821	694
2012	903	914
2013	994	853
2014	825	897
2015	897	819
2016	1,322	846
2017	972	850
2018	956	996
2019	1,130	3,312

Source: UNWTO Tourism Highlights (2001-2017); GTA (2020)

The Central Region of Ghana receives some of the highest number of tourist arrivals and retains a high number of attractions; including geographical, ecological and cultural as a result of the area's diversity of attractions, (Dayour, 2013) with Cape Coast, the region's capital, being the tourism hub. The capital town of the region being Cape Coast is considered as the tourism hub of the country as it known to receive a lot of tourists and visitors from all over the world and being one of the top tourism generating towns supporting the tourism industry in Ghana (Badu-Baiden, Boakye, & Otoo, 2016).

Visitors and tourists are motivated to visit a particular destination area in so many ways. The term motivation is used to define the vast range of human behaviours across contexts and environments (Buckley & Doyle, 2016). In simple

terms motivation influences a person's behaviour, such as whether to travel or not and for which reasons in which tourism can be a part. Tourists may be intrinsically or extrinsically motivated to visit and or choose a destination. In general, the term "intrinsic motivation" applies to an activity considered to be its own end, whereas extrinsic motivation applies to an activity distinct from its end (Kruglanski, Woolley, Chernikova, Fishbach, Bélanger, Molinario & Pierro, 2018). Park and Yoon (2009) also classify motivation into push and pull factors. Whiles pull factors draw tourists to a destination, push factors influence tourists to travel from their location.

The literature has identified some motivation of visitors to travel to include: the search for heritage (Bec, Moyle, Timms, Schaffer, Skavronskaya, & Little, 2019); food (Kim, Park, & Lamb, 2019), culture (McKercher, 2020; Seyfi, Hall & Rasoolimanesh, 2020); identity (Caiazzo, Coates & Azaryahu 2020); birth (Jaramillo, Goyal, & Lung, 2019); sex (Brooks & Heaslip, 2019) among others. Mak, Lumbers, Eves and Chang (2017) also add that, some researchers have discovered that the desires and expectations of tourists in the local food value of a destination can play a key role in influencing destination choices (Cohen & Avieli, 2004; Robinson & Getz, 2016; Roustia & Jamshidi, 2020). When the motivations as identified lead to travelling to a particular destination, activities and encounters result in the different experiences.

Customer experience has always been at the heart of the entertainment industry and more generally in the services field (Otto & Ritchie, 1996). Experience is seen as an occurrence that leaves a lasting impact on one's mind.



(Ma, Gao, Scott, & Ding, 2013). Destination travellers can have various experiences, some of which could be conveyed and co-produced (Boateng, Okoe & Hinson, 2018). Tourist experiences, whether ordinary or extraordinary, transform lives, acting as a means to construct reality (Carù & Cova, 2003).

This study extends previous researches on visitor motivation and experiences at destination areas by focusing extensively on visitor's motivation to visit the Cape Coast destination area, experiences of visitors, attributes at the destination area that shape visitor experiences and the relationship between visitor's motivation to travel and their experiences.

### **Statement of the Problem**

There is increasing attention being paid to tourist motivation and visitor experiences at destinations such as works done by (Li & Ryan, 2018; Mutanga, Vengesayi, Chikuta, Muboko & Gandiwa, 2017; Agyeiwaah, Otoo, Suntikul & Huang, 2019; Suhartanto, Brien & Primiana, 2020). An understanding of motivation to travel is an important element to be considered in understanding visitor experiences at various destinations. Motivation is explained as psychological needs and desires that stimulate, drive, and incorporate the behaviour and activity of an individual (Uysal & Hagan, 1993; Pearce, 2013). Despite the relevance of the issue of motivations to travel, to the best of the researcher's knowledge, motivation studies have centered more on the country at large (Dayour & Adongo, 2015; Adam, Kumi-Kyereme & Boakye, 2017; Diechmann & Frempong, 2016; Amuquandoh, 2017; Prayag, Suntikul & Agyeiwaah, 2018), rather than on particular destination areas within the country.

Additionally, most motivation studies have been subjected solely to pre-existing measurement scales hence giving little room for self-reporting in the context of the Cape Coast destination area.

Experiences, at various destinations, could be formed at any part of the transaction process which is not regulated by a tourism entity (Juttner, Schaffner & Windler, 2013) since experiences may be established within any part of a transaction process (Mascarenhas & Kesavan, 2006). The transaction process leads visitor to contact points which include both tourism related and tourism support facilities at the destination, the people and services among many others. The concept of 'tourism experience' is a matter of interest to many destinations since the tourism industry is one that sells experiences (Ihamäki, 2012; Campos, Mendes, Valle & Scott, 2015). A number of studies on tourist experiences in Cape Coast have centered on the Cape Coast Castle and dark tourism (Mensah, 2015; Boateng, Okoe & Hinson, 2018; Abaidoo & Takyiakwa, 2019) and therefore have paid little attention to the experiences that visitors to the Cape Coast destination area encounter with various contact points of the whole touring process at the area. There is the need to probe into areas of visitors contact points since the experiences at those areas impact visitors' actual or overall experiences at the destination. Meleddu, Raci and Pulina (2015) list some of these contact points to be transport, the length of stay (accommodation), companions (other visitors, hosts, service providers).

One of the knowledge gaps that was in literature identified by the researcher was the relationship between visitor motivation to travel and the type

of experiences encountered. Moscardo and Pearce (2007) made efforts in trying to identify the link between the aforementioned variables, however their work; ‘Life Cycle, Tourist Motivation and Transport: Some Consequences for the Tourist Experience’ touched lightly on the subject matter. As a consequence, the issue of ‘linkage between visitor motivation to travel and experiences’ needs to be addressed.

Based on the identified gaps, this study is therefore aimed at investigating the motivation of visitors to the Cape Coast destination area, their experiences, attributes at the destination area that shape visitor experiences and the relationship between visitor motivation to travel and their experiences.

### **Research Objectives**

The main objective of the study was:

To assess visitor motivation and experiences at the Cape Coast destination area.

Specifically, this study seeks to:

1. Identify motivation of visitors to the Cape Coast destination area.
2. Determine the relationship between visitor motivation and their socio-demographic characteristics.
3. Examine attributes at the Cape Coast destination area that shape visitor experiences.
4. Explore the types of experiences that visitors have at the Cape Coast destination area.

### **Research Questions**

1. What motivates visitors to the Cape Coast destination area?
2. What is the relationship between visitors' motivation to travel and their socio-demographic characteristics?
3. How do attributes at the destination area shape visitor experiences at the Cape Coast destination area?
4. What types of experiences do visitors have at the Cape Coast destination area?

### **Significance of the Study**

The result of this study on motivation and experience of visitor experiences at the Cape Coast destination area is first and foremost expected to contribute to the domain of knowledge on destination management and marketing. Knowledge to be added to destination management and marketing will include information on various motivations of visitors to the areas in and around the Cape Coast Castle, visitors individual experiences with specific attributes at the area and how these attributes shape experiences of visitors.

Results from the study will enable tourism and tourism related business' stakeholders, authorities and service providers to understand what motivates visitors to the Cape Coast destination area thereby working on maintaining and or improving them to ensure the sustainability of the tourism business at the destination area. Additionally, the experiences of visitors will inform training programs organized for managers and owners of businesses at the Cape Coast destination area in order to retain and or attract visitors to the destination area.

Information on destination attributes which shape visitor experiences will enable destination managers and major stakeholders such as GTA, GMMB among others to have an overview of activities of visitors at the destination. It will as well provide a pathway for developing facilities (Matoga & Pawlowska, 2018) and areas within the destination to enhance experience formation. Negative experiences gained from particular attribute(s) at the destination area will inform stakeholders on the areas to pay most attention to, make changes and or resolve.

At the destination level, positive experiences with attribute(s) will enable destination managers and facility owners plan packages that will be most marketable to aid maximization of profit from the tourism business at the area. As Kim (2014), indicates that, a destination is attractive based on the utility that tourists gain from all the attributes at the destination.

### **Delimitations of the Study**

The study focused on visitors' motivation and experiences at the Cape Coast destination area. The research was carried out at areas in around the Cape Coast Castle- the Castle, beach, eateries and accommodation facilities. The sampled population for the study were respondents who had visited the destination area, had interactions with people, facilities and attractions and stayed for more than a day at the metropolis or the destination area. Eligible respondents were adults who were 18 years and above who could read and understand the English language.

### Limitations of the Study

One of the major limitations of the study was inability to obtain a sample frame (tourist arrivals) for sample size determination. To determine the sample size, data on tourist arrivals to the Cape Coast Castle for the previous month was obtained and used as the sample frame. Also, the use of convenience sampling techniques limits generalizations and exploitations based on the results of the study to be carefully done. This is because, the sampling technique employed allows a phenomenon to be studied over a short period or one time therefore limiting the study to only short time predictions. However, generalizations for this study is applicable since reliability and validity of instrument used were assured through pre-testing to ensure that the instrument measured the specific objectives. Additionally, proportions were not allocated for domestic and international visitors at the destination area, this resulted in lesser responses from domestic visitors than international visitors due to unwillingness on the part of most domestic visitors to answer to open ended questions. Therefore, conclusions in relation to domestic visitors must be cautiously done. Furthermore, more females than males were involved in the study

Also, the carrying capacity of the destination area as seen in the tourism opportunity spectrum model was not measured as it was not a major factor needed for the study. Additionally, at the time of the study, it was lean season, therefore inflows did not warrant limitations on site use or carrying capacity. The results therefore do not present findings on the destination area's carrying capacity hence conclusions cannot be drawn based on that. Furthermore, visitors' experiences

were not measured based by their immersion, absorption, passive or active involvement in various activities. However deductive coding was used whereby experiences were measured from visitors use and interactions with attributes at the Cape Coast destination area.

### **Definition of Terms**

**Tourism:** Tourism involves the activities of individuals traveling to and staying in locations outside their normal environment for recreation, company and other purposes for not more than one consecutive year (UNWTO, 2010).

**Visitor:** A visitor is identified as "a commuter who takes a journey outside his / her normal place of residence to a preferred location for less than a year, for any primary aim (business, leisure or other personal purpose) other than to be employed by a resident individual in the country or place visited. A visitor (home, inbound or outbound) is listed as a tourist (or overnight visitor) if there is an overnight stay in his / her trip, or as a same-day visitor (or excursionist) otherwise" (UNWTO, 2014, p. 13).

**Experiences:** Experiences involve the effects of services or events at the destination that are absorbed by the real object patronage (Adongo & Dayour, 2015).

**International tourist:** A visitor who, for some other reason than paid work, moves to a destination other than that of his/her home (Candela & Figini, 2012, p. 25)

**Domestic/ Local Tourist:** Residents of a given country travelling to and staying in places inside their residential country, but outside their usual environment for

not more than 12 consecutive months for leisure, business or other purposes (Skanavis & Sakellari, 2011).

**Destination:** Leiper (1990) describes a destination to be seen as a packaging of products and services partly created by public and private operators; the core is not being the single attraction in itself but a combination of factors made through the tourist's consumption experience.

### **Structure of the Study**

The study is organized into five chapters. Chapter one is the introductory chapter. The introductory chapter captured the background to the study, problem statement, purpose of the study, research objectives and questions, significance of the study, delimitations of the study, limitations of the study and definition of terms. Chapter two was made up of the conceptualization of motivation and visitor experiences. It also delved into issues on classification of motivation, visitor and tourist's motivation to travel as well as categories of experiences. Empirical review captured elements at the destination area that shape tourist/visitor experiences. Theories that were applicable to the study were reviewed and the conceptual framework for the study was also presented. Chapter three which was the methodology discussed the research design, philosophy adopted for the study, the study area, target population, sample size, sources of data, sampling data collection instrumentation and collection procedure, data processing and analysis and finally ethical considerations. Chapter four was about analysis of collected data and discussion of results whereas the chapter five captured summary of findings, conclusion and recommendation.



## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### Introduction

This chapter consists of literature review, which encompasses theoretical and empirical review as well as the conceptual framework. The empirical and theoretical review includes topics on; concept of motivation, classification of motivation – intrinsic and extrinsic motivation, visitors’ motivation to travel, demographics and visitors motivation to travel, concept of visitor experiences, categories of visitor experiences, relationship between motivation to travel and experiences, attributes of a destination that shape visitor experiences at the destination area and finally post-purchase intentions of visitors. Theories underpinning the work being, push-pull theory, tourism opportunity spectrum and experience economy dimensions are presented in this chapter and finally the conceptual framework adopted for the study.

#### Motivation

Over the years a number of researchers have put in lots of efforts towards reconciling what motivates people to make the choices they make and or to do what they do. These researches have provided varied motivations as to why individuals do what they do, though not exhaustive. The diverse nature of motivation and associated processes in psychology — cognitive, developmental, educational, social— was studied from multiple perspectives and created an extensive list of constructs and theoretical frameworks in literature (Stipek, 2002;

Wigfield & Eccles, 2002; Pintrich, 2003; Brophy, 2004; Perry, Turner, & Meyer, 2006; Schunk, Pintrich, & Meece, 2008; Lazowski & Hulleman, 2016).

Motivation in itself is a theoretical construct used to explain the initiation, direction, intensity, persistence and quality of behaviour (Maehr & Meyer, 1997). Therefore presenting motivation as a process or involving a number of activities. The definition is multi-faceted as well as represented in various studies as being varied at both degree (i.e. the extent of an individual's motivation) and orientation (i.e. the sort of motivation a particular experience has) (Ryan & Deci, 2000). The word motivation is often used as a variable of dependency or mediation to describe a wide variety of behavioural traits across contexts and settings (Buckley & Doyle, 2016). According to Robbins and Judge (2001), motivation qualifies as a needs-satisfying process. Such that people are motivated by their individual needs to achieve a particular aim or goal.

It is also explained by other scholars as psychological or biological needs and wants, including integral forces that arouse, direct, and integrate a person's behaviour and activity (Dann, 1981; Uysal & Hagan, 1993). This definition touches on the fact that motivation may be stimulated from within and is further manifested in what an individual does or what an individual wants to do. Furthermore, the theories of work motivation propose that the motivation of a person is predicted by his or her unique traits, which include needs, characteristics and principles; context, such as the properties of culture and work design and cognitive assessment of an individual, such as person –context match, outcome

expectation and self-efficacy (Steers, Mowday & Shapiro, 2004; Latham & Pinder, 2005)

Due to the number of motivational theories that have been advanced to explain the reasons which put the tourist on the 'move, travel motives have gained a great deal of attention in research on tourism' (Dayour, 2013). With regards to what motivates tourists and visitors to travel, from an anthropological point of view, tourists/visitors are motivated to escape the routine of everyday life, seeking authentic experiences (MacCannell, 1977). Also, Dayour (2013) continues that motivations are factors (intrinsic or extrinsic) that influence tourists to move from their residential areas to unusual destinations other than their homes so as to meet a need. This definition by Dayour therefore fits into the definition of tourism which suggests that a tourist or visitor must be someone who moves from a familiar destination to an unfamiliar destination, with an additional suggestion of motivation being either intrinsically or extrinsically motivated. From socio-psychological points of view, motivation is classified into seeking and avoidance dimensions (Iso-Ahola, 1982). Tourists determine which destinations they will visit on the basis of their decisions on the combination of internal and external factors (Yoo, Yoon & Park, 2018). Tourist motivation is a very important subject of interest as it plays a major role in the decision making of tourists and other potential tourists.

Dayour and Adongo (2015) commented on the importance of tourist's motivation to travel by adding that, tourist motivation is a precursor to the choice of destination. Undeniably, motivation functions as a trigger for travel behaviour

and determines the reasons for travelling to specific tourism destinations, as well as tourists' overall satisfaction with the trip (Scholtz, Kruger & Saayman, 2013). In short, according to Heckhausen and Heckhausen (2018), motivation psychology seeks to explain the direction, persistence and intensity of goal-directed behaviour. They also added that, an individual's motivation to aspire to a certain goal is influenced by person and situation factors, including the anticipated outcomes of actions and their consequences. Hence the main categorization of motivation into intrinsic and extrinsic (Deci, Koestner & Ryan, 2001).

### **Classification of Motivation**

Motivation may be further grouped into either intrinsic or extrinsic (Ryan & Deci, 2000; Gagne & Deci, 2005). Intrinsic and extrinsic motivations are not generally exclusive and should be considered as two different definitions, rather than as an individual construct (Loscocco, 1989 as presented in Gagne & Deci, 2005). The two major motivations of students are intrinsic and extrinsic (Deci et al., 2001). This is also true for tourists. This categorization will be adopted for the tourist motivation to travel.

#### ***Intrinsic Motivation***

Intrinsic motivation is a type of motivation based in people's natural interest in various activities that provide novelty and challenge (Weiner & Craighead, 2009). It is also described as an "innate psychological need for competence and self-determination" (Deci et al., 2001, p. 3 as cited in Buckley & Doyle, 2016). Hence as per the above definition, 'innate psychological' has to do with intrinsic motivation being more of a mental and emotional activity than

physical or what meets the eye. The desire or motivation stems from the mind of the individual, and drives him or her towards achieving a set target. The innate psychological need urges individuals to attain satisfaction, which is not externally motivated according to the definition of intrinsic motivation. Weiner and Craighead (2009) also asserted that, intrinsically motivated behaviour does not need external rewards; rather, it is an indication of a person's sense of who they are, and what they are interested in. It is therefore prudent to say that, motivated behaviours have what is referred to in the attribution theory as an internal perceived cause of causality; people experience the causes of their inherently motivated behaviour to be internal to themselves (de Charms, 1968).

While an intrinsic motivation is inherent in human life, social factors may enable people to sustain it or, alternatively, to minimize it. (Weiner & Craighead, 2009). With this submission by Weiner and Craighead, there is a contrasting statement being made to show that intrinsic motivation may not be solely innate as has been conceptualized frequently. It is somehow influenced by one's external environment. The only outstanding difference between intrinsic and extrinsic motivation however remains that there are no rewards in an intrinsically motivated activity. Rather, individuals that are high in inner motivation are pursue intrinsic rewards, such as a sense of pleasure, satisfaction, or pride that are not externally earned but are emotionally fulfilled by the completion of a specific mission.

Vallerand and Bissonnette (1992) divided intrinsic motivation into a tripartite taxonomy focused on the essence of the internalized application of

actions; the first of it being intrinsic motivation to know, best known in the field of education. This includes the urge to perform an activity for the pleasure that accompanies it. The second type is towards accomplishment, this includes a desire to participate in an endeavour of enjoyment and fulfilment found in the accomplishment of a challenging feat. The third intrinsic motivation being to experience stimulus, this is operational when a person engages in a stimulating activity. Stimulation occurs in several ways, such as pleasure of the senses, aesthetic enjoyment or physiological sensations related to tourist activities, such as anxiety or fun (Buckley & Doyle, 2014). All these types of motivation are related to different types of tourism such that the first type which is pleasure can be associated with visiting beaches, appreciating natural sceneries among others. The second type being accomplishment can also be linked with adventure tourism such as partaking in daring activities; dark tourism, camping, night hunting and visiting mountainous and high peak areas. People who are motivated intrinsically aspire to engage in specific tasks as a result of it being interesting and fulfilling (Amabile, Hill, Hennessey, & Tighe, 1994; Gagne & Deci, 2005; Pierro, Cicero & Raven, 2008).

Previous studies found that people with higher inborn motivation are more likely to be creative (Amabile, 1985; Zhang & Bartol, 2010; de Jesus, Rus, Lens, & Imaginário, 2013), work harder (Cerasoli, Nicklin, & Ford, 2014), and be more successful in their occupations (Cerasoli & Ford, 2014; Cerasoli et al., 2014) which is as a result of their personal satisfaction and rewards from within. These group of people tend to have a positive attitude towards something new and

unusual (Chiu, 2018) such as moving from a familiar to an unfamiliar destination. In addition, intrinsically motivated individuals try to connect new experiences and current experiences in order to build their personal significance (Hoeksema, Van de Vliert, & Williams, 1997 as cited in Dyer & Hurd, 2016).

### ***Extrinsic Motivation***

Extrinsic motivation is a kind of regulated motivation which refers to the intention of a person to participate in a function when it is induced by an external effect or result which is separate from an activity (Davis, Bagozzi & Warshaw, 1992; Gagne & Deci, 2005; Garaus, Furtmüller, & Güttel, 2016; Venkatesh et al., 2003). In other words, an extrinsic individual may wish to perform a specific task for reasons other than the task itself, such as compensation or acceptance. (Amabile et al., 1994; Gagne & Deci, 2005; Pierro et al., 2008). Employees who are motivated extrinsically are influenced by external rewards (Chiu, 2018) and recognition as indicated by earlier researchers (Hung, Durcikova, Lai & Lin, 2011; Khalid, Salim & Loke, 2011; Makki & Abid, 2017). Unlike intrinsically motivated persons, the desire for an extrinsically motivated person to perform an activity is stimulated by a particular expectation or result which is usually physical.

Hence, a person highly motivated by extrinsic factors can work for a better life, a great wage or great benefits (Loscocco, 1989) whereas, a tourist might require good grade especially for student tourists who for educational purposes, others may be engaged in assessment for organizations and jobs which may require some form of remuneration and promotions or other extrinsic benefit

which may have not been discovered in the literature (Simons & Vansteenkiste, 2004). This however defies who a tourist is since activities of tourists do not have to be backed by any form of rewards, remunerations and or payments. Simon et al (2004) added that, however, some people may engage in tourism for ideas which they may use or apply for later external benefits. Studies have shown that extrinsically motivated individuals engage mostly in surface learning behaviour. Also such individuals might not be interested in the subject, or the touristic activity in this context, yet aim at fulfilling the minimum requirement (Dyer & Hurd, 2016) which is the reward or benefit.

Deci et al (2001) add that, “extrinsic motivation has been modified into more detailed constructions; (similar to the taxonomy system with intrinsic motivation) it was viewed as a spectrum running from external regulation to the recognition via the introjected regulation. Deci et al continued that although the action triggering stimulation is often external to the participant, the autonomy of the participant is the aspect that separates these types of extrinsic motivation. External control, which refers to actions carried out to fulfil an external requirement, reach an externally defined expectation or escape an externally imposed penalty, is the least autonomous type of extrinsic motivation. Additionally, as proposed by Deci et al (2001) introjected regulation, a second type of extrinsic regulation, specifies when actions are carried out to increase or prevent shame in order to gain ego (i.e. a person commits an act to preserve or boost self-esteem). In this sense, the control is internal to the individual but the stimulation remains external. Regulation by recognition is the final, most



autonomous type of extrinsic motivation whereby an individual's identity is linked with an externally proscribed behaviour and he/she performs an action to instantiate that identity". Ego enhancement as mentioned relates to the kind of satisfaction that the individual prides in or upholds such that it may put him or her above others. Extrinsic motivation is associated with B.F. Skinner's behavioural theories of human learning and focuses on the provision of rewards to direct and control behaviour (Skinner, 1976).

A significant body of research studies have shown that extrinsic motivation (contingent rewards) also can conflict with intrinsic motivation (the willingness of the person to perform the assignment for its own sake) (Benabou & Tirole, 2003). In agreement with Benabou and Tirole, an intrinsically motivated person can take advantage of previous experiences to be used for a reward in the future, this is a type of intrinsically motivated behaviour that can overlap with extrinsic motivation. The key distinction between the two motivations is that extrinsic motivation encompasses performing an activity because it is instrumental to some distinct effect rather than, as is the case for intrinsic motivation, because the task is important and satisfying by itself (Chiu, 2018).

### **Motivation to Travel**

There is a driving motive to any visit away from home (Mak, Wong & Chang, 2009). There are a number of significant wide variables in evaluating the literature on tourist motivations for visiting destinations, including the desire for novelty (Rittichainuwat & Mongkhonvanit, 2008; Ooi & Laing, 2010), the need to encounter culture, local culture and cultural motives of a destination (Kim, Eves

& Scarles, 2009; Amuquandoh, 2011; Dayour & Adongo, 2015), adventure (Mak, Wong & Chang, 2009; Prayag, 2010); social contact (Pearce & Lee, 2005; Grimm & Needham, 2012), in tourism, social contact as a motivation allows people with different cultural backgrounds to come together thereby leading to friendship (Brown, 2005). Authenticity has been generally viewed as one of the underlining motivation for visitors or tourists (Kolar & Zabkar, 2010) and a relevant feature in tourism (Knudsen, Rickly, & Vidon, 2016).

Crompton (1979) examined tourist motives and found that destination choices consisted of seven socio-psychological motives (i.e. escape from a mundane environment, evaluation of self, relaxation, prestige, regression, enhancement of relationships and facilitation of social interaction) and two cultural motives (i.e. education and novelty). Ekici and Cizel (2017) also postulate that tourists are individuals who experience non-everyday experiences and perceive it for the first time and they remember their experiences in many ways. Tourists usually travel to high quality environmental regions which usually exclude industrial areas, but include regions of natural beauty within a rural setting (Meyer & Meyer, 2015) and regions that possess historical features that are mostly not available in their usual environments. This is not always true since there are some tourists who engage in high risk ventures and do not take part in tourism activities for the beauty of it, tourism does not only revolve around historical areas but some industrial areas, ecotourism areas and other natural sceneries.

Tourists decide which destinations they will travel based on their judgments regarding interactions of the internal and external influences (Yoo, Yoon & Park, 2018). Obviously tourists/visitors have their own internal and external reasons for traveling (McGehee, Loker-Murphy, & Uysal, 1996). According to the literature on travel motivation, generally people travel because they are “pushed” into making travel decisions by internal, psychological forces, and “pulled” by the external forces of the destination attributes (Dann, 1977; Crompton, 1979; Uysal & Jurowski, 1994; Yoon & Uysal, 2005).

According to Jarvis and Peel (2010) the ability to travel is related to the need to escape, i.e. to "break from normal" home and work activities (Kim, Ritchie, & McCormick, 2012). This break offers people an opportunity to recharge their minds by engaging in leisure activities that are not routine (Ritchie, Tkaczynski & Faulks, 2010) and some new forms of leisure activities (some form of newness or something novel). Novelty consists of four main indicators: the one-in-a-lifetime experience, unique, a special experience different from the usual one and a new one (Kim et al, 2014).

As one of the key characteristics that distinguish the perceived destination image and preference, the destination environment is a key predictor of destination quality (Murphy, Pritchard, & Smith, 2000) thereby influencing tourist's choice of a destination. In other words serving as motivation for tourists. Boateng, Okoe and Hinson (2018), also added that in recent years, tourists travel to visit places with negative or melancholic historical events. From the different

reasons by various researchers it can be stated that reasons why tourists travel are so many and inexhaustible.

Before current studies revealed various motivations for tourist travels, Bucher and Gray (1971) categorized motivation to travel between two types of travellers, which is either for pleasure or for business. Another contradiction to the meaning of tourism whereby a tourist is not supposed to be engaged in anything business related rather in pleasurable experiences and relaxation however, the definition of a visitor exempts it from the strict non-business requirement to be a tourist. A visitor can engage in other services aside tourism. Gray explained that, pleasure travellers can again be divided into Sunlust and Wanderlust travellers with; wanderlust travellers are motivated to travel in order to interact with different people or cultures, hence international travel. Sunlust travellers on the other hand are motivated to travel to seek rest and relaxation, therefore they travel to resorts where they can get sun, sand and sea- the three 'Ss'. Diechmann and Frempong (2016), opined that, people may travel for business, recreational and educational purposes.

In the mentioning of tourist's motivation to travel, Plog (1973)'s classification of tourists cannot be overlooked. Plog (1973) classified tourists into allocentrics and psychocentrics; Allocentrics are motivated to travel to exotic and higher risk places while psychocentrics are motivated to travel to places closer to home thus 'safer places'- places they consider safe or an environmental bubble. Cho, Liu, and Schallert (2008) also suggest that, the intention to visit a location will depend upon the level of desire, social influences and perceived

attractiveness vis-a-vis local alternatives. The perceived attractiveness as proposed by Marris (1986) may include climate, sea and scenery. Dayour (2013) also maintains that traveling to destinations is a chance to interact and connect with others.

Relaxation closely linked to escapism is also one of the motivations for tourist travel (Jonsson & Devonish, 2008; Hsu, Cai & Li, 2010). Relaxation is seen as a condition of stress relief and from panic (Grimm & Needham, 2012). Leonard and Onyx (2009) identified getting relaxed as one of the most important psychological predisposing factor for tourist movement. Humans routinely go out of their way to seek out social connection and avoid social isolation (Jolly, Tamir, Burum & Mitchell, 2019). Destination's attractions are also good sources of motivation for travel (Park & Yoon, 2009; Grimm & Needham, 2012; Dayour, 2013; Pratminingsih, Rudatin & Rimenta, 2014). Kim and Eves (2012) and Hjalager and Richards (2003) present that travel for local food experience has also been highlighted as a cultural incentive for travel. During holidays, eating and drinking a specific native food and drink means taking part in people's local culture (Wijaya, King, Nguyen, & Morrison, 2013). It is a way to closely observe a community of people's genuine local culture in a geographical setting, such as how they cook, eat and drink and how friendly the locals are (Kim, Eves, & Scarles, 2009; Kivela & Crofts, 2006). In the conceptual framework of Diechmann and Frempong (2016), they outline some motivations to travel to Ghana being; education, business, VFRs, volunteerism, vacation, ecotourism, heritage and historical tourism.

### **Socio-demographic Characteristics and Tourists/Visitors Motivation**

Sociodemographic variables, including age, gender, health status, family, education, marital status, and economic status, play a crucial role in motivation to travel (Romsa & Blenman, 1989). In defining the tourism market and forecasting travel behaviour trends, these variables are assumed to be reliable (Weaver & Oppermann, 2000, Kara & Mkwizu, 2020). Age is documented to have a significant impact on the desire of individuals for relaxation and exploration (Ma, Chow, Cheung, Lee & Liu, 2018) as well as other motivations. With respect to sex, men mostly travel for business-related activities, whereas women travel primarily for visiting friends and family therefore travelling over shorter distances as compared to men (Moriarty and Honnery, 2005). Females tend to be interpersonally or systemically constrained than men (Andronikidis, Vassiliadis & Masmanidis, 2008) as price, time and family responsibilities affect travel motivations and activities when travelling (Scott, 2005; Kara, & Mkwizu, 2020). Furthermore, motives for travel differ among visitors travelling to the same destination from different continents or countries of origin (Marques, Mohsin, & Lengler, 2018).

### **Concept of Visitor Experiences**

Tourism as a medium of exchange includes the purchase and sale of experiences (Pine, Pine & Gilmore, 1999; Woodside & King, 2001; Mahika, 2011). Products of the tourism and hospitality industry are not physical unlike that of the other industries. For this reason, outputs and or outcome of the sale and

enjoyment of tourism and hospitality products are experiences. These products are composite; that is a combination of smaller units to form a whole.

The term experience is explained by different researchers in different ways. Some researchers use the word 'experience' as an experiential accomplishment (Arnould & Price, 1993), cognitive effect (Schmitt, 1999) or value (Tian-Cole, Crompton, & Wilson, 2002). However, it is mainly seen as part of a person's psychological process because of an incident he or she experiences (Renko, Renko & Polonijo, 2010). Experience requires the outcomes of the services / activities at the destination whose consumption is provoked by the patronage of the item concerned (Adongo, Anuga & Dayour, 2015). Experiences are multi-faceted since they arise out from activities and the physical environment as well as social meanings embedded in the activities (Ooi, 2005), the touring process. Kim et al. (2012) explain experience as a reminder of the visited destination's pleasurable memories. This definition however applies completely to tourism since tourism is about pleasure and making memories. In the tourism and leisure fields, experiences are 'mental, spiritual and physiological outcomes resulting from on-site recreation engagements' (Schänzel & McIntosh, 2000, p. 37). In sum, experience can best be described as a lasting impression left on an individual through engaging in some activity.

At the tourist site, tourists' experiences are viewed as multidimensional utilization of the systems of tourism (Moscardo, 2009; Updhyay & Sharma, 2014), the tourism system being the combination of products and services enjoyed

during the whole experience. It is imperative to note that experiences can be positive or negative.

Positive experience is seen as a favourable interaction that is quickly remembered after the occurrence of the incident (Kim et al., 2012) whereas, negative experiences refer to tourists' encounters which are remembered as unfavourable after event occurrence (Adongo, Anuga & Dayour, 2015). Experience is a service product which continues to shift as needs which communities evolve to concentrate on consuming experience rather than goods (Pine, Pine & Gilmore, 1999). Experiences encourage visitors to do things, not just look at them (Azevedo, 2010; Eraqi, 2011) and take part in self-development practices, explore multi-sensory settings, and communicate with others (Rihova, Buhalis, Moital, & Gouthro, 2014; Campos, Mendes, Valle & Scott, 2018).

Binkhorst and Den Dekker (2009) suggest that the tourist's involvement in various activities at the various destinations become a part of the experience formation process. Therefore whatever experience a tourist has depends on their level of involvement at the tourist destination. Clawson and Knetsch (1966) reiterate that experiences are important only when they are treasured and remembered through remembrance. Tourist experience has thus been described as a participant's subjective and psychological perception of a service delivery process (Otto & Ritchie, 1996).

Ooi (2005) indicated that the diversity of tourist backgrounds lead to different interpretations of a tourist product and hence different experiences. Tourists obtain various experiences and feelings even though they engage in the



same activity in the same place since individual moods and feelings can impact individual interpretations of a tourism experience at a particular moment (Tsai, 2016) as well as different characteristics, attitudes and background. And if every tourist enjoys an experience at a period, the same unforgettable experiences cannot be guaranteed for all visitors. Ooi (2005) asserts that experiences can be considered as being subjective.

This suggests that, while the organization has a duty to ensure that customers are conscious of value, customers-maybe even more than the organization-are responsible for producing their own experience value (Amoah, Radder & Eyk, 2016). Visitors are frequently seen as enjoyers, creators, and performers, rather than audiences, translators, and spectators (O'Dell, 2007), and therefore tourist practices are moved from the viewpoint of the audience to the role of the actor (or performer), blurring the conventional distinction between manufacturer and customer. Experiences are derived from practices (Ooi, 2003) involving the direct engagement of visitors (Aho, 2001; Mkono, 2012). In a foreign setting, however, visitor experiences are created through a process of visiting, studying and triggering events (Stramboulis & Skayannis, 2003). Interactions are evaluated as a set of consumption, with four general resource considerations: time, skills, products and services (Jurowski, 2009).

### **Categories of Visitor/ Tourist Experiences**

Enquiry into tourist experiences at various destinations have resulted in an overflow of types of experiences tourists have by visiting tourist destinations or sites. These categories of experiences further lead to the emergence of more types

of experiences some of which are related and or different. These experiences are not exclusively linked to the field of tourism.

Caton and Santos (2007) in their research on 'Heritage Tourism on Route 66', indicated that participants had different experiences by engaging in touristic activities; whilst some experienced historical education, others experienced personal growth as well as interactions with different landscape and people. These experiences demonstrate that even though tourists may travel in groups or individually, they will have varied and different experiences and these are influenced by several factors - personal characteristics, interests, motivations, goals among others.

In (1979), Cohen suggested five tourist experiences postulates: recreational, diversional, experiential, experimental and existential. Recreational is similar to entertainment, however the only difference as explained by Cohen is that this type of experience less centered on real life. The tourist's form of recreation is linked to cinema, theatre and television experience, which may not necessarily fall in line with touristic activity but associated with leisure. According to the researcher, the tourist 'enjoys' his trip because it restores his physical and mental powers and endows him with a general sense of well-being. Diversional experience is that which deals with merely escaping from boredom and daily routines or everyday existence, into the forgetfulness of a vacation, which may heal the body and sooth the spirit. This type of experience captures exactly what the whole concept and motive of tourism seek to do which is move from original to new destination. Experimental experience on the other hand has

to do with people who engage in a quest for an alternative in many different directions. Experiential experience on the other hand pushes tourists to attempt to transform their society through revolution. Experiential experiences tend to make people want to grow out of being ordinary and try other openings available to them. Finally, existential experience has to do with tourists who become attached to the new environment usually spiritual locations where they seem to connect and visit often but periodically to derive spiritual sustenance.

Cohen's categorization of tourist experience seems to revolve around a particular type of tourism because from his research, the researcher seems to revolve his study around, 'tourist's relationship to a perceived 'centre' and the location of that centre in relation to the society in which the tourist resides'. The categorization does not seem to fit in for all types of touristic adventures rather on spirituality except recreational and experiential which does not really talk much about what type of experiences and touristic activities but is merely centered on the meaning of tourism as in the case of directional whilst recreational may not be directly linked to tourism however tourism encompassing a wide range of activities could include tourist travelling to other areas or destination to enjoy their arts, exhibitions and drama or plays or other media related activities within the confines of that destination alone.

Otto and Ritchie (1996) also categorized tourist experiences into six (6) components which were; hedonism, interactive/social, novelty/escape, ease, safety stimulation/dimensional challenge. According to the researchers, hedonism experiences had to do with excitement, enjoyment and memorability. Tourists

who were meeting people, making varied choices and taking full participation in the tourism experience had interactive or social experience. Novelty and escape experience were enjoyed by those who sought to do new things and wanted to be away from everyday life. Novelty and escape therefore combine Cohen's experiential and diversional experiences. Also, comfort experience was associated with relaxation and having physical comfort whereas safety/stimulating and challenge seeking experience were felt by those who wanted a sense of security for themselves and their belonging and educative and informative experience respectively. This categorization somewhat is almost a total shift from that of Cohen with a few similarities and new suggestions as is seen with hedonism, interactive/social, comfort, safety stimulating and challenge. However, Otto and Ritchie introduce enjoyment and fun which were absent in the former categorization.

Aho (2001) also divided visitor experiences into four: sentimental, insightful, action and transforming experiences. He explained sentimental interactions to be associated with intense feelings gained from a specific destination like that of Cohen's existential experience. The strength of this feeling may be expressed through applause, excitement, and/or laughter. This is related to Otto and Ritchie's hedonism experience where there is excitement and enjoyment. Emotional experiences create mental impression on tourists. Aho also described informative experience as being related with intellectual experience or information gained by visitors. Getting informed by a touristic experience includes reception of some knowledge elements that result in knowledge

improvement of the tourist. Practice experience was explained as capabilities or skills that the tourist acquires from visiting a tourist destination in this context just like experiential experience where the tourist who want to grow out of the ordinary and try new openings- that is learning new things. Such an experience improves the capabilities of tourists.

“Social transformation encounters include changes that happen in a tourist’s life after experiencing a site or destination. Getting transformed in the state of body is the aim in health tourism, especially in cases where various curing treatments are exercised. The state of mind may be transformed in cultural tourism, for instance in cases when a new permanent inspiration in art is created” (Aho, 2001). This transformative experience create permanent change in tourists or individuals. Aho added that tourists can have physical experiences in spa settings, social experiences; which are important in many types of travel, incentive tourism for active businesses and more enjoyable trips for the elderly. This type of experience can lead to Cohen’s existential experience since this permanent change can result in the tourist frequenting the destination to be able to continuously be in tune with the mental experience.

Kim, Ritchie and McCormick, (2012), however, claimed that earlier scholars ignored 'memory'—experience that is a snapshot, a major mediator of behavioural intent. Kim et al. introduced a seven-dimensional MTE (memorable tourism experience) scale that incorporated hedonism, nourishment, native culture, meaningfulness, awareness, engagement, and innovation to fill the defined void. Tourists who experienced hedonism were thrilled about having a

new experience, indulged in the activities and really enjoyed the whole tourism experience as well as found the experience to be exciting. Novelty experience was enjoyed by those who had a once-in-a lifetime experience, unique and finally enjoyed an experience that was different from previous experiences whilst experiencing something new. The novelty experience as explained by the researcher is embedded in hedonism since much explanation was not given to alienate newness from hedonism which he already introduced in hedonism experience. Hedonism and novelty experience were already mentioned by earlier researchers such as Cohen, Otto and Ritchie as well as Aho.

In addition to what earlier researchers discovered, Kim et al introduced the memorability of these experiences by arguing that earlier researchers had neglected the fact that experiences were not only physical and or emotional but could also be memorable. Kim et al added that local culture experience was enjoyed by tourists who had good impressions about the local people, closely experienced the local culture and enjoyed the friendliness of the local people. Those who had refreshment experience felt that the tour experience was liberating, they enjoyed sense of freedom, were refreshed and revitalized. Meaningfulness experience was felt by those who had something meaningful from the process, did something important as well as learned more about themselves. Involvement experience was enjoyed by those who visited a place that they really wanted to go, enjoyed activities which they really wanted to and were interested in the main activities of this tourism experience. Finally knowledge experience had to do with exploratory, knowledge and new culture.

Kim et al introduced new experiences that were not mentioned by earlier researchers. The scale introduced by Kim et al was also criticized for being positive-centered in terms of memorability. In agreement with the critiques, the aforementioned experiences seem to be totally positive neglecting that experiences could be negative as well.

For that reason a seven experience value constructs was proposed using value research by Mathwick, Malhotra and Rigdon (2002) as a benchmark, Pine and Gilmore (2011) cited the aspects of experience to be: happiness (internal joy); amusement (playfulness, fun); escape; environment (aesthetics, visual appeal); productivity; success and economic value (Amoah, Radder & Eyk, 2016). According to Abuhamdeh and Csikszentmihalyi (2012), enjoyment comes about as a result of being satisfied with a need and receiving the unimagined positive benefits. Pine and Gilmore (1998) described entertainment as being an opportunity whereby organizations engage and thrill customers. Whereas an escapist experience gives the tourist an opportunity to be fully immersed in an adventure, and to degree of oblivion (Hosany & Witham, 2010; Abuhamdeh & Csikszentmihalyi, 2012). As mentioned by Otto and Ritchie (1996); Cohen (1979); Aho (2001) and Kim et al (2012).

Boateng, Okoe and Hinson (2018) in their dark travel experiences, tourism experiences also have been divided into three: slave experience, emotion experience, and thinking experience. Under the categorization, each theme had other elements that contributed to the universal experience. For the experience of slavery, unsparing slave owners, brutality and massacres, and endurance of

survivors were described as themes. In relation to barbaric slave masters, visitors mentioned a heartbroken experience of brutality committed against black slaves by European slave masters. Barbarity and atrocities were described by visitors in the way in which individuals were exchanged as mere objects. Whereas, the knowledge of resilience has been shown by tourists who have said that tourists are enduring by being willing to go through all unfortunate conditions. Emotional experiences were illustrated to include heart-wrenching experience, moving experience, and terrifying experience. Tourists shared their heart breaking experience by being both grief stricken and saddened. Tourists have described traveling experiences as thrilling in terms of the location and the exceptional nature of the Cape Coast Castle. This insight was also documented by scholars as to how visitors appreciated the attractiveness of the Cape Coast Castle and took pictures of the edifice. And visitors, too, have viewed the entire slave trade as a terrifying experience. Boateng et al classified as experience - based learning, learning heritage, discovering their origins, and informed tour guides as a sub-theme for cognitive experience. Furthermore, Boateng et al got to add that the cognitive experience is similar to Aho's informative experience. Basically, cognitive experience has to do with the development of information.

From the categorizations above, it could be identified that tourist experiences are varied and may not be exhaustible since different touristic activities produce or yield different type of experiences. Therefore it can be deduced that there are more touristic experiences that can be discovered depending on the focus of the tourism study.



### **Attributes of a Destination that Shape Visitor Experiences**

To begin with, destination attributes are referred to as the assortment of the various elements which draw travellers or visitors (Lew, 1987; Kim, 2014) therefore having an impact on experience formation. Kim (2014) continues that, travellers originally drawn by the attributes of a destination participate in tourist-related ventures within the area, these attributes are then converted into experiential elements, which affect visitor experience. In the tourism sector, the importance of experience is not only generated by service providers and clients, but is rooted in what is encountered in a broader social and physical sense (Hoarau & Kline, 2014). Buhalis and Amaranggana (2014) support this assertion by noting that tourists are linked to the places they visit and the cultures they encounter via stakeholders such as tourists, service providers, governments, and local communities.

Experiences can be created in any part of a service phase that is not managed by the organization (Jüttner, Schaffner, Windler & Maklan, 2013) provided that experience evolves at all points of touch during the ongoing dialogue (Mascarenhas, Kesavan & Bernacchi, 2006) of the tour that may take place at different points of destination. Travel in itself is seen as a process of sense-making in which, by experiencing local culture embedded in the visited location, tourists can boost their experience (Jennings & Weiler, 2006). As such, stakeholders stimulate the travel experience of tourists by involvement in the sense of tourism to represent the experience as a whole (Wang, Chen, Fan & Lu, 2012).

Pine and Gilmore (1999) indicate that experiences exist only in the mind of an individual who has been affianced in various level of engagement (i.e. emotional, physical, intellectual and spiritual) which makes experience inherently personal (Jennings et al. 2009). Kim and Ritchie (2014) confirm that visitors are more likely to gain a memorable experience on the trip when they could immerse in activities within destination. Tourists are therefore straightforwardly involved in the construction and performance of their activities from time to time (Binkhorst & Den Dekker, 2009; Kreziak & Frochot, 2011; Prebensen & Foss, 2011; Bertella, 2014; Campos, Mendes, Valle & Scott, 2016).

A number of consumer standards have dramatically improved in all sectors (InterContinental Hotels Group, 2014) due to industrialization as well as globalization. Expectations are pre-formed by the visitor, it is actually a subject of utmost interest to both the destination and the visitor himself since they play a role in the formation of experiences. Expectations can vary from the destination to the services provided, the people and tourism infrastructure. This is because different leisure travellers want their own desires and specifications, ranging from the desired location of the hotel to the kind of meals they want to have during their journey (Michopoulou & Buhalis 2013), type of activities among others.

Travelers are concerned about their destinations, it is one of the most thought-provoking issues that concerns visitors or tourists. Destinations have distinctive features that have a major effect on tourists at various points, such as spectacular scenery, shopping opportunities, cultural exchanges, facilities, protection and activities (Chi & Qu, 2008; Kim, Hallab & Kim, 2012). Kozak and

Rimmington, (1999) describe tourist destinations as the central elements of the tourism system. They continue that the classification of destination features are; primary features encompass - climate, ecology, culture and traditional architecture whereas secondary destination features are those developments introduced specially for tourism such as hotels, catering, transport and entertainment. Kozak and Rimmington, (1999) further added that there are two main groups of features that contribute to the overall attractiveness of a tourist destination. These features must be of good standard to be able to create tourist satisfaction since the whole destination's image can affect tourist future decision making.

Research into tourism has recognized the importance of aesthetics in tourism and user experience (Pizam, Neumann, & Reichel, 1978; O'Leary & Deegan, 2003; Alegre & Garau, 2010). Prompting visitors to evaluate a destination as beautiful or hideous, tourism aesthetics may have a huge effect on tourism experience, connecting it to general satisfaction (Pizam, Neumann, & Reichel, 1978; Todd, 2009), loyalty (Lee, Jeon, & Kim, 2011), and intention to return (Baloglu, Pekcan, Chen, & Santos, 2004). Aesthetics is explained by Ranciere (2009) to be the structured way human sense is organized or how discourse frames what is knowable, and or the subject of aesthetics examine how volunteer tourists aestheticize the host community members' poverty through their descriptions of it as authentic and cultural (Mostafanezhad, 2013).

Closely related to the subject of destination aesthetics is what transpires between the tourist and his or her environment. Activities become element of the tourism experience (Morgan, 2007) or precisely, the experience of activities (Ooi,

2003) and require the active involvement of visitors (Aho, 2001; Mkono, 2012). This active involvement may be physical, sentimental, or mental involvement (Bertella, 2014), and may reinforce personal and/or group identification (Kreziak & Frochot, 2011; Lugosi & Walls, 2013), and also enhance the experience via the use of personal skills and resources (Aho, 2001). Aesthetics alone may not be enough even though tourism in the earlier stages may have been made to be related to sightseeing. However the exploitation and use of these aesthetics at tourist destinations lead to the formation of different type of experiences.

Engaging in tourism also results in all forms of interactions. Interaction acts as means of linking visitors, their family and friends, other visitors, residents, workers, and various kinds of suppliers in the space of experience (Mossberg, 2007; Morgan, 2007b ; Mansfeldt, Vestager & Iversen, 2008) or surrounding (Binkhorst & DenDekker, 2009; Prebensen & Foss, 2011). Communications are predicted because multiple influencers of the tourist experience are brought together (Prebensen, Woo, Chen & Uysal, 2013). This is supported by other researchers who add that communications are conduit of experiences (Minkiewicz, Evans & Bridson, 2014) and interplay among people (Walls, Okumus, Wang & Kwun, 2011) as well as influence the degree of a tourist's involvement in experience (Minkiewicz et al., 2014) thus memorability of the experience (Bharwani & Jauhari, 2013).

Interactions of visitors occur within different contexts; some are programmed, such as a meeting at a workshop between a craft teacher and a visitor, whereas others happen as a result of the existence of a specific context or

environment, such as tourists interacting with each other during the workshop (Campos, Mendes, Valle & Scott, 2018). These social encounters are part of experiences, irrespective of the nature (Cutler & Carmichael, 2010). The tourism and hospitality industry regards interactions as aspects of the tourism experience which need to be "carefully designed, incorporated and controlled to ensure an emotional connection, satisfaction and loyalty" with brands and destinations (Lugosi & Walls, 2013, p. 52). In sum, human contact is often considered to be of utmost significance in the field of hospitality and tourism (Jackson, Morgan, & Hemmington, 2009; Nuttavuthisit, 2010; Hjalager & Nordin, 2011; Brunner-Sperdin, Peters, & Strobl, 2012; Bharwani & Jauhari, 2013; Andrades & Dimanche, 2014). As well as have a social component (Morgan, 2007b) focused on the on-site creation of ties and interactions between tourists (Mehmetoglu & Engen, 2011; Bertella, 2014).

The tourism industry is characterized by several infrastructure needed for the industry to operate. This statement is supported by Gunn (1988) and Inskip (1991), who mentioned that a country's infrastructure strength is a possible determining factor of a tourist destination's attractiveness. "For example, road infrastructure enhances the mobility of tourists to various parts of the country, whereas sound airplane infrastructure facilitates a smooth transition from the aircraft to the borders of the country of destination and vice versa. Also, communication systems ensure rapid communication between the country of origin and destination as well as providing maximum destination information which reduces confusion, fear and asymmetric information. Other infrastructure,

such as waste, power and water, can contribute to more efficient services and thus promote the destination's attractiveness" (Seetanah, Juwaheer, Lamport, Rojid, Sannasee & Subadar, 2011, p. 90). Smith (1994) also acknowledges the role of service infrastructure in creating a product experience and that infrastructure and technology in a destination are altogether key features that can enhance experience.

Furthermore, Crouch and Ritchie (1999) analysed the tourist product in the context of comparative and competitive advantage, they suggested that tourism planning and development would not be possible without roads, airports, harbours, electricity, sewage, and potable water. This is because these are some of the basic fundamentals for a successful tourism or destination operation. Therefore they must not only be present at the destination but also be of good quality and meet a specific standard. In recent times, tourists are enjoying products and facilities that have been tailor-made to suit their preference, which adds up to the formation of positive or negative experiences. Generally, tourism infrastructure of a region comprises four elements at the destination or related to the destination which enables tourists staying at destinations to use infrastructure like; accommodation facilities- hotels, hostels, apartments, camping, lodges, gastronomy facilities- restaurants, bars, cafes, transport at the destination, service in the range of active leisure, retail networks and other services- information, equipment, rental companies (Panasuik, 2007). Most international tourists, being citizens of developed countries, are accustomed to modern and efficient infrastructure, and they expect to experience in the destination country comforts

similar to home (Cohen 1979; Mo, Howard & Havitz, 1993) failing which they will seek alternative destinations. Not forgetting safety and security measures put in place to ensure that the tourist is protected any kind of danger or disaster and if they do occur the tourist is sure of a comfortable life and secured health.

**Table 2: Summary of Destination Attributes that Influence Experiences.**

Relevant Literature	Destination Attributes
Etchner & Ritchie, 1993	Beautiful landscape, Shopping
Chi & Qu, 2008	opportunities, Culture, Infrastructure,
Kim, Hallab & Kim, 2012	Safety, Activities.
Inskeep, 1991	Infrastructure, Facilities,
Gunn, 1998	Accommodation, Food and Beverages,
Panasuik, 2007	Services
Kozak & Rimmington, 1999	Primary Attributes; Climate, Ecology, Culture, Traditional architecture
	Secondary Attributes; Hotels, Catering, Transport, Entertainment
Buhalis, 2000	Attractions, Accessibility, Amenities,  Availability packages, Activities,  Ancillary services.
Mossberg, 2007	The people (interactions);

**Table 2 continued**

Mandsfeldt et al, 2008	Family, Friends, Visitors, Workers, Various kinds of suppliers
Binkhorst & DenDekker, 2009	Surrounding (Environment)
Presben & Foss, 2011	
Alegre & Garau, 2010	Aesthetics
Horau & Kline, 2014	Social and Physical sense
Kim, 2014	Infrastructure, Accessibility, Local culture/ history, Physiography, Activities and Events, Destination Management, Place Management, Place attachment, Superstructure, Quality of service, Hospitality
Buhalis & Amaranggana, 2015	Transportation, Accommodation, Gastronomical, Attraction, Ancillaries,

**Theories and Models Underpinning Tourist Experiences**

A number of theories and models have been used to explain tourist experiences at destinations. Among the many theories include; the Push-Pull motivation theory by Dann (1977), the Experience Economy Dimensions by Pine and Gilmore (1998) and the Tourism Opportunity Spectrum Model by Huang and



Confer (2009) which have been adopted for this study. The theoretical framework underpinning the study is also discussed.

### **Push and Pull Motivation Theory**

A number of studies have sought to find out the motivations of travellers to various destinations (Deseva, Laguna & Palacios, 2010). Dann's push-pull theory has been widely used to better understand motivation in a number of fields in which tourism is not an exemption. Dann (1977)'s push-pull model offers a useful method for analysing the motives of visitors for traveling (Dann, 1977; Crompton, 1979). According to Dann, tourists are motivated by internal forces such as; escape, reputation, relaxation or pulled by external influences which are usually attributed to the destination. Push factors reflect the psychological drivers of behaviour (Wu & Pearce, 2014) while pull factors are considered to be external, situational or cognitive motivations such as destination attributes and leisure infrastructure (Devesa et al, 2010).

Crompton (1979) posits that, push factors explain an individual's desire to engage in specific tasks, or the internal "igniter" that drives an individual to take actions. He continues that, push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement. Therefore push factors could be referred to as 'the willingness to travel', correlated with the decision 'whether to move' (Kim, Ick-Keun, & Giri, 2007; Wong, Musa & Taha, 2017). Since push motivations have little or nothing to do with the proposed destination, push factors can be said to have more to do with the psychological drive of the

individual. Push elements are those relevant to the ambitions of a tourist for a specific visit which is what tourism can give them (Dean & Suhartanto, 2019). An individual's push motivation to visit the Cape Coast destination area is therefore fuelled by their internal or intrinsic attitudes, perceptions and expectations which are independent from the prospective site. Presben, Woo, Chen and Uysal (2013) add that tourist push motives can be seen as guided or fuelled by personal goals such as relaxation and rest, escape, contact with family and friends, health and fitness, improvement of knowledge, reputation as well as exploration and adventure.

Pull motivations, on the other hand, are connected to external, situational, or cognitive aspects (Crompton, 1979). These factors are inspired by a destination's attractiveness; such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks (Uysal, McGehee & Loker-Murphy, 1996). A favourable image of a destination is formed by a combination of the destination's attributes (e.g., beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities) significantly affect individuals' destination choices (Echtner & Ritchie, 1993; Chi & Qu, 2008; Kim, Hallab & Kim, 2012). Niggel and Benson (2007) also listed the pull factors to include indigenous culture, opportunities for adventure, climate, beautiful beaches, facilities and services available, as well as the heritage of the host country and the pleasantness of the host country. Yoon and Uysal (2005); Dean and Suharttano (2019) also add pull factors can collectively include; facilities and uniqueness, available services, surrounding, value, food and culture.

Thus more additions to those proposed by (Uysal et al, 1996). Pull factors enable researchers to find out when, where and how people travel (Prayag & Ryan, 2011) although these factors are different in each case since the ‘pulling’ attributes of a destination differ from person to person (Caber & Albayrak, 2016). Thus, pull factors are usually characteristics of the destination that conform accurately to the push motivational factors (Dann, 1981). Also it is worth noting that the least significant pull factors would be events that are generally and readily available to travellers at their home destination (e.g. entertainment and sports) (Jamrozy & Uysal, 1994). Therefore, pull factors to the Cape Coast destination area are those factors and or facilities that are present in the area but unlikely to be found in the visitor’s home country or place of origin.

In short, push motives can be used to illustrate the wish to travel while pulling reasons help to clarify the choice of destination (Dann, 1977; Crompton, 1979; Goossens, 2000). The push and pull theory will provide basis for understanding what motivates visitors to the Cape Coast destination area. The push and pull theory will also provide basis to understand the various components that make up the measurement tools for either push motives to the Cape Coast destination area which include; escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement or pull motives to the Cape Coast destination area which also encompasses indigenous culture, opportunities for adventure, climate, beautiful beaches, facilities and services available, as well as the heritage and the pleasantness of the Cape Coast destination area. In as much as the push and pull factors are distinct of

each other and provide accurate basis for understanding and identifying motivation of travellers, it is met with the weakness of not being exclusively independent in that a push factor can double up as a pull factor and vice versa. Also, it is not categorically indicated in the theory that an individual visitor ought to be motivated by a single push or pull factor. However, an individual traveller may be motivated by a number or a combination of both push and pull factors.

### Tourism Opportunity Spectrum Model

**Table 3: Components of Tourism Opportunity Spectrum and their Rationale.**

Factors in TOS	Rationale
Acceptability of visitor impacts	Natural carrying capacity
Social interactions	The human perspective especially interactions among hosts, guests and management
Other non-adventure uses	
Acceptability of regimentation	
Access	Availability of tourism infrastructure and facilities
Tourism Plant	

Source: Adopted from Huang & Confer (2009).

The tourism opportunity spectrum (TOS) was proposed by Butler and Waldbrook in 1991, the researchers suggested that the model is widely useful in different environmental situations and beneficial for long-term planning of tourism. According to Butler and Waldbrook (1991), it is a conceptual approach to a tourism planning tool that enables a rational and comprehensive overview for assessing the tourism opportunities provided within an area. This implies that the use of this model for the assessment of experiences of visitors at the Cape Coast

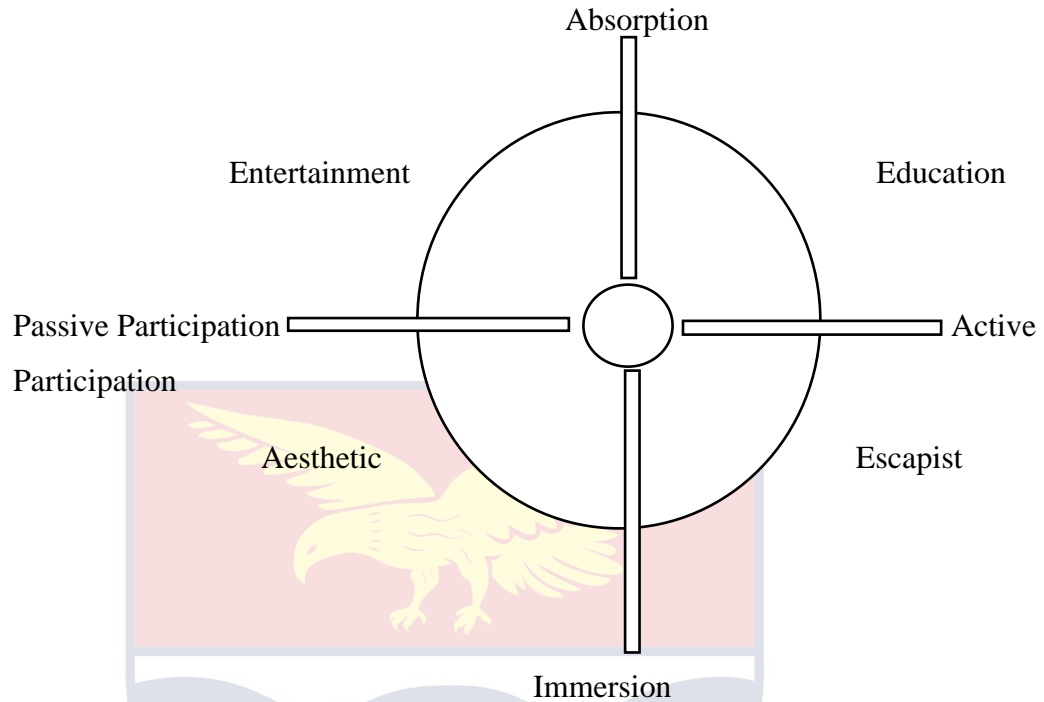
destination area will allow an inquiry into the engagement, exploration and use of the various offerings available to each individual at the premise. The tourism opportunity spectrum (TOS) is also used to classify different attributes of a tourism site by measuring several site conditions (Carroll, Farmer & Saa, 2016). The model also makes it possible to understand the activities of tourists (with the attributes of the destination as captured in the model) and the directions for the creation of facilities in a given region, considering the different types of tourism and local offerings (Butler & Waldbrook, 2003, Matoga & Pawlowska, 2018).

Originally, it was proposed that tourism's average use be assessed using six environment or destination variables namely: access, other non-adventure uses, tourism plant, social interaction, acceptability of visitor impacts and acceptability of regimentation. These factors as presented in table 2 are further explained as inventory measures of tourism site conditions; in view of that, Site Access is viewed as how easy or obtainable is access; Compatibility of other Uses otherwise stated as Other non-adventure uses, example being, what are other uses on or near the site and are they compatible with the tourism experience; Visitor Control or Acceptability of Regimentation, being control of the visitor experience through things like rules, regulations, permitting among others; Acceptability of Tourism impacts whether environmental or social impacts; Onsite Management or Tourism plant being how heavily managed, patrolled, altered is the site; and Social Perceptions and or interactions for example, visitor to host relationships, visitor to visitor relationships (Carroll, Farmer & Saa, 2016). These six elements were further simplified into three key rationales, which cover all six

factors, the natural carrying capacity, the human viewpoint, in particular the interactions between visitors, hosts and managers, and the availability of tourism facilities and infrastructure (Huang & Confer, 2009).

One major advantage of the TOS model is that it provides a framework to evaluate the regional tourism alternatives and consequences of changing development levels whereas one of the potential drawbacks to the TOS analysis approach is that it requires all of the tourism setting types and characteristics on the TOS to be defined and accepted by planners and managers (McCool & Moisey, 2001). This model was adopted because, it creates room for an analysis of the tourism opportunities in an area. Furthermore, using a continuum like the TOS will help outline an overview of the distribution of what tourism opportunities are being provided and suggest where there is market competition, where market niches could be developed or what types of new tourism development will be compatible with existing opportunities (Dawson, 2008) thus help to evaluate tourist experiences in the midst of them all. The model is the ideal structure for handling tourism operations in natural ecosystems (Huang & Confer, 2009) such as the Cape Coast destination area. TOS was created as a means of creating and defining tourism experience options (Mazzola, 2015). Hence the use of the model will aid in deducing the experiences of visitors at the Cape Coast destination area by drawing inferences from the various involvements that visitors had with each attribute grouped under human perspectives and availability of tourism infrastructure.

### Experience Economy Dimensions



*Figure 1:* Experience Economy Dimensions Adopted from Pine and Gilmore (1998)

According to Pine and Gilmore (1998), the experience economy dimension model outlines four realms of consumer experience being; education, escapist, aesthetic and entertainment experience. Pine and Gilmore (1998) further explain these to be permeable quadrants which reflect their position along two continua of experience. From the figure 1, the horizontal continuum denotes consumer participation in creating the experience that is either passive or active while the vertical continuum denotes an absorption of or immersion in the destination experience (Pine & Gilmore, 1998, Pine, Pine & Gilmore, 1999). Passive participation implies that the customer does not affect the staged experience such as someone taking a visual tour of tourist sites or monuments at a destination whereas active participation which is the opposite extreme of the later

implies that the customer takes part in the experience creation and formation, thus co-creating the experience (Radder & Han, 2015). Furthermore, being absorbed in the experience means being mentally involved in the experience such as watching a staged performance or cultural dance demonstration whereas being immersed means being physically involved in the experience such as participating in the dancing (Radder & Han, 2015). This is more like co-creating one's own experience. Pine and Gilmore argue that the richest experience is that which encompasses all four realms, forming a 'sweet spot' around the area where the spectra meet (Pine & Gilmore, 1998).

“Experiences that were educational were those that fit into the quadrant of active absorption. In this sort of experience, respondents actively consume experiences as a mental state, such as touring art galleries or wineries, fall into the category of education so tourists can educate themselves about wine and enhance their ability to become a wine expert. However, passive absorption experiences appeal to the senses. They are called aesthetic experiences because, although the mind is engulfed in the setting, it is not influenced or changed like it is in an educational experience, for instance, walking along a stream bed or visiting a historical monument may be labelled as aesthetic experiences because visitors are seldom actively involved. Escapism experiences include active participation and absorption to the point where the tourist clearly has an influence on the phenomenon or performance, such as playing golf and camping, these are operations in which the efforts of the visitor have an impact on the outcome of the experience. The final realm involves passive absorption experiences in which the



respondent does not have an impact on the occurrence or the surroundings (Oh, Fiore & Jeoung, 2007; Pine, Pine & Gilmore, 1999; Jurowski, 2009).

The experience economy dimension theory contributes positively to the study by enabling the identification of experiences that are infused into a product, which helps in enhancing a service, or an entity (Knutson & Beck, 2004). Experience economy can therefore be considered to be a mega-trend; that is, experiences are an extensive (or far-reaching) global tendency that is apparent across various industries and is not specific to the production of a particular product, service or even an industry (Mehmetoglu & Engen, 2011). One of the limitations of theory is that, it is expected that an individual goes through all the processes of absorption or immersion, passiveness or activeness before a real experience can be measured. However, experiences of visitors at the Cape Coast destination area can be arrived at by deducing their interactions and not necessarily activities with the various tourism offerings in the area; thus explicitly.

### **Conceptual Framework**

The study adapted Dayour and Adongo (2015)'s conceptual framework as a guide for studying visitors experiences at the Cape Coast destination area. The framework was considered appropriate because, it contained issues of motivation whereby push and pull variables were considered as factors of motivation for the tourist, which are being considered as the two generic factors acting as motivation for visitors to the Cape Coast destination area. Push factors included; novelty seeking, cultural experience, adventure, escape, social contact, rest and relaxation

which were equally push factors being considered for studying push motivation of visitors to the Cape Coast destination area. Pull factors according to the conceptual framework by Adongo and Dayour (2015) were generally captured as attractions at the destination which is however vaguely conceptualized for the study of pull motivations for visitors to the Cape Coast destination area. Furthermore, the framework (figure 2) indicates that once tourists receive satisfaction from the destination which they were motivated to travel to, it has long term and short term behavioural implications which Adongo and Dayour (2015) referred to as revisit intentions in their framework.

In contrast, aspects of satisfaction and revisit intentions that were considered by Adongo and Dayour (2015) in their framework were considered inappropriate for the study of visitor motivation and experiences at the Cape Coast destination area, hence the tendency to weaken the framework if adopted for the study. To strengthen the conceptual framework for the assessment of visitor motivation and experiences at the Cape Coast destination area. Issues of motivation were first of all adapted from the original framework. Tourists or visitors motivation to visit a particular destination is a function of the push and pull factors (Adongo & Dayour, 2015). Push and pull can be defined as a two-stage process, where the push factors will motivate the traveller to leave his/her home while the pull factors will attract the traveller to travel to a specific destination (Wong, Musa & Taha, 2017). Push factors that were considered for the study were escape/rest/relaxation, reputation/prestige, health/fitness, adventure/ exploration, social interaction/ family togetherness, excitement,

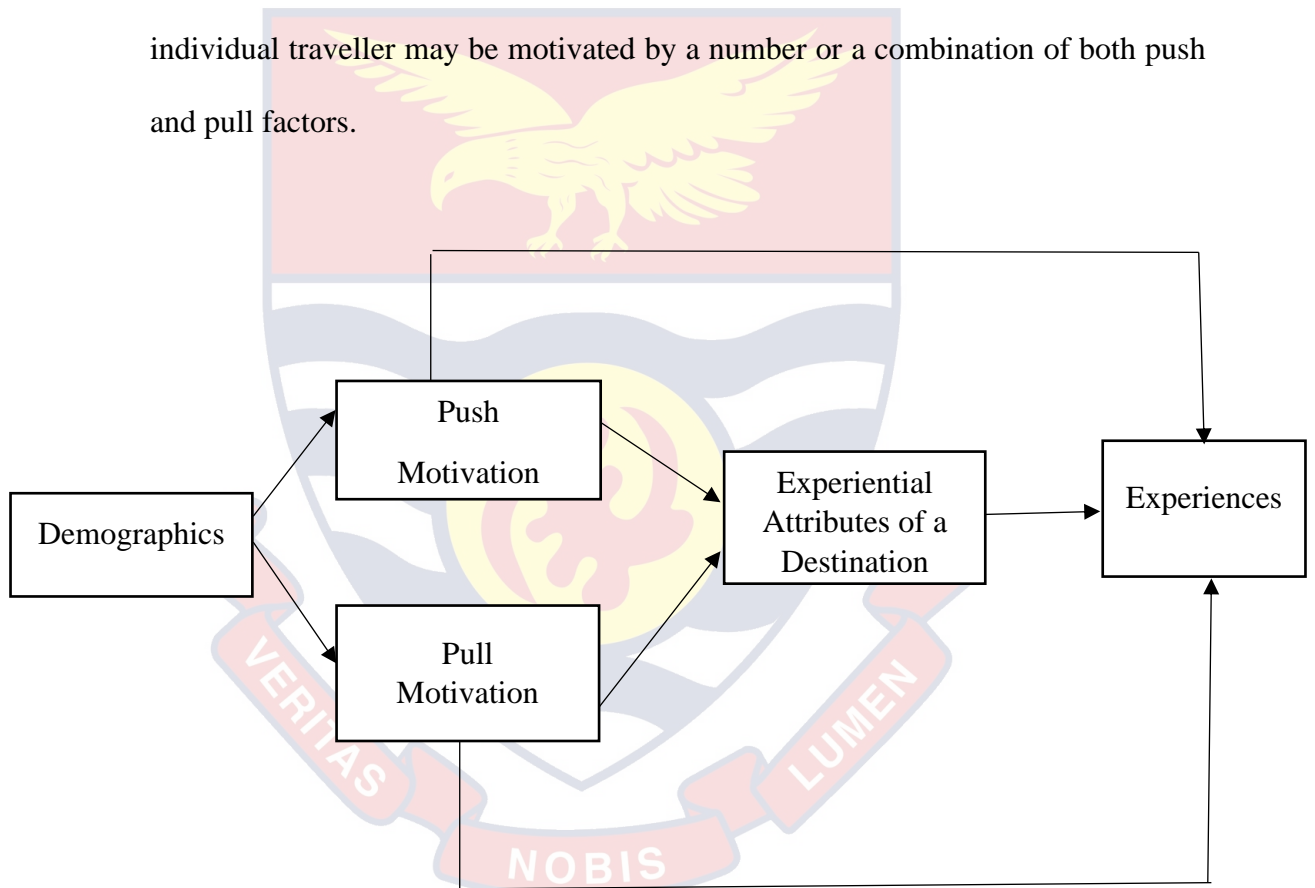
knowledge improvement (Dann 1977; Crompton, 1979; Presben et al, 2013) whereas pull factors considered for the study of visitors motivation to the Cape Coast destination area were; facilities/Utilities, surrounding, available services, value, food, culture and history (Yoon & Usyal, 2005; Dean & Suiharttando, 2019).

Demographics such as sex, age, educational level, marital status, income level have proven to influence motivation of travellers. Hence demographics is inculcated into the framework of the study to understand its influence on visitor's motivation to be either pushed or pulled to the Cape Coast destination area. Once visitors are motivated to visit the destination Cape Coast destination area, they make use of available offerings which are in the form of facilities and equipment, attractions and also have interactions with individuals in and around the Cape Coast destination area. Destination offerings are captured in the framework as attributes of the destination area. Such attributes at the Cape Coast destination area are derived from the Tourism Opportunity Spectrum and grouped under three major scales being natural carrying capacity, human perspective and availability of tourism infrastructure and facilities. The attributes measured for the study were; attractions, accommodation, food and beverage, transportation, local people, other guests and environment (Buhalis & Amaranggana, 2015; Kozak & Rimmington, 1999). It is worth noting that these attributes may be directly or indirectly inculcated into a tourist's activity at a particular destination.

Additionally, once a visitor or visitors have an encounter with any of the attributes, that is, attractions, accommodation, food and beverage, transportation, local people, other guests and environment, experiences are formed. According to Pine and Gilmore (1998), experiences are formed as a result of passive and or active involvement of tourists with the facilities and services available at the destination thus, the Cape Coast destination area. According to literature, experiences are many and inexhaustible. Pine and Gilmore (1998)'s four experience economy dimensions were used as baseline measurement scale for the study of experiences of visitors at the Cape Coast destination area. However, Kim et al (2012)'s memorable experiences scale was used in conjunction with the four dimensions of to determine the experiences of visitors to the Cape Coast destination area. These collective experiences were; education/knowledge experience, aesthetic experience, hedonism/entertainment experience, novelty experience, escapist/refreshment experience, local culture/history experience, social interaction, involvement experience, negative/ adverse feelings and meaningful experiences.

The push and pull theory provide basis to understand the various components that make up the measurement tools for either push motives to the Cape Coast destination area which include; escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement or pull motives to the Cape Coast destination area which also encompasses indigenous culture, opportunities for adventure, climate, beautiful beaches, facilities and services available, as well as the heritage and the

pleasantness of the Cape Coast destination area. In as much as the push and pull factors are distinct of each other and provide accurate basis for understanding and identifying motivation of travellers, it is met with the weakness of not being exclusively independent in that a push factor can double up as a pull factor and vice versa. Also, it is not categorically indicated in the theory that an individual visitor ought to be motivated by a single push or pull factor. However, an individual traveller may be motivated by a number or a combination of both push and pull factors.



*Figure 2: Conceptual Framework for visitor motivation and experiences at the Cape Coast Destination Area.*

Source: Adapted from Dayour & Adongo (2015)

## Summary of Review of Related Literature

The segment summarizes the main issues that have emerged from the literature review and their implications for the development of this study. The issues relate to visitors motivation and experiences at the Cape Coast destination area as reflected in the literature review. Indeed, previous studies reviewed on visitors motivation dwelt on the multi-faceted nature of motivation. Different motivation theories have been reviewed by a number of researchers that suggest why visitors travel from their place of origin to a particular destination for various reasons. The review also presents the different ways in which motivation has been classified, which are intrinsic and extrinsic. Many dimensions to the two classifications of motivations by different researchers are reviewed to present the various schools of thoughts and dimensions by different researchers. Motivation to travel is also reviewed where researchers provide different motivations that drive visitors to move from their place of origin to a destination.

Experiences are conceptualized and explained by different researchers. Experiences are considered to be multi-faceted. Categorization of visitor experiences are differentiated and argued by various researchers whose categorizations are based on the study of tourists and visitors experiences from different settings and in different contexts. Literature further posits that there exist a relationship between motivation to travel and visitor experiences. Experiences can be derived from attributes at a destination, these attributes that were reviewed included aesthetics, environment, interactions at any contact point, infrastructure,

tourist product which include; transport systems, accommodation, gastronomy facilities, range of leisure activities among others.

Finally, three theories were adopted for the study namely the push and pull theory by Dann (1997) which indicates that tourists are motivated by internal forces such as; escape, reputation, relaxation or pulled by external influences which are usually attributed to the destination. Push factors reflect the psychological drivers of behaviour (Wu & Pearce, 2014) while pull factors are considered to be external, situational or cognitive motivations such as destination attributes and leisure infrastructure (Devesa et al, 2010). The push and pull theory provides basis to understand the various components that make up the measurement tools for either push motives to the Cape Coast destination area or pull motives to the Cape Coast destination area. The theory is as well met with the weakness of not being exclusively independent in that a push factor can double up as a pull factor and vice versa. Also, an individual traveller may be motivated by a number or a combination of both push and pull factors.

Secondly, the tourism opportunity spectrum (TOS) as proposed by Butler and Waldbrook in 1991 was adopted. The model also makes it possible to understand the activities of tourists (with the attributes of the destination as captured in the model). The model is divided into three key rationales, the natural carrying capacity, the human viewpoint, in particular the interactions between visitors, hosts and managers, and the availability of tourism facilities and infrastructure. One major advantage of the TOS model is that it provides a framework to evaluate the regional tourism alternatives and consequences of

changing development levels whereas one of the potential drawbacks to the TOS analysis approach is that it requires all of the tourism setting types and characteristics on the TOS to be defined and accepted by planners and managers (McCool & Moisey, 2001).

The last theory that was adopted was the experience economy dimension model by Pine and Gilmore (1998) which outlines four realms of consumer experience being; education, escapist, aesthetic and entertainment experience. The experience economy dimension theory contributes positively to the study by enabling the identification of experiences that are infused into a product, which helps in enhancing a service, or an entity (Knutson & Beck, 2004). One of the limitations of theory is that, it is expected that an individual goes through all the processes of absorption or immersion, passiveness or activeness before a real experience can be measured. However, experiences of visitors at the Cape Coast destination area can be arrived at by deducing their interactions and not necessarily activities with the various tourism offerings in the area; thus explicitly. A conceptual framework was adapted from Adongo & Dayour (2015), where by demographics influence push and pull motivation of visitors to travel, when motivated to visit, interact with attributes at the destination that lead to the formation of experiences.



## CHAPTER THREE

### METHODOLOGY

#### Introduction

This chapter discusses the research design and philosophy that was adopted for the study. The study area chosen, target population, sample size determination, sources of data as well as the sampling procedure are discussed. Data collection instrument used, pre-testing of instrument, recruitment of field assistants, field work, associated challenges encountered during the field work as well as data processing and analysis employed are discussed.

#### Research Philosophy

The underlying philosophy for the study was positivism. Fundamentally, positivism is grounded on values of reason, truth and validity. This philosophy also places a lot of emphasis on facts that can be evaluated empirically through the utilization of quantitative methods such as experiments and survey designs, from which the gathered data is analysed statistically (Saunders, Lewis & Thornhill, 2012).

The positivist philosophy relies on quantitative philosophy with relationships among variables established by mathematical means. The principles of the quantitative model support the concept that data is capable of being analysed statistically (Choy, 2014). One of the major criticism of the quantitative method is that it operates in a manner which insulates the object under study from its environment and therefore converts the world into an artificial laboratory (Queirós, Faria & Almeida, 2017).

## Research Design

The study adopted a cross sectional design. First of all the design enabled the researcher to obtain a representative sample by taking a cross section of the visitor population in the Cape Coast destination area. Secondly, this design was chosen because it allows the study to be carried out at one time point or period (Levin, 2006). It also helps collect data to make inferences about a particular population of interest (visitors) at a point in time, measure occurrence for all factors under investigation, multiple outcomes and exposes that can be studied. This is supported by Levin (2006) who stated that, with cross sectional studies, data can also be collected on individual characteristics alongside information about the outcome therefore providing a ‘snapshot’ of the outcome and the characteristics associated with it, at a specific point in time.

One disadvantage of this design is the fact that studies can only be carried out at one time point and give no indication of the sequence of events whether before, after or during (Setia, 2016). However, it helps enrich a study because it helps study a large number of people within a short period of time.

## Study Area

The study was conducted in the Cape Coast Metropolis in the Central region of Ghana, which is located in the southern part of Ghana. The town has a total population of about 143,015 (Ghana Statistical Services, 2014). The people of Cape Coast are largely Fantes. It being a coastal city, finds its natives engaging mostly in fishing, the sale of fishes and trading. Nevertheless, the town is currently made up of people from different tribes and regions even countries who

are staying in the town for different reasons; administrative, business and many more. Cape Coast boasts of the best secondary schools in the country as well as Ghana's leading university in teaching and research, University of Cape Coast and Cape Coast Technical University. Aside the town pulling a number of tourists because of their attractions, others visit the town because of its annual festival known as 'Fetu Afahye' that attracts people from all works of life and regions as well as countries trooping in to enjoy the rich culture of the Fantes. The Pan African Festival popularly known as PANAFEST which is used to commemorate the slave trade and the road to emancipation also draws visitors to Cape Coast. Cape coast is blessed with beaches and sunny weather with high humidity which draws tourists to the area (Cape Coast, 2020, August 16).

Cape Coast, the capital of the Central Region, known to be one of the smallest regions in the country stand out in its contribution to tourism and tourism development and has high patronage in terms of visitors and its appeal to travellers (Boakye, 2012; Ghana Tourist Board, 2013; Badu-Baiden, Boakye & Otoo, 2016). According to Akyeampong (1996), the region boasts of a number of tourism resources- natural, historic, educational as well as festivities as well as ecological attractions. The metropolis also boasts of major heritage attractions such as the Cape Coast castle, heritage house, Chapel Square, the Gothic house, Fort Williams, Fort Victoria and the historic core of Cape Coast (Diechmann & Frempong, 2016).

The Cape Coast Metropolis receives a disproportionate number of the country's tourist flow Badu-Baiden, Boakye and Otoo (2016) as a result of its

diverse tourist offering hence making the area suitable to conduct a study on visitor experiences in the Cape Coast destination area. As a result of the Metropolitan's diverse offerings, it is however not surprising that, Cape Coast is believed to be amongst the most visited tourist destination in the whole of Ghana (GTA, 2017). In addition, tourists are most likely to be found in the metropolis engaging in a number of activities which may include buying and window shopping and or using the opportunity to build relationships and learn about the culture of the local people (Badu-Baiden, Boakye & Otoo, 2016).

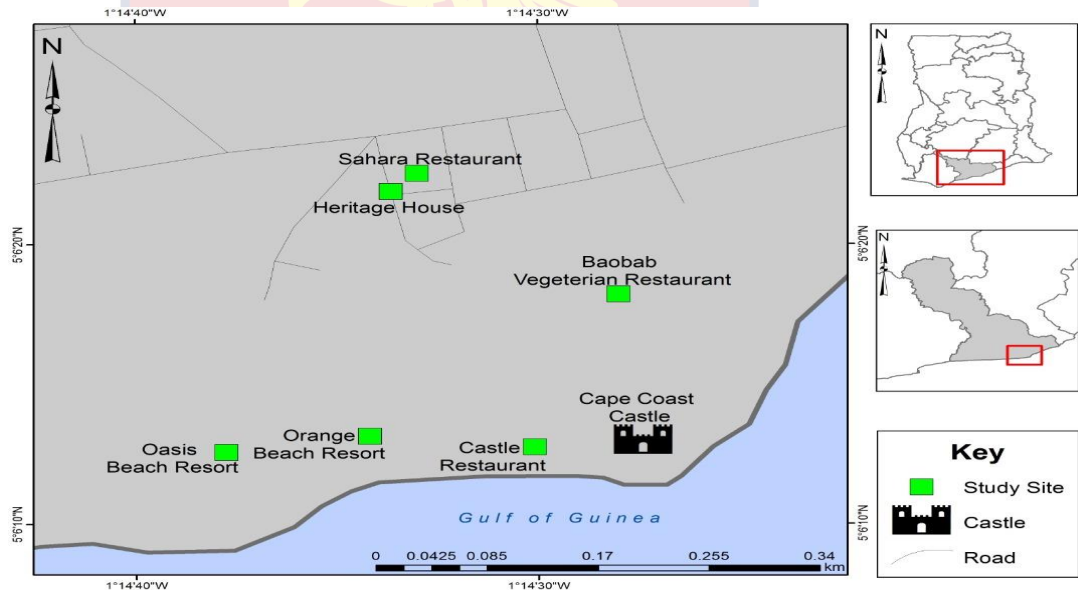


Figure 3: Map of the Cape Coast Destination Area.

Source: GIS and Cartography Unit, Department of Geography and Regional Planning (2020).

### Target Population

The target population for the study were local and international adult visitors to the Cape Coast destination area. The Cape Coast destination area as

used for the study was the area in and around the Cape Coast Castle, including accommodation facilities, food and beverage facilities as well as attractions (beach and castle). The area was selected to meet the target population because, most visitors to the Cape Coast Metropolis are found in and around the Cape Coast Castle. The population included both local and foreign travellers or tourists who visited the Metropolis for the purpose of engaging in tourism activities, have visited the castle and other areas within the Cape Coast Metropolis and stayed for more than a day. The study included both group and individual visitors who understood English and could either read, write or express themselves in English language.

### **Sources of Data**

Both primary and secondary sources of data were used for the study. However the main source of data was primary data which was gathered from respondents (international and local visitors on their experiences at the destination area) on the field through the administering of questionnaires. The primary data helped the researcher to receive first-hand information.

Data gathered from secondary sources included the number of adults who had visited the castle to be used as a benchmark for determining the sample size for visitors to the destination area based on the assumption that the visitors to the whole of the destination area may have been to the Cape Coast Castle, which serve as a major tourist attraction at the area.

### Sample Size Determination

To determine the sample size for the study, secondary data was collected from the Cape Coast Castle, a month before the actual fieldwork in order to use the total number of visitors at that time as a sample frame to make an estimation as well as calculate the sample size for the actual fieldwork. The secondary data was retrieved from the Cape Castle at the end of the month of January, 2020.

**Table 4: Data on the number of visitors to the Cape Coast Destination Area in the month of January**

Guests/ Visitors	Number
Foreign Adult	2,173
Foreign Student	921
Foreign Children	64
Ghanaian Adult	3,524
Tertiary Student	610
Ghanaian Student	131
Ghanaian Children	832
People with disability	58
Staff	38
<b>Total</b>	<b>8,356</b>

Source: Secondary data from Cape Castle, 2020

The sample size for the study was determined using the Fisher, Laing, Stoeckel and Townsend (1998) formulae. Based on the data collected from the Cape Coast Castle for the month of January, 2020, a total of 5,697 was used as the sample frame representing Foreign and Ghanaian adults. These populations were selected because the study used respondents who were above the ages of 18 years who could be either students or workers. The sample frame being less than 10,000 necessitated the use of Fisher et al.'s (1998) formula for calculating the sample size. Therefore according to the formulae by Fisher et al, sample size ( $n$ ) is calculated by:

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

Where:

$nf$  = 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 target population size.

The 'n' must be calculated to determine  $nf$  which Fisher et al. (1998) provided another formula for as presented below:

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

Where:

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

$z$  = confidence level set at 95% (standard value = 1.96)

$p$  = proportion of the target population that has similar characteristics

$q = 1-p$

$d$  = the margin of error set at 5% (standard value = 0.05)

With the  $z$ - statistics equals to 1.96, margin of error ‘ $d$ ’ equals 0.05 and the proportion of the target population with similar characteristics ‘ $p$ ’ equals 85% (0.85), ‘ $n$ ’ was calculated as:

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

$$n = 196$$

According to the data from the Cape Coast Castle, Ghanaian adults and Foreign adults were 3,524 and 2,173 respectively making a total of 5,697 (which is ‘ $N$ ’) and ‘ $n$ ’ calculated being 196. Substituting ‘ $n$ ’ and ‘ $N$ ’ into the formula, the sample size for the study was calculated as follows:

$$nf = \frac{196}{1 + \frac{196}{5697}}$$

$$nf = 189$$

The ( $nf$ ) calculated was equal to 189, this therefore constituted the sample size for the study.

A total of 208 questionnaires were administered to visitors at the destination area as a result of the addition of an extra 19 (that is 10%) to cater for errors and non-responses. Hair, Anderson, Tatham and Black (1998) were of the view that, reliable results estimates can be attained from samples that are between 100 respondents to 150 respondents.



### **Sampling Procedure**

The convenience sampling procedure was used in selecting respondents. This sampling procedure is ideal when dealing with respondents who are not known to be covered by a known sampling frame and are unlikely to be found at the same place for a long time such as visitors whose movements are not predictable. This sampling procedure allows elements to be selected in the sample simply as they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection (Etikan, Musa & Alkassim, 2016) especially in situations where a sample frame is non-existent especially with regards to people who come to visit the Cape Coast destination area. Similar studies have employed this procedure for collecting data from tourists or visitors in recent times (Su, Hsu, & Swanson, 2017). The disadvantage with using this sampling procedure is the inability or a lower probability of realizing how the sample is representative of the whole.

### **Data Collection Instrument**

Questionnaires were used to collect data from visitors at the Cape Coast destination area. The instrument was designed in English language. Open - ended questions were included in the questionnaires to allow respondents to freely provide information that related to their experiences which were not directly asked by the researcher.

Questionnaires according to Cohen, Spear, Scribner, Kissinger, Mason & Wildgen, (2000) serve as instruments for collecting survey information, providing structured and often numerical data, being able to be administered without the

presence of the researcher and usually is straightforward and easy to analyse. Also, questionnaires enable many respondents to be reached within the shortest possible time. The questions were based on the review of related literature (Wong, Musa & Taha, 2017). The questionnaire was structured into three sections containing both open ended and scaled questions, with each examining different issues in the study.

The first section of the questionnaire captured motivation to travel to the Cape Coast destination area. The second section found out experiences of tourists who visited the destination area; focusing on the experiences of visitors with the factors at the destination which shape experiences – respondents were required to rate their experiences with factors on a scale of 1-10 and provide reasons for the chosen rate, the type of actual experience the respondent had, and factors at that destination that actually shaped the visitors experience. Whereas the third section and final section focused on visitors socio-demographic issues.

Questions on motivation to travel, experiences of visitors to the Cape Coast destination area as well as questions on how experiences shape revisit intention were left open-ended. While there abound a number of standard scales for measuring tourism experiences, the decision not to use any of those scales but to rely on the self-reporting technique was based on the reasoning that people's experiences may differ per setting and context (Adongo, Badu-Baiden & Boakye, 2017).

## Pre-Testing

The pre-testing of instrument was conducted on the 24<sup>th</sup> and 26<sup>th</sup> of January, 2020 at the Cape Coast Castle, Castle Restaurant, Oasis beach resort and areas around the Jubilee Park, with a field assistant who has a bachelor's degree in tourism management and also has experience in data collection and research work. A total of 20 questionnaires were used for the pre-test. Both domestic and international visitors (involving group and individual tourist) served as respondents for pre-test. The pre-test was conducted in the same study area, this is because, visitors are usually a transient population hence are likely not to be met at the time of the actual field work.

The pre-test was conducted to ensure clarity of the questions, ensure content validity for actual data collection and identify mistakes that may had eluded the researcher. The pre-test also helped to identify the non-response rate, extraneous questions and inappropriately worded questions in the instrument. From the pretest, the study was changed from focusing on tourists to visitors. In this case, tourists could double as visitors and vice-versa. This was because, some of the visitors were at the destination for businesses and other activities that didn't permit them to fall into the tourist category. Also, the study area was limited to tourist clusters in the area, that is, areas in and around the castle, instead of the whole Cape Coast Metropolis. This was also done because during the pre-test, it was difficult for the researcher and field assistant to encounter a number of potential visitors. It was quiet difficult to differentiate domestic visitors (Ghanaian visitors) from the local people or host.

The pre-test resulted in Likert scale questions being changed into scale-rating questions with reasons. It was realized that some of the respondents did not have certain experiences but went ahead to tick some answers in order to complete the instrument. Also, instead of respondents selecting a number to represent the rate of their experiences based on the different criteria being used to measure experiences, motivation to travel questions were made open-ended to allow respondents to freely express themselves and give actual reasons why they visited the Cape Coast destination area. Visitors were also allowed to express their experiences with products and services and rate them according to their own experiences. Finally, from the pre-test, changes were made to visitors post purchase intention questions, instead of the usual yes or no answers, respondents went further to give reasons for their answers.

The pre-test also gave room for respondents to give their views on the instrument. They indicated that, some of the questions were not applicable to group travellers and had to be indicated, it was also suggested that, the questions and the questionnaire should be reduced. It was also suggested that scale questions should be reduced to 2 or 3. The researcher also identified that respondents skipped some questions to save time. In conclusion, questionnaire had to be reduced to save time and to help researcher achieve the aim of acquiring information since bulky questionnaire was likely to deter respondents from taking part in the data collection process.

### **Recruitment of Field Assistants, Fieldwork and Related Challenges**

Before the start of the data collection process, two field assistants were recruited and trained. One being a past student of the hospitality and tourism department and the other being a past student of the math department all from the university of Cape Coast. The selection of field assistants was based on past experiences with research work and data collection. A one day training was organized which ensured that assistants understood the objective and content of the instrument, how to approach respondents and which areas to approach respondents. Field assistants were given a copy each of the instrument in order to go through so that explanations and clarifications of doubts and questions could be solved before going to the field. They were also made to understand ethical issues and the type of visitors eligible for the study that is, one who had visited the destination area for more than a day.

Actual fieldwork commenced on the 3<sup>rd</sup> of February to 27<sup>th</sup> of February. The data collection process lasted for three weeks, this is because of the lean season. The data collection occurred concurrently in the cluster zones of areas included in the destination area. To determine if respondents were eligible for the study, filter questions were used. The first three questions sought to find out whether visitors had been at destination for more than a day so as to answer experience questions which relate with products and services at the destination area. Domestic and international tourists or visitors were differentiated by asking of respondents and participants nationalities.

Respondents that were considered for the study were those who could speak and understand English and were 18 years and above. The data collection was done on weekdays and weekends. During the weekends there was the likelihood of meeting same day excursionists so field assistants inquired the number of days visitors had been around before collecting data. Most international visitors were found in the Cape Coast Castle, Baobab house, Oasis beach resort and on the beach. A few were found at the heritage house and the Sahara restaurant opposite the Heritage house. Respondents were made to complete the questionnaires and collected afterwards.

A number of challenges were encountered during the data collection period. Most domestic visitors (Ghanaians) were unwilling to participate in the survey, because they felt that the results wouldn't be useful to them as individuals. This issue was solved by explaining to them that the instrument and its result was for academic purpose. The introductory letter from the Department of Hospitality and Tourism Management was shown to them to make them understand the purpose of the study. Another major challenge was that, after rating, some of the respondents did not give reasons for their answers. Also, especially with group visitors, most were in a hurry especially those who had an itinerary for the day were unwilling to partake in the study since they added that it was going to take the most part of their time which was unplanned for, nonetheless some took the instrument and failed to complete it or ended half way. For some groups, after being told the purpose of the study and shown the introductory letter, they willingly took part in the study whilst others declined

participation in the survey. Another challenge was with seating areas for respondents, there were few seats to accommodate respondents whilst answering questions. Respondents therefore took turns with the seats however, some were comfortable enough to lean on tables in order to fill the instrument.

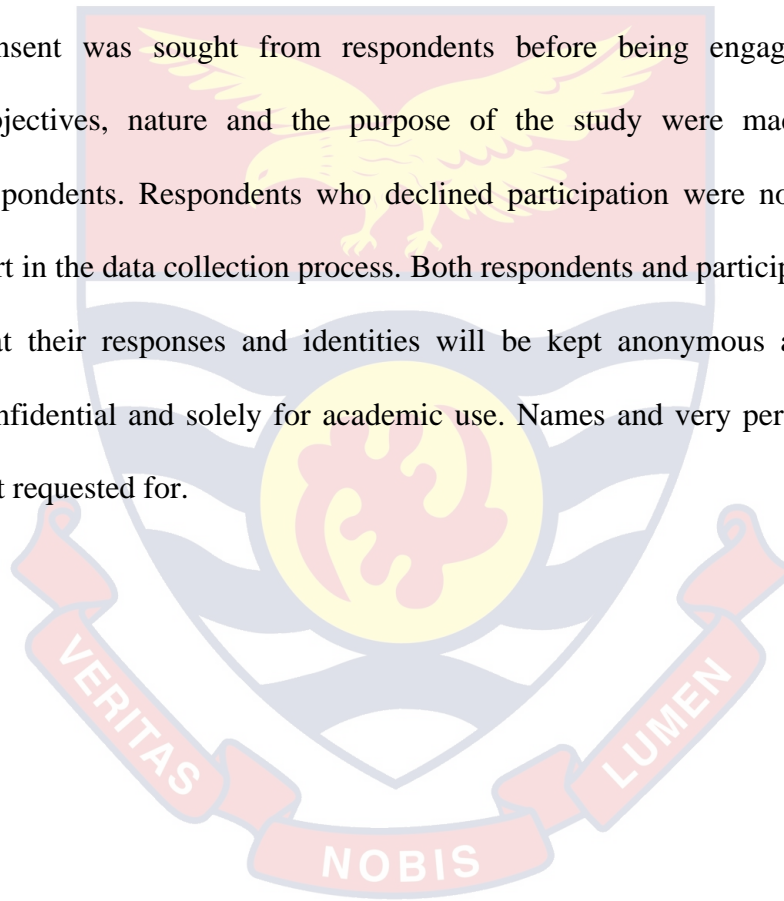
### **Data Processing and Analysis**

After the questionnaires were retrieved from the respondents, first of all, the researcher grouped the answered questionnaires into completely answered and half-way answered. The grouping revealed to the researcher a number of questionnaires that were useful and that which were not useful for the study as a result of not being completed and or not considered right for the study. Answered questionnaires that were not considered for the study are those where the respondent did not complete the answering relevant questions for the study. Out of 208 questionnaires that were distributed and retrieved, 29 questionnaires were considered not useful whilst 179 questionnaires were considered useful based on completeness. This represented a response rate of 86 percent. Further, a coding manual which was used for data entry was generated. IBM SPSS Version 22 was used to analyse the data from questionnaires.

Descriptive statistics such as percentages, frequencies, measures of central tendencies and skewness were used to analyse socio-demographic and travel characteristics, motivation to visit the destination, factors shaping experiences, relationship between motivation to visit and revisit intention of visitors. The results were presented in tables.

### **Ethical Considerations**

An introductory letter was taken from the Department of Hospitality and Tourism management and was shown to any respondent who wanted to be certain on the purpose of the study. Firstly, an introductory letter from the Department of Hospitality and Tourism was sent to the Cape Coast castle in order to gain permission for data collection within the premises. On the field, first of all consent was sought from respondents before being engaged in the study. Objectives, nature and the purpose of the study were made known to the respondents. Respondents who declined participation were not coerced to take part in the data collection process. Both respondents and participants were assured that their responses and identities will be kept anonymous and their answers confidential and solely for academic use. Names and very personal details were not requested for.





## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### Introduction

This chapter presents results and discussions of the study in line with its objectives. Issues presented in this chapter include socio-demographic characteristics of respondents as well as their travel characteristics. Motivation of visitors to travel, relationship between motivation and socio-demographic characteristics of visitors, attributes at the destination that shape visitors experiences at the Cape Coast destination area and the experiences of visitors at the Cape Coast destination area are addressed in this chapter.

#### Socio-Demographic Characteristics of Respondents

This section gives information on socio-demographic characteristics of visitors to the Cape Coast destination area who took part in the survey. These characteristics include sex of respondents, continent of origin, age, marital status, educational level, occupation and income level of respondents.

The results from table 5 reveals that, more than half of the respondents were females (61.0%). From the study, it can be deduced that more females than males visit the Cape Coast destination area as was presented by (Mensah, 2015) which showed that more than half of the respondents were as well females. The male population visiting the destination area per table 4 is (38.9%). The study further identified continent where visitors came to the Cape Coast destination area. In doing so, specific countries of origin captured in the data were regrouped based on the five (5) main continents of the world; North America, Europe, Asia,

Africa and Australia. From Table 5, mixed race was used to represent respondents who originate from a mixture of two different continents. Europeans visit the destination area more than other regions of the world as presented in Table 5 (62.6%) of visitors to the destination are Europeans, being the highest however dominating the number of people visiting the destination area as shown in the table, this was followed by Africans (19.5%) and then Americans (12.1%), (5.2%) of the population were from a combination of two regions hence represented as mixed race. According to Bhatia (2006), globally, Europe and America are widely recognized as leading tourist generating regions. This implies that more Europeans visit the Cape Coast destination area therefore confirming the results by Dayour (2013) who state that more Europeans visit Cape Coast hence the Cape Coast destination area since it is the main tourist visiting region in the city. The least visitors to the destination area were Asians (0.6%).

The greatest proportion of the respondents fall within the 20-29 years, indicating that the tourists who visited the destination area at the time of the study were predominantly youth, hence a confirmation to (Imbeah, Khademi-Vidra & Bujdoso, 2020). Also, the proportion of respondents who were unmarried was (65.3%) more than those who were married (17.6%). However, 11.4% of the respondents agreed to other forms of relationship status. The sample characteristics reported in Table 5 as well suggests that majority of respondents had diploma or tertiary education 42.3%, whilst 32.0% indicated they had schooled up to the post-graduate level and (25.1%) had high school education. This connotes almost all of the population have some form of education. A little

over half of the population according to Table 4 are employed (60.6%), whereas (32.5%) were students. The average monthly income of respondents as reported in Table 5 is Gh¢14,165.40p, which is 2,444.89 USD.

**Table 5: Socio-demographic Characteristics of Visitors to Cape Coast.**

Characteristics	N	%	Mean
<b>Sex of Respondent (N= 177)</b>			
Male	69	38.9	
Female	108	61.0	
<b>Continent of Origin (N=174)</b>			
Africa	34	19.5	
Asia	1	0.6	
North America	21	12.1	
Europe	109	62.6	
Mixed-race	9	5.2	
<b>Age of Respondent (N=175)</b>			
≤20	45	24.6	
21-29	65	37.1	
30-39	28	16.0	
≥40	37	21.1	
<b>Marital Status (N=176)</b>			
Single	115	65.3	
Married	31	17.6	
Other	20	11.4	

**Table 5 Continued**

Educational Level (N=175)		
High school	44	25.1
Diploma/Tertiary	67	42.3
Post- graduate	54	32.6
Occupation of Respondents (N=160)		
Student	52	32.5
Volunteer	11	6.9
Employed	97	60.6
Income Level in Gh ₵ (N= 83)		14,165.4
≤2,000.00	24	28.9
2,100.00 - 5,000.00	19	22.9
5,100.00 - 10,000.00	16	19.3
>10,000.00	24	28.9

Source: Field work, 2020

### Travel Characteristics of Respondents

In relation to the travel characteristics, majority of the respondents were visiting the Cape Coast destination area for the first time (56.7%). Followed by 24.7% which was represented by visitors who had visited for a period up to 2-5 times, whilst (7.9%) had visited the destination between 6-9 times. Approximately 10.7% had visited Cape Coast more than 10 times. Averagely, a visitor has visited the destination 2 times.

Majority 58.7% of the visitors stayed for a period less than a month in Ghana whereas 30.5% stayed for 2-11 months in Ghana, (4.1%) stayed for a year.

Out of the total population of those who stayed in Ghana, (6.6%) indicated that the question was not applicable to them hence they could be among Ghanaian respondents. Almost all the respondents (94.3%) had visited Cape Coast and stayed for less than a month whereas (5.1%) and (0.6%) stayed at the destination for 2-4 months and up to 1 year respectively. In relation to the length of stay at the destination, (78.9%) of the population intended to stay at the destination between 1-4 weeks, only a handful represented by (1.8%) intended to stay at the destination for a period over 6 months.

Table 6 also shows that a little above half of the population travelled with their friends or business partners, that is (55.9%). From the table, (23.5%) of the population travelled alone. Visitors to the destination are dominated by group travels. Averagely groups consist of 10 persons. Table 6 further reveals that most of the travel party sizes are less than or equal to 10 (76.7%), whereas the least travel party size ranges from 21-30 people represented by (1.7%).

The most commonly used channel of getting to know about Cape Coast was through word of mouth. The results from the survey revealed that (60.1%) of the respondents got to know about the destination through word of mouth. About one-fourth (26.2%) of the respondents learnt about the destination area through various forms of traditional media which include; books, guide books, newspapers, movies, documentaries and other means through televisions among others and various forms of social media. The least of the population (4.8%) learnt about the destination through government sources whereas (8.9%) added

that they gained knowledge about the destination through all the sources that is, word of mouth, traditional and or social media as well as government sources.

**Table 6: Travel Characteristics of Respondents.**

Travel Characteristics Cont'd	N	%
<b>Past Travel Experience (N= 178)</b>		
First time	101	56.7
2 -5 times	40	24.7
6-9 times	8	7.9
≥10	19	10.7
<b>Length of stay in Ghana (N=167)</b>		
≤ 1 month	98	58.7
2 - 11 months	51	30.5
1 Year	7	4.1
N/A	11	6.6
<b>Length of stay at Destination (N=175)</b>		
≤ 1 month	165	94.3
2 – 4 months	9	5.1
≥ 5 months	1	0.6
<b>Intended stay at Destination (N=166)</b>		
1 – 4 weeks	131	78.9
2 – 6 weeks	32	19.3
> 6 months	3	1.8
<b>Travel Party (N=160)</b>		
Alone	40	23.5
Immediate family	35	20.6
With friends/ business partners	95	55.9
<b>Travel Size (N=120)</b>		
≤10	92	76.7
11-20	13	10.8

**Table 6 continued**

21-30	2	1.7
≥31	13	10.8
Sources of Information on Destination (N=168)		
Word of Mouth	101	60.1
Traditional/ Social Media	44	26.2
Government Sources	8	4.8
All Sources	15	8.9

Source: Field work, (2020)

### Motivation to Visit the Cape Coast Destination Area

This section presents data on what motivated respondents to visit the Cape Coast destination area. Results were retrieved from a self-reporting technique, collated, grouped and categorized into push and pull factors. Push factors were measured using (Dann, 1977; Crompton, 1979; Presben et al, 2013) which were; socialization/family togetherness, knowledge improvement, relaxation and change of environment and adventure/excitement whereas pull factors variables were derived from (Yoon and Usyal 2005; Dean and Suharttando, 2019); facilities/uniqueness, surrounding and food/culture.

**Table 7: Factors Motivating Visitors into the Cape Coast Destination Area.**

Motivating Factors (N=194)	N	%
Push Factors (N = 77)**		
Socialization/ Family Togetherness	17	22.0
Rest and Relaxation/Escape	18	23.4
Knowledge Improvement	37	48.1
Adventure/Excitement	5	6.4
Pull Factors (N =117)**		

**Table 7 continued**

Facilities/Uniqueness	45	38.5
Surrounding	11	9.4
Food & Culture/History	49	41.9
Available Services	12	10.3

Source: Fieldwork, (2020), \*\* = Represents multiple responses.

The survey revealed that, majority of the respondents 60.3% were motivated to visit the Cape Coast destination area by pull factors whilst respondents were least motivated by push factors (25.3%). This finding from Table 7 affirms that tourists are motivated by push and pull factors as enshrined in Dann (1977) model of motivation. From Table 7, 11.4% of the push population were motivated to visit the destination area for knowledge improvement. Respondents who visited for knowledge improvement engaged in schooling at the various institutions in Cape Coast, learning about the slave trade and exploring or research into archaeological and ancestry artefacts from the Cape Coast Castle. Boateng et al (2018) emphasise that tourists/visitors gain knowledge from their trips to the Cape Coast Castle, situated at the destination area of the study. Rest and Relaxation together with escape (23.4%) pushed visitors to the Cape Coast destination area. Visitors who suggested that they were pushed by rest and relaxation visited for change of environment, to take a break from work and tedious work as well as to relax and regain strength or energy. As proposed by Leonard and Onyx (2009) relaxation is one of the most significant component of psychological predisposition for the movement of tourism.



Socialization also pushed 22.0% to visit the Cape Coast destination area. Socialization activities included visiting of friends and relatives as well as making new friends- among locals and other foreign guests and meeting new people. Brown and Lehto (2005), affirms this finding by supporting that tourism helps bring together people with different cultural backgrounds that may eventually lead to friendship.

From Table 7, adventure/excitement 6.4% was recorded as the lowest recorded push motivating factor to the Cape Coast destination area. Adventure/excitement activities involved drive through by foreigners and other Ghanaian locals who had heard about the Cape Coast destination area and wanted to visit to satisfy their curiosity whilst other respondents visited the Cape Coast destination area as part of a fun trip. Some scholars explain adventure to include the search for exotic or wilderness destinations, undertaking heroic outdoor activities, and the inherent risk pursuit of such activities (Park, Mahony & Kim, 2011; Godfrey, 2011). Much of risk experiences hardly exist in the destination area therefore accounting for it being amongst the lowest motives to visit.

Findings from Table 7 shows that most visitors to the Cape Coast destination area are pushed to improve their knowledge on the castle/ slave trade or explore the areas which hold the remains of the slave trade or the historic city (Cape Coast) as a whole. Secondly, most visitors to the Cape Coast destination area wanted to relax from stress and work related activities. Whereas visitors were least pushed by adventure/excitement. Multiple responses from respondents indicate that visitors can be motivated by more than one push factor thus a

combination of two or more push factors. The findings from Table 7 also confirms Dann (1977); Crompton (1979); Presben et al (2013) measurement scales appropriate for measuring push motivation of visitors to the Cape Coast destination area.

Results from Table 7 further identified more visitors coming to the destination area as a result of a number of pull factors (the destination's attractiveness). Tourism destination attractiveness is the driving force for tourism in terms of visitors' perceived value (Ariya, Wishitemi & Sitat, 2017). The culture/history and food 41.9% pulled more visitors to the Cape Coast destination area. Visitors pulled by culture/history and food sought to learn about the history of the castle and slave trade, trace their African routes, learn about ethnic groups and local culture, taste and sample new foods as well as buy and try local street foods and learn and enjoy local music and dance. Some visitors also went further to enrol in traditional study classes. This finding is a confirmation to that of Mensah (2015), he finds that Ghana is one of many countries usually chosen by African-Americans and diaspora Africans who want to visit their motherland, trace their roots and reconnect with their kith and kin, therefore mostly visiting the castle and learning history.

The uniqueness/facilities 38.5% was the second highest pull factor that drew visitors to the Cape Coast destination area to the destination area. The facilities and uniqueness of the destination that pulled visitors to the Cape Coast destination area included the Cape Coast Castle, the beach, the sea and the climate (serenity) of the area. Business, embarking on a project and volunteering activities

were available services 10.3% at the Cape Coast destination area that pulled visitors. Deichmann and Frempong (2016), confirm that respondents visited Ghana for business, conferences, education, and other purposes which could include volunteering and embarking on projects. The surroundings 9.4% of the Cape Coast destination area pulled the least number of visitors to the Cape Coast destination area according to Table 7. Visitors focused on the beauty of the surroundings of the destination area.

Results from the study imply that, the culture/history/food pulled the most visitors to the Cape Coast destination area, followed by the facilities at the Cape Coast destination area and its uniqueness such as the Cape Coast Castle, beach and climate. Available services such as business, project, volunteering activities and the surroundings of the Cape Coast destination pulled the least population to the area. Results presented in Table 7 are an indication that Yoon and Uysal (2005); Dean and Suharttando (2019) provide appropriate factors for measuring visitors pull motivation to visit the Cape Coast destination area.

#### **Relationship between Motivation to Visit the Cape Coast Destination Area and Socio-demographic Characteristics of Visitors.**

The chi-square analysis pointed out in Table 8 that no significant relationship ( $P = 0.952$ ) existed between motivation of visitors to travel to the Cape Coast destination area and sex of respondents, income level ( $P = 0.329$ ) as well as marital status ( $P = 0.329$ ). This implies that motivation to travel to the Cape Coast destination area has nothing to do with the respondent being a male or female. However, the results show that there is significant relationship ( $P =$

0.000) between the continent of origin and motivation, implying that respondents origin plays a role in motivating visitors to the Cape Coast destination area. The significant relationship between, continent of origin and motivation to visit the Cape Coast destination area is not surprising since a number of African-Americans make their way to the Cape Coast Castle for the purpose of history and retracing their origin (Smith, 2018).

Additionally, a significant relationship ( $P = 0.000$ ) exists between age of respondent and motivation to travel to the Cape Coast destination area. This further suggests that older the age of the respondent, the more inclined that person is to travel to a destination. All other things being equal, this can be attributed to the fact that the older an individual is, the more financially independent the individual is, in other words, elderly person have financial resources for travelling and for tourism expenses. From Table 8, persons who are more than 20 years of age visited the Cape Coast destination area the most since this type of population are more likely to be working and receiving some form of remuneration. In agreement to the finding age is noted to play a significant role in the desire for travel needs such as rest and relaxation and exploration among others (Ma et al, 2018). Studies have shown that older tourists tend to spend more than younger generations for quality services, have more free time, and have the opportunity to travel in off-peak season (Thompson & Thompson, 2009; Nimrod and Rotem 2010).

Also, the more educated a visitor is, the more likely he or she is to travel. Education enlightens people motivate them to explore and learn more. The

relationship between educational level and motivation to travel to the Cape Coast destination area is demonstrated to be significant ( $P = 0.000$ ) as shown in Table 8. Evidently, knowledge and improvement (48.1%) is shown to be one of the outstanding push factors motivating visitors to the Cape Coast destination area as shown in Table 7. The finding is supported by Boateng et al (2018), as a historical site, the Cape Coast Castle offers tourists an opportunity to learn about world history especially with regard to slavery.

Again, results from Table 8 shows that there is a significant relationship (0.002) between occupational level and motivation to visit the Cape Coast destination area. Such that, employed individuals have the resources to travel to tourist destination areas such as Cape Coast destination area. Results from Table 8 shows that the largest population of visitors to the Cape Coast destination area are employed hence have disposable income to afford a trip and its associated expenses. Crouch, Oppewal, Huybers, Dolnicar, Louviere and Devinney (2007) indicate that, discretionary income (available to persons receiving any form of pay or remuneration) influence attitudes and behaviors in relation to travel.

The relationship that exists between socio-demographic characteristics and motivation to travel to the Cape Coast destination area is consistent with the conceptual framework (Figure2). From the conceptual framework, sociodemographic plays a role in motivating visitors to the Cape Coast destination area. In other words, it can deduced that push and pull motivating factors can be influenced by socio- demographic characteristics.

**Table 8: Relationship between Motivation to Visit the Cape Coast Destination Area and Socio-demographic Characteristics of Visitors.**

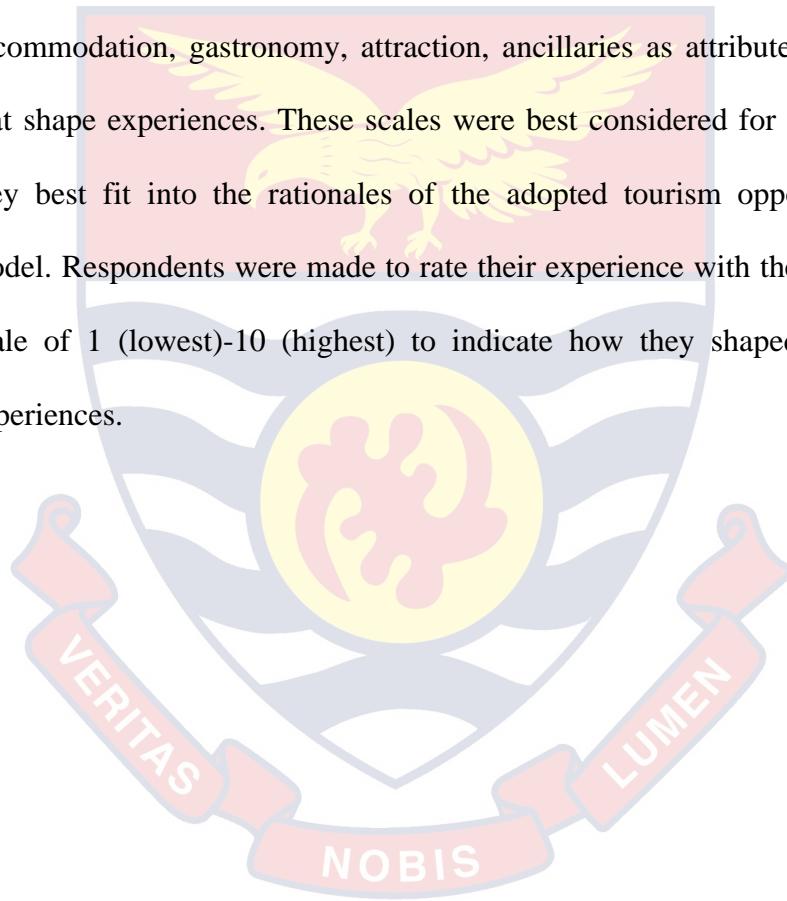
Socio-demographic Characteristics	<i>N</i> %	<i>P</i> -value of socio-demographics across motivation
Sex		0.952
Male	69 (38.9%)	
Female	108 (61.0%)	
Continent Of Origin		0.000*
Africa	34 (19.5%)	
North American	21 (12.1%)	
Europe	109 (62.6%)	
Mixed Race	9 (5.2%)	
Age Of Respondent		0.000*
≤ 20	45 (24.6%)	
21-29	65 (37.1%)	
30-39	28 (16.0%)	
≥ 40	37 (21.1%)	
Marital Status		0.329
Single	115 (65.3%)	
Married	31 (17.6%)	
Other	20 (11.4%)	
Educational Level		0.000*
High school	44 (25.1%)	
Diploma/tertiary	67 (42.3%)	
Post-graduate	54 (32.6%)	
Occupation		0.002*
Student	52 (32.5%)	
Volunteer	11 (6.9%)	
Employed	97 (60.6%)	
Income Level in GhC		0.329
≤2,000.00	24 (28.9%)	
2,100.00 – 5,000.00	19 (22.9%)	
5,100.00- 10,000.00	16 (19.3%)	
>10,000.00	24 (28.9%)	

Source: Fieldwork, (2020)

\*Significant level exists at  $P \leq 0.05$

### Attributes at the Destination that Shape Visitor Experiences

Attributes at the destination representing the three factors of the opportunity spectrum shaping visitor experiences from the conceptual framework were measured using scales from Mossberg, (2007); Mansfeldt, (2008) who considered interaction with people (family, friends, visitors, workers, various suppliers) and Buhalis & Amarranggana, (2015) who listed transportation, accommodation, gastronomy, attraction, ancillaries as attributes at a destination that shape experiences. These scales were best considered for the study because they best fit into the rationales of the adopted tourism opportunity spectrum model. Respondents were made to rate their experience with these attributes on a scale of 1 (lowest)-10 (highest) to indicate how they shaped their individual experiences.



**Table 9: Attributes at the Destination Area that Shape Visitor Experiences**

	Attractions	Accommodation	Food and Beverage	Transportation	Local People	Other Guests	Environment
Mean	8.1	7.6	7.8	7.5	8.3	7.8	7.1
Mode	8	7	8	10	10	8	8
Skewness	-1.3	-0.7	-0.8	-0.8	-1.3	- 1.1	-0.7
Minimum	2	1	2	1	2	1	1
Maximum	10	10	10	10	10	10	10

Source: Fieldwork, (2020)

Key for 1-10 scale

1-4 = Poor

5-6 = Basic

7-10= Excellent





The study found that the respondents rated the attributes at the destination excellent as shown in Table 9. Such positive rating is evidenced by the negative skewness recorded with the attributes representing human perspectives and availability of tourism infrastructure and facilities at the destination area. Negatively skewed distributions generally reflect high scoring (Skewed Distribution: Examples & Definition, 2014) as seen with the means. This could further be interpreted that, even though the high scores were recorded for the means of all the factors, there were a few low exceptions, representing few negative experiences. This also means that generally the attributes adapted from Pine and Gilmore (1998) the tourism opportunity spectrum at the destination provided excellent experiences to visitors. This is also shown in the maximum scores recorded for all the factors.

Using Kim (2014)'s method for memorable qualities of a destination, a method of coding was introduced, incorporating the aggregation of feedback and the issuance of codes to answers to collate the responses provided for reasons. The Table shows a large number of positive responses than negative responses or reasons. This further validates the means represented in Table 9, further supporting that satisfaction levels with experiences at the destination area are higher with regards to attributes shaping visitor experiences.

**Table 10: Reason for rating attributes at the Destination Area.**

Factor Shaping Visitor Experience	Reasons
Attractions	‘beautiful’, ‘good condition’, ‘great story’, ‘historical’, ‘great experience’, ‘impressive’ ‘amazing climate’, ‘amazing artefacts and paintings’, ‘informative’, ‘emotional’, ‘educative’, ‘cultural experience’, ‘satisfying’, ‘interesting’, ‘liberating’, ‘dungeon experience’, ‘fun’, ‘nice city centre’, ‘well-maintained’, ‘experienced guides’, ‘few restrooms’, ‘raw state’, ‘few attractions’, ‘hot’, ‘not much to do’.
Accommodation	‘comfortable’, ‘satisfied’, ‘beautiful’, ‘affordable’, ‘nice reception’, ‘orderly’, ‘clean’, ‘lovely scenery’, ‘safe’, ‘good service’, ‘good location’, ‘exceptional’, ‘humid’, ‘varied’, ‘could be better’, ‘expensive’, ‘few amenities’, ‘dirty rooms’, ‘inconvenient’, ‘hot’, ‘bedbugs’.
Food and Beverages	‘good’, ‘satisfactory’, ‘familiar foods’, ‘varied local foods’, ‘no problems’, ‘affordable’, ‘delicious’, ‘nice beer’, ‘fresh food’, ‘excellent catering’, ‘varied street food’, ‘limited variety’, ‘lower standards’, ‘longer waiting time’, ‘expensive’, ‘few eateries’, ‘few street foods’.
Local People	‘nice’, ‘good’, ‘friendly’, ‘welcoming’, ‘beautiful’, ‘cultural exchange’, ‘courteous’, ‘lovely’, ‘hospitable’, ‘helpful’, ‘warm’, ‘kind’, ‘children begging’, ‘aggressive’, ‘unconcerned’, ‘exploiting’, ‘communication barrier’.
Transportation	‘comfortable’, ‘good’, ‘varied’, ‘problem-free’, ‘organized’, ‘accessible’, ‘safe drivers’, ‘less traffic’, ‘efficient’, ‘negotiable’, ‘expensive’, ‘poor system’, ‘poor roads’, ‘traffic’, ‘inconvenient’.
Other Guests	‘entertaining’, ‘sociable’, ‘diverse culture’, ‘respectful’, ‘interesting’, ‘emotional’, ‘nice’, ‘acceptable’, ‘no interference from others’, ‘exposure’, ‘few guests’, ‘unapproachable’, ‘insensitive’, ‘few locals’.
Environment	‘satisfactory’, ‘serene’, ‘relaxing’, ‘comfortable’, ‘clean’, ‘scenic’, ‘adulterated with foreign culture’, ‘friendly’, ‘too much smoking’, ‘preserved’, ‘nice weather’, ‘filth’, ‘unsafe’, ‘disorganized’, ‘dusty’, ‘unfriendly’, ‘smelly’, ‘poor drainage’.

Source: Fieldwork, (2020)

## Experiences of Visitors at the Cape Coast Destination Area

Experiences of visitors at the Cape Coast destination area were measured using experience economy dimension proposed by Pine and Gilmore (1998) and memorable tourism experience scale proposed by Kim et al (2014). These scales were adopted for the study because, Pine and Gilmore's classification of experiences have been used in a number of tourism and hospitality experience studies such as (Mehmetoglu & Engen, (2011); Jelinčić & Senkić, (2017); Sydnor & Hammond, (2017); Thanh & Kirova, (2018)) among any others. Whereas Kim et al's scales is applicable for measuring experiences related to encounters with experiential attributes at a destination as used by (Jelinčić & Senkić, (2017); Mishra, A., & Gupta, A. (2019) ) and other scholars.

VISITOR EXPERIENCES AT THE CAPE COAST DESTINATION AREA .

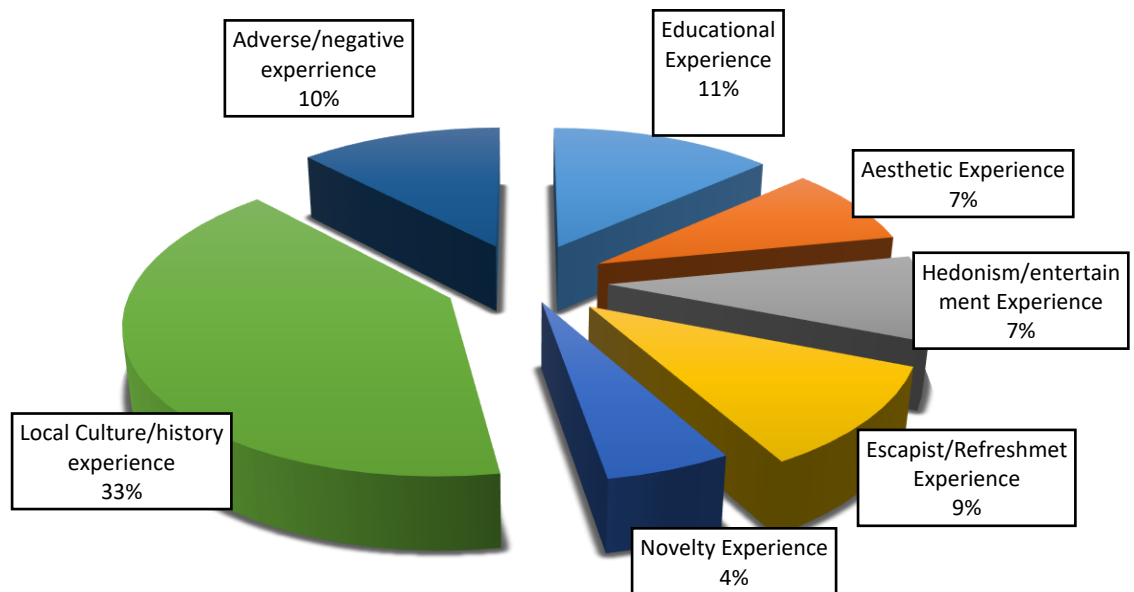


Figure 4: Visitor Experiences at the Cape Coast Destination Area.  
Source: Fieldwork (2020)

From the study, it was reported that a greater percentage of the visitors to the Cape Coast destination area had Local culture/ History/experience (33%). Visitors who had Local culture/ History experience explained that, visit to the Cape Coast destination area enabled them to closely learn about the culture of the local people, learn about the history of slave trade as well as enjoy the local foods of the people. Austin (2000) purports that, the essence of diaspora Africans visiting the African continent is to return home and reconnect with the land of their forebears; a representation of local cultural experience with attractions and people, adventure, novelty seeking) and social contact.

It was also revealed in figure 4 that, educational experiences which is one of the dimensions of Pine and Gilmore (1998), experience economy model were the second most dominant represented by (11%). Educational experiences gave visitors the opportunity to have informed knowledge on the Cape Coast Castle, and particularly the slave trade. This finding is confirmed by Boateng et al (2018) who contributes that ‘the Cape Coast Castle, Ghana (located at the destination area) is an outstanding place to explore with anybody who wishes to study more about the African slave trade’.

Visitors also had aesthetic experiences 7% one of the dimensions of the experience economy dimension where, they enjoyed the beauty of the natural surroundings as well as the landscape. Visitors who had aesthetic experiences said they had a nice view of the destination area as it was attractive, in good condition and orderly. Hedonism/ entertainment experience 7% was enjoyed by visitors

who found the destination area interesting and also got involved in learning, dancing to and enjoying local music.

Figure 4 also shows that respondents had escapist/refreshment experiences (9%), that is the last of the experience economy dimensions theory which have been studied. With this type of experience, visitors were able to relax and be refreshed from tedious and strenuous/ regular activities or work. Visitors felt liberated, comfortable and enjoyed the serene atmosphere at the destination area. Novelty experience 4% was characterised by trying new food, engaging in new culture, having a whole different experience that is absent at the place of origin of the visitor.

Even though, greater proportions of the experiences were positive, visitors also had adverse experiences that were negative (10%). These negative experiences had to do with filth and dust at the destination area. Expensive products and services, some aggressive and assertive locals, long waiting periods for products and services, insensitive comments and limited variety of services at the Cape Coast destination area. Visitors also felt sad and emotional as a result of the slave trade stories. This finding confirms the result of Boateng et al (2018), who found that tourists who visited the Cape Coast Castle felt sad and heartbroken. Thus the findings are a great reflection of the combination of Pine and Gilmore (1998)'s four economy dimensions and Kim et al (2014) memorable experience scale.

**Table 11: Socio-demographics Characteristics across Experiences of Visitors at the Cape Coast Destination Area.**

Socio-demographic Characteristics	<i>N</i> %	<i>p-value</i> of socio-demographic characteristics across experiences
Sex		0.814
Male	69 (38.9%)	
Female	108 (61.0%)	
Continent Of Origin		0.005*
Africa	34 (19.5%)	
North American	21 (12.1%)	
Europe	109 (62.6)	
Mixed Race	9 (5.2%)	
Age Of Respondent		0.000*
≤ 20	45 (24.6%)	
21-29	65 (37.1%)	
30-39	28 (16.0%)	
≥ 40	37 (21.1%)	
Marital Status		0.724
Single	115 (65.3%)	
Married	31 (17.6%)	
Other	20 (11.4%)	
Educational Level		0.573

**Table 11 continued**

High school	44 (25.1%)	
Diploma/tertiary	67 (42.3%)	
Post-graduate	54 (32.6%)	
Occupation		0.000*
Student	52 (32.5%)	
Volunteer	11 (6.9%)	
Employed	97 (60.6%)	
Income Level in GhC		0.573
≤ 2,000.00	24 (28.9%)	
2,100.00 – 5,000.00	19 (22.9)	
5100.00 – 10,000.00	16 (19.3)	
> 10,000.00	24 (28.9)	

Source: Fieldwork, 2020

\*Significant level:  $P \leq 0.005$

Results from Table 11 shows that there is a significant relationship between continent of origin ( $P = 0.005$ ) and experiences of visitors at the Cape Coast destination are. This connotes that the region in which a visitor is travelling from has an effect on their experiences at the Cape Coast destination area. Also, Abaidoo and Takyiawaa (2019) supports that visitors to the Cape Coast Castle improved their knowledge on the transatlantic slave trade (TAST) especially visitors of African descent hence ability to have education/knowledge experience.

Furthermore, there was a significant relationship between age ( $P = 0.000$ ) of visitors and experiences at the Cape Coast destination area. Studies have shown

that older adults travel for relaxation and sight- seeing (Vigolo, Simeoni, Cassia & Ugolini, 2017) therefore the tendency to have an escapist/ relaxation experience as well as aesthetic experience. Again, Table 11 demonstrates significant relationship ( $P = 0.000$ ) between experiences of visitors at the Cape Coast destination area and socio-demographic characteristics. Therefore, whether a visitor is employed or not will determine the type of experience. Employed visitors may need to travel to escape from work and other related stress and to be entertained whereas volunteers will have novelty experiences.

The findings demonstrates that socio-demographic characteristics play an important role in the motivation and experiences of visitors at the Cape Coast destination area. This finding fits into the conceptual framework of the study where demographics have an influence on motivation of visitors to the Cape Coast destination area. Further, motivation of visitors is a function of push and pull factors as proposed by Dann (1997), where push factors comprised rest/ relaxation, socialization, escape / relaxation, knowledge improvement/ education and adventure/ excitement whereas pull factors were composed of facilities/uniqueness, surrounding, culture/food and available services.

When visitors were motivated to visit the Cape Coast destination area, they encountered and interacted with attributes at the destination area which included attractions, accommodation, food and beverage, transportation, local people and other guests which resulted in various forms of experiences. The attributes emanated from the Tourism opportunity spectrum (Huang & Confer, 2009); categorised as human perspective and availability of tourism infrastructure.



Also, experiences as derived from the use and interactions with attributes at the destination were obtained from the four experience economy dimensions by Pine and Gilmore (1998) namely; education, aesthetics, entertainment and escapist experiences. The study also revealed that socio-demographics such as age, continent of origin and occupation have a significant relationship with experiences that visitors will have at the Cape Coast destination area.



## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

This study assessed visitor motivation and experiences to the Cape Coast destination area, taking into consideration motivation to visit the destination and factors shaping visitor experiences at the destination area. This chapter summarizes the main findings of the study, draws conclusions on the findings and makes recommendations towards visitor experiences in the Cape Coast destination area based on the findings.

#### Summary

Studies on visitor experiences have gained popularity over the years. This is because the experiences of visitors at a destination go a long way to determine the success of tourism activities at the destination area. For this reason, the study sought to assess visitor motivation and experiences to the Cape Coast destination area. The specific objectives of the study were to find out what motivates visitors to travel to the Cape Coast destination area; identify the types of experiences visitors have at the destination area; assess how factors at the destination shape visitor experience; and determine the relationship between motivation to travel and visitor experiences.

A conceptual framework for assessing visitor motivation and experiences at the Cape Coast destination area was adapted from Dayour and Adongo (2015). The framework captured all the major issues in assessing visitor motivation and experiences at the Cape Coast destination area which included motivation to

travel- encompassing push and pull factors, attributes at the destination shaping experiences and the types of experiences visitors would have at the destination area.

The study employed a cross sectional research design. A total of 208 respondents were selected for the study through the use of convenience sampling technique. However, 179 useable responses were obtained through the use of open- ended questionnaires from 3<sup>rd</sup> February to 27<sup>th</sup> February, 2020. The destination area used for the study was areas in and around the Cape Coast Castle including accommodation facilities at the area, restaurants and the Cape Coast Castle.

Data collected were coded and processed using IBM SPSS version 21. Descriptive and inferential statistics were used in analysing data and presented in tables and chart. Chi- square test of independence was used to analyse the relationship between motivation to visit the Cape Coast destination area and socio-demographic characteristics as well as relationship between experiences of visitors and socio-demographic characteristics. Responses from open-ended questions were transcribed verbatim and analysed thematically and grouped under common themes relating to objectives.

### **Main Findings of the Study**

- Based on the assessment of motivation and experiences of visitors at the Cape Coast destination area, it was revealed that, almost half of the respondents (60%) were motivated to visit the destination area as a result of pull factors whereas push factors motivated (40%) of the respondents.

Among the push factors, visitors were motivated the most by knowledge improvement (48%) whereas most motivating pull factors were history/culture/food (42%) and facilities/uniqueness (39%).

- It emerged from the study that, there was a significant relationship between continent of origin ( $P = 0.000$ ), age of respondent ( $P = 0.000$ ), educational level ( $P = 0.000$ ), occupation of visitors (0.000) and motivation to visit the Cape Coast destination area.
- Results from the study showed that, visitors rated all attributes shaping visitor experiences at the destination high (attractions, accommodation, food and beverage, transportation, local people, other guests and environment) indicating that visitors accepted that attribute at the destination shaping their experiences namely; Human Perspective, Availability of Tourism Infrastructure and Facilities were excellent. However, visitors had positive experiences as well as negative experiences with the factors. Visitors had a lot of negative experiences with the environment at the destination area.
- It was revealed that (33%) of respondents had local culture/history experiences, (11%) also had education/knowledge experiences, (7%) had aesthetic experience whereas (9%) had escapist/refreshment experience, other experiences visitors had were hedonism/entertainment experience (7%), (4%) had novelty experience and (10%) had negative experiences.
- Furthermore, results from the study revealed that, a significant relationship exists between continent of origin ( $P = 0.005$ ), age of respondent ( $P =$

0.000), occupation of respondents ( $P = 0.000$ ) and experiences of visitors at the Cape Coast destination area.

### Conclusions

Based on the objectives and the resulting findings of the study, it can be concluded that,

- Visitors who come to the destination area are motivated by pull factors than push factors. The most influencing elements of the pull factors drawing visitors to the destination were culture/ history of the destination area as well facilities and uniqueness of the destination area. It can also be concluded based on the findings that visitors are pushed to the destination area more to improve on their knowledge.
- Age of respondent, continent of origin, educational level and occupation of visitors influence motivation to visit the Cape Coast destination area.
- The environment of the Cape Coast destination area had the most negative impact on the experiences of visitors who came to the Cape Coast destination area as visitors said it was filthy, dusty, adulterated characterised by poor drainage systems among others.
- Also, visitors to the Cape Coast destination area experienced more of local culture/history experience and education/knowledge experience and less novelty experience.
- Continent of origin, age and occupation of visitors influenced the experiences that visitors had at the Cape Coast destination area.

## Recommendations

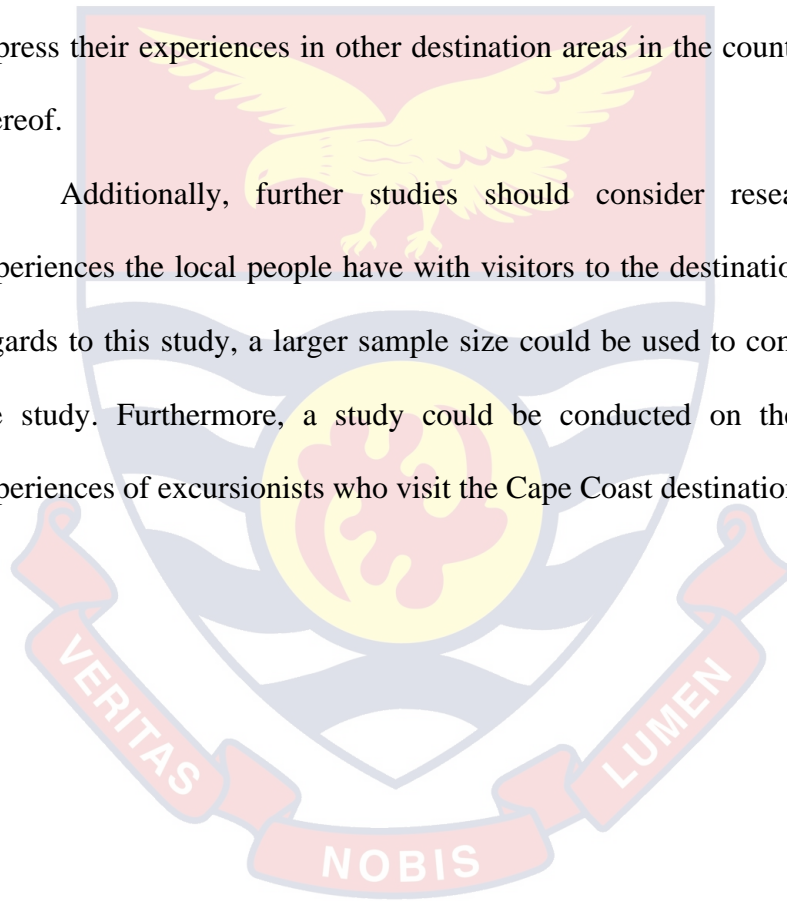
Based on the main findings and conclusions drawn, the following recommendations are suggested.

- The local people in and around the destination area must be educated by tourism authorities in the area as well as operators of tourism and tourism related facilities to understand the importance of their interactions with visitors to the destination area as visitors are mostly drawn to the area by their way of life (culture). However, a system must be put in place so that locals can have tangible benefits from the visitors so as to ensure a positive flow of local to visitor interactions.
- Facilities at the Cape Coast destination area, such as the castles and service providing establishments must be carefully and regularly maintained in order to prolong its usage and benefit to the visitors community.
- Tailored made activities that pertain to age, race and education can be introduced to attract more visitors to the Cape Coast destination as they influence motivation of visitors as well as experiences.
- Proper drainage and waste management measures must be put in place to ensure cleanliness of the Cape Coast destination area. Residents in and around the area (locals) must be advised on hygienic practices and provided with the necessary sanitation infrastructure such as recycling materials that can result in the cleanliness of the area as well as create lucrative ventures for locals.

### Suggestions for Further Study

The study adopted a cross sectional design which ensured that data was collected at one time. This study does not permit the observation of subjects under study over an extended period of time to determine the results following visitors' experiences in and out of the destination area. It is therefore suggested that a longitudinal study should be employed for this study to allow visitors express their experiences in other destination areas in the country and the results thereof.

Additionally, further studies should consider researching into the experiences the local people have with visitors to the destination area. Also with regards to this study, a larger sample size could be used to compare results after the study. Furthermore, a study could be conducted on the motivation and experiences of excursionists who visit the Cape Coast destination area.



## REFERENCES

- Abaidoo, S., & Takyiakwa, D. (2019). Visitors' experiences and reactions to a dark heritage site: The case of the Cape Coast Castle (2010–2015). *Visitor Studies*, 22(1), 104-125.
- Abuhamdeh, S., & Csikszentmihalyi, M. (2012). The importance of challenge for the enjoyment of intrinsically motivated, goal-directed activities. *Personality and Social Psychology Bulletin*, 38(3), 317-330.
- Adam, I., Kumi-Kyereme, A., & Boakye, K. A. (2017). Leisure motivation of people with physical and visual disabilities in Ghana. *Leisure Studies*, 36(3), 315-328.
- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57-64.
- Adongo, C. A., Badu-Baiden, F., & Boakye, K. A. A. (2017). The tourism experience-led length of stay hypothesis. *Journal of Outdoor Recreation and Tourism*, 18, 65-74.
- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, 36(3), 295-313.
- Aho, S. K. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. *Journal of Tourism review*, 56(3), 33-37.



- Akyeampong, O. A. (1996). *Tourism and regional development in sub-Saharan Africa: A case study of Ghana's central region* (Doctoral dissertation, Kulturgeografiska institutionen, Stockholms universitet).
- Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Annals of Tourism Research*, 37(1), 52-73.
- Amabile, T. M. (1985). Motivation and creativity: Effects of motivational orientation on creative writers. *Journal of Personality and Social Psychology*, 48(2), 393.
- Amabile, T. M., Hill, K. G., Hennessey, B. A., & Tighe, E. M. (1994). The Work Preference Inventory: assessing intrinsic and extrinsic motivational orientations. *Journal of personality and social psychology*, 66(5), 950-967.
- Amoah, F., Radder, L., & van Eyk, M. (2016). Perceived experience value, satisfaction and behavioural intentions. *African Journal of Economic and Management Studies*, 7(3), 419-433.
- Amuquandoh, F. E. (2011). International tourists' concerns about traditional foods in Ghana. *Journal of Hospitality and Tourism Management*, 18(1), 1-9.
- Amuquandoh, F. E. (2017). Tourists' motivations for visiting Kakum National Park, Ghana. *Ghana Journal of Geography*, 9(1), 152-168.
- Andrades, L., & Dimanche, F. (2014). Co-creation of experience value: A tourist behaviour approach. *Creating experience value in tourism*. (pp. 95-112).
- Andronikidis, A., Vassiliadis, C., & Masmanidis, T. (2008). Evaluation of the compatibility degree of constraint variables for the demand of ski centre services. *Journal of Vacation Marketing*, 14(3), 211-220.

- Ariya, G. Wishitemi, B. & Sitat, N. (2017). Tourism Destination Attractiveness as Perceived by Tourists Visiting Lake Nakuru National Park, Kenya. *International Journal of Research in Tourism and Hospitality*, 3(4):1-13.
- Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of Consumer Research*, 20(1), 24-45.
- Ates, A., & Bititci, U. (2008). Fundamental concepts in management research and ensuring research quality: focusing on case study method. In *European Academy of Management Annual Conference, 2008*.
- Austin, N. K. (2000). Tourism and the transatlantic slave trade: some issues and reflections: *The political economy of tourism development in Africa*. USA: Elmsford.
- Azevedo, A. (2010). Designing unique and memorable experiences: co-creation and the "surprise" factor. *International Journal of Hospitality & Tourism Systems*, 3(1).
- Badu-Baiden, F., Boakye, K. A., & Otoo, F. E. (2016). Backpackers' views on risk in the Cape Coast-Elmina area of Ghana. *International Journal of Tourism Sciences*, 16(1-2), 1-14.
- Baloglu, S., Pekcan, A., Chen, S. L., & Santos, J. (2004). The relationship between destination performance, overall satisfaction, and behavioural intention for distinct segments. *Journal of Quality Assurance in Hospitality & Tourism*, 4(3-4), 149-165.

- Bec, A., Moyle, B., Timms, K., Schaffer, V., Skavronskaya, L., & Little, C. (2019). Management of immersive heritage tourism experiences: A conceptual model. *Tourism Management*, 72, 117-120.
- Benabou, R., & Tirole, J. (2003). Intrinsic and extrinsic motivation. *The Review of Economic Studies*, 70(3), 489-520.
- Bertella, G. (2014). The co-creation of animal-based tourism experience. *Tourism Recreation Research*, 39(1), 115-125.
- Bharwani, S., & Jauhari, V. (2013). An exploratory study of competencies required to co-create memorable customer experiences in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 25(6), 823-843.
- Bhatia, A. K. (2006). *International tourism management*. New Delhi: Sterling Publishers.
- Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2-3), 311-327.
- Boakye, K. A. (2012). Tourists' views on safety and vulnerability: A study of some selected towns in Ghana. *Tourism Management*, 33(2), 327-333.
- Boateng, H., Okoe, A. F., & Hinson, R. E. (2018). Dark tourism: Exploring tourist's experience at the Cape Coast Castle, Ghana. *Tourism Management Perspectives*, 27, 104-110.

- Bormann, F. K. A., Asimah, V. K., & Ahiave, E. (2016). Sources and availability of information for tourists: A study of Ghana. *Merit Research Journal of Art, Social Science and Humanities*, 4(1), 001-005.
- Brooks, A., & Heaslip, V. (2019). Sex trafficking and sex tourism in a globalised world. *Tourism Review*, 74 (5), 1104 – 1115.
- Brophy, J. (2004). *Motivating students to learn*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Brown, S. (2005). Travelling with a purpose: Understanding the motives and benefits of volunteer vacationers. *Current Issues in Tourism*, 8(6), 479-496.
- Brunner-Sperdin, A., Peters, M., & Strobl, A. (2012). It is all about the emotional state: Managing tourists' experiences. *International Journal of Hospitality Management*, 31(1), 23-30.
- Bucher, G. C., & Gray, R. C. (1971). The principles of motivation and how to apply them. *Research Management*, 14(3), 12-23.
- Buckley, P., & Doyle, E. (2016). Gamification and student motivation. *Interactive Learning Environments*, 24(6), 1162-1175.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116.
- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalization of services. In *Information and communication technologies in tourism 2015* (pp. 377-389). Springer, Cham.

- Butler, R. W., & Waldbrook, L. A. (1991). A new planning tool: The tourism opportunity spectrum. *Journal of Tourism Studies*, 2(1), 2-14.
- Caber, M., & Albayrak, T. (2016). Push or pull? Identifying rock climbing tourists' motivations. *Tourism Management*, 55, 74-84.
- Caiazzo, L., Coates, R., & Azaryahu, M. (Eds.). (2020). Naming, Identity and Tourism. Cambridge Scholars Publishing.
- Campos, A. C., Mendes, J., do Valle, P. O., & Scott, N. (2016). Co-creation experiences: Attention and memorability. *Journal of Travel & Tourism Marketing*, 33(9), 1309-1336.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Candela, G., & Figini, P. (2012). The economics of tourism destinations. In *The economics of tourism destinations* (pp.73-130). Springer, Berlin, Heidelberg.
- Cape Coast (2020, August 16). Retrieved from <https://wikipedia.org>
- Carroll, J., Farmer, E., & Saa, S. (2016). Tourism planning in the Northern Bahamas. *Journal of Tourism Insights*, 7(1), 2-13.
- Carù, A., & Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing theory*, 3(2), 267-286.
- Caton, K., & Santos, C. A. (2007). Heritage tourism on Route 66: Deconstructing nostalgia. *Journal of Travel Research*, 45(4), 371-386.

- Cerasoli, C. P., & Ford, M. T. (2014). Intrinsic motivation, performance, and the mediating role of mastery goal orientation: A test of self-determination theory. *The Journal of Psychology, 148*(3), 267-286.
- Cerasoli, C. P., Nicklin, J. M., & Ford, M. T. (2014). Intrinsic motivation and extrinsic incentives jointly predict performance: A 40-year meta-analysis. *Psychological bulletin, 140*(4), 980-1009.
- Chen, X. (2017). A phenomenological explication of guanxi in rural tourism management: A case study of a village in China. *Tourism Management, 63*, 383-394.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624-636.
- Chiu, H. H. (2018). Employees' intrinsic and extrinsic motivations in innovation implementation: The moderation role of managers' persuasive and assertive strategies. *Journal of Change Management, 18*(3), 218-239.
- Cho, Y., Liu, M., & Schallert, D. L. (2008). Examining The Interplay Between Middle School Students' achievement Goals And Self-Efficacy In A Technology-Enhanced Learning Environment. *American Secondary Education, 36*(3), 33.
- Choy, L. T. (2014). The strengths and weaknesses of research methodology: Comparison and complimentary between qualitative and quantitative approaches. *IOSR Journal of Humanities and Social Science, 19*(4), 99-104.

- Clawson, M., & Knetsch, J. L. (1966). Economics of Outdoor Recreation. (pp. 321-338). Baltimore: John Hopkins university press.
- Cohen, D., Spear, S., Scribner, R., Kissinger, P., Mason, K., & Wildgen, J. (2000). "Broken windows" and the risk of gonorrhoea. *American journal of Public Health, 90*(2), 230-236.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology, 13*(2), 179-201.
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of tourism Research, 6*(1), 18-35.
- Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research, 31*(4), 755-778.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism Research, 6*(4), 408-424.
- Crouch, G. I., & Ritchie, J. B. (1999). Tourism, competitiveness, and societal prosperity. *Journal of Business Research, 44*(3), 137-152.
- Crouch, G. I., Oppewal, H., Huybers, T., Dolnicar, S., Louviere, J. J., & Devinney, T. (2007). *Discretionary Expenditure and Tourism Consumption: Insights from a Choice Experiment. Journal of Travel Research, 45*(3), 247-258.
- Curtin, S. (2006). Swimming with dolphins: A phenomenological exploration of tourist recollections. *International Journal of Tourism Research, 8*(4), 301-315.

- Cutler, S. Q., & Carmichael, B. A. (2010). The dimensions of the tourist experience. *The Tourism and Leisure Experience: Consumer and Managerial Perspectives*, 44, 3-26.
- Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187-219.
- Dawson, C. P. (2008). Ecotourism and nature-based tourism: One end of the tourism opportunity spectrum. (2<sup>nd</sup> eds), *Tourism, Recreation, and Sustainability: Linking Culture and the Environment*, (pp.38-50). Cambridge, Ma: CABI.
- Dayour, F. (2013). Motivations of backpackers in the Cape Coast-Elmina conurbation, Ghana. *African Journal of Hospitality, Tourism and Leisure*, 2 (3), 1-13.
- Dayour, F., & Adongo, C. A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, 4(1), 7-17.
- De Charms, R., & Causation, R. P. (1968). The internal affective determinants of behaviour. New York: Routledge.
- de Jesus, S. N., Rus, C. L., Lens, W., & Imaginário, S. (2013). Intrinsic motivation and creativity related to product: A meta-analysis of the studies published between 1990–2010. *Creativity Research Journal*, 25(1), 80-84.



- Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioural intention to creative tourism: the role of push–Pull motivation. *Asia Pacific Journal of Tourism Research*, 24(5), 393-403.
- Deci, E. L., Koestner, R., & Ryan, R. M. (2001). Extrinsic rewards and intrinsic motivation in education: Reconsidered once again. *Review of Educational Research*, 71(1), 1-27.
- Deichmann, J. I., & Frempong, F. (2016). International tourism in Ghana: A survey analysis of traveller motivations and perceptions. *Journal of Hospitality and Tourism Management*, 29, 176-183.
- Deladem, G. T., Xiao, Z., Siueia, T. T., Doku, S., & Tettey, I. (2020). Developing sustainable tourism through public-private partnership to alleviate poverty in Ghana. *Tourist Studies*, 21 (2), 317-343.
- Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, 31(4), 547-552.
- McKercher, B. (2020). Cultural tourism market: a perspective paper. *Tourism Review*.
- Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's concept of experience economy and its dimensions: An empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 237-255.
- Meleddu, M., Paci, R., & Pulina, M. (2015). Repeated behaviour and destination loyalty. *Tourism Management*, 50, 159-171.

- Mensah, I. (2015). The roots tourism experience of diaspora Africans: A focus on the Cape Coast and Elmina Castles. *Journal of Heritage Tourism*, 10(3), 213-232.
- Meyer, D. F., & Meyer, N. (2015). The role and impact of tourism on local economic development: A comparative study: tourism and leisure. *African Journal for Physical Health Education, Recreation and Dance*, 21(1.1), 197-214.
- Michopoulou, E., & Buhalis, D. (2013). Information provision for challenging markets: The case of the accessibility requiring market in the context of tourism. *Information & Management*, 50(5), 229-239.
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1-2), 30-59.
- Mkono, M. (2012). A netnographic examination of constructive authenticity in Victoria Falls tourist (restaurant) experiences. *International Journal of Hospitality Management*, 31(2), 387-394.
- Mo, C. M., Howard, D. R., & Havitz, M. E. (1993). Testing an international tourist role typology. *Annals of Tourism Research*, 20(2), 319-335.
- Morgan, M. (2007). 'We're not the Barmy Army!' reflections on the sports tourist experience. *International Journal of Tourism Research*, 9(5), 361-372.
- Moriarty, P., & Honnery, D. (2005, September). Determinants of urban travel in Australia. In *28th Australasian Transport Research Forum (ATRF)* (Vol. 28).

- Morse, M. (2014). A quality of interrelating: Describing a form of meaningful experience on a wilderness river journey. *Journal of Adventure Education & Outdoor Learning*, 14(1), 42-55.
- Moscardo, G. (2009). Tourism and quality of life: Towards a more critical approach. *Tourism and hospitality research*, 9(2), 159-170.
- Moscardo, G., & Pearce, P. L. (2007). Life cycle, tourist motivation and transport: Some consequences for the tourist experience. In *Tourism and Transport* (pp. 44-59). Routledge.
- Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59-74.
- Mostafanezhad, M. (2013). The politics of aesthetics in volunteer tourism. *Annals of Tourism Research*, 43, 150-169.
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism management*, 21(1), 43-52.
- Mutanga, C. N., Vengesayi, S., Chikuta, O., Muboko, N., & Gandiwa, E. (2017). Travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe. *Journal of Outdoor Recreation and Tourism*, 20, 1-18.
- Niggel, C., & Benson, A. (2007). Exploratory motivation of backpackers: The case of South Africa. *London: Channel View*.
- Nimrod, G., & Rotem, A. (2010). Between relaxation and excitement: Activities and benefits gained in retirees' tourism. *International Journal of Tourism Research*, 12(1), 65-78.

- Nuttavuthisit, K. (2010). If you can't beat them, let them join: The development of strategies to foster consumers' co-creative practices. *Business Horizons*, 53(3), 315-324.
- O'Dell, T. (2007). Tourist experiences and academic junctures. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 34-45.
- O'Leary, S., & Deegan, J. (2003). People, pace, place: Qualitative and quantitative images of Ireland as a tourism destination in France. *Journal of vacation marketing*, 9(3), 213-226.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119-132.
- Ooi, C. S. (2003). Crafting tourism experiences: Managing the attention product. In *12th Nordic Symposium on Tourism and Hospitality Research. Stavanger University College, Stavanger.*
- Ooi, C. S. (2005). A theory of tourism experiences: The management of attention. In *Experiencescapes* (pp. 51-68).
- Ooi, N., & Laing, J. H. (2010). Backpacker tourism: sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations. *Journal of Sustainable Tourism*, 18(2), 191-206.
- Otto, J. E., & Ritchie, J. B. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165-174.

- Panasiuk, A. (2007). Tourism infrastructure as a determinant of regional development. *Ekonomika ir Vadyba: Aktualijos ir Perspektyvos*, 1(8), 212-215.
- Park, D. B., & Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*, 30(1), 99-108.
- Park, S. H., Mahony, D., & Kim, Y. K. (2011). The role of sport fan curiosity: A new conceptual approach to the understanding of sport fan behaviour. *Journal of Sport Management*, 25(1), 46-56.
- Pearce, P. L. (2013). *The social psychology of tourist behaviour: International series in experimental social psychology* (Vol. 3). Elsevier.
- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226-237.
- Perry, N. E., Turner, J. C., & Meyer, D. K. (2006). Classrooms as contexts for motivating learning. *Handbook of educational psychology*, 2, 327-348.
- Pierro, A., Cicero, L., & Raven, B. H. (2008). Motivated compliance with bases of social power. *Journal of Applied Social Psychology*, 38(7), 1921-1944.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76, 97-105.
- Pintrich, P. R. (2003). A motivational science perspective on the role of student motivation in learning and teaching contexts. *Journal of Educational Psychology*, 95(4), 667.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314-322.

- Plog, S. C. (1973). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, (14) 4, 13-16.
- Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19-24.
- Prayag, G. (2010). Images as pull factors of a tourist destination: A factor-cluster segmentation analysis. *Tourism Analysis*, 15(2), 213-226.
- Prayag, G., & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: The role of nationality—an analytical qualitative research approach. *Current issues in tourism*, 14(2), 121-143.
- Prayag, G., Suntikul, W., & Agyeiwaah, E. (2018). Domestic tourists to Elmina Castle, Ghana: motivation, tourism impacts, place attachment, and satisfaction. *Journal of Sustainable Tourism*, 26(12), 2053-2070.
- Prebensen, N. K., & Foss, L. (2011). Coping and co-creating in tourist experiences. *International Journal of Tourism Research*, 13(1), 54-67.
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2013). Motivation and involvement as antecedents of the perceived value of the destination experience. *Journal of Travel Research*, 52(2), 253-264.
- Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, 3(9), 369- 387.

- Radder, L., & Han, X. (2015). An examination of the museum experience based on Pine and Gilmore's experience economy realms. *Journal of Applied Business Research (JABR)*, 31(2), 455-470.
- Ranci re, J. (2009). *Aesthetics and its Discontents*. Polity.
- Reichenberger, I. (2017). C2C value co-creation through social interactions in tourism. *International Journal of Tourism Research*, 19(6), 629-638.
- Renko, S., Renko, N., & Polonijo, T. (2010). Understanding the role of food in rural tourism development in a recovering economy. *Journal of Food Products Marketing*, 16(3), 309-324.
- Rihova, I., Buhalis, D., Moital, M., & Gouthro, M. B. (2014, June). Customer-to-customer Value Co-creation Practices as a Basis for Segmentation. In *Proceedings of AMA SERVSIG 2014 Conference: Services Marketing in the New Economic and Social Landscape* (Vol. 13, p. 2014).
- Ritchie, B. W., Tkaczynski, A., & Faulks, P. (2010). Understanding the motivation and travel behaviour of cycle tourists using involvement profiles. *Journal of Travel & Tourism Marketing*, 27(4), 409-425.
- Rittichainuwat, B. N., Qu, H., & Mongkhonvanit, C. (2008). Understanding the motivation of travellers on repeat visits to Thailand. *Journal of Vacation Marketing*, 14(1), 5-21.
- Robbins, S. P., & Judge, T. A. (2001). *Organizational behaviour*, 14/E. E: Pearson Education India.

- Robinson, R. N., & Getz, D. (2016). Food enthusiasts and tourism: Exploring food involvement dimensions. *Journal of Hospitality & Tourism Research*, 40(4), 432-455.
- Romsa, G., & Blenman, M. (1989). Vacation patterns of the elderly German. *Annals of Tourism Research*, 16(2), 178-188.
- Rousta, A., & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73-95.
- Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, 25(1), 54-67.
- Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research Methods for Business Students*. Harlow: Pearson Education.
- Schänzel, H. A., & McIntosh, A. J. (2000). An insight into the personal and emotive context of wildlife viewing at the Penguin Place, Otago Peninsula, New Zealand. *Journal of Sustainable Tourism*, 8(1), 36-52.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67.
- Scholtz, M., Kruger, M., & Saayman, M. (2013). Understanding the reasons why tourists visit the Kruger National Park during a recession. *Professional Accountant*, 13(1), 1-9.



- Schunk, D. H., Pintrich, P. R., & Meece, J. L. (2008). *Motivation in education: Theory, research and applications* (3rd ed.). Upper Saddle River, NJ: Merrill-Prentice Hall.
- Scott, D. (2005). The relevance of constraints research to leisure service delivery. *Constraints to leisure*, 279-293.
- Seetanah, B., Juwaheer, T. D., Lamport, M. J., Rojid, S., Sannasse, R. V., & Subadar, A. U. (2011). Does infrastructure matter in tourism development? *University of Mauritius research journal*, 17, 89-108.
- Setia, M. S. (2016). Methodology series module 3: Cross-sectional studies. *Indian Journal of Dermatology*, 61(3), 261.
- Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M. (2020). Exploring memorable cultural tourism experiences. *Journal of Heritage Tourism*, 15(3), 341-357.
- Simons, J., Vansteenkiste, M., Lens, W., & Lacante, M. (2004). Placing motivation and future time perspective theory in a temporal perspective. *Educational Psychology Review*, 16(2), 121-139.
- Skanavis, C., & Sakellari, M. (2011). International Tourism, Domestic Tourism and Environmental Change: Environmental Education Can Find the Balance. *An International Multidisciplinary Journal of Tourism*, 6(1), 233-249.
- Skinner, B. F. (1976). Farewell, my LOVELY! *Journal of the Experimental Analysis of Behaviour*, 25(2), 218.

- Smith, S. L. (1994). The tourism product. *Annals of Tourism Research*, 21(3), 582-595.
- Smith, V. E. (2018). 'Far from My Native Land, and Far from You': Reimagining the British at Cape Coast Castle in the Nineteenth Century. In *Shadows of Empire in West Africa*. (pp. 75-106). Palgrave Macmillan: Cham.
- Stamboulis, Y., & Skayannis, P. (2003). Innovation strategies and technology for experience-based tourism. *Tourism Management*, 24(1), 35-43.
- Steers, R. M., Mowday, R. T., & Shapiro, D. L. (2004). The future of work motivation theory. *Academy of Management review*, 29(3), 379-387.
- Stipek, D. J. (2002). *Motivation to learn: Integrating theory and practice*. Allyn & Bacon.
- Su, L., Hsu, M. K., & Swanson, S. (2017). The effect of tourist relationship perception on destination loyalty at a world heritage site in China: The mediating role of overall destination satisfaction and trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.
- Su, R., Bramwell, B., & Whalley, P. A. (2018). Cultural political economy and urban heritage tourism. *Annals of Tourism Research*, 68, 30-40.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.
- Thompson, N. J., & Thompson, K. E. (2009). Can marketing practice keep up with Europe's ageing population? *European Journal of Marketing*, 43(11), 1281-1288.

- Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioural intentions among visitors to a wildlife refuge. *Journal of Leisure research*, 34(1), 1-24.
- Todd, C. (2009). Nature, beauty and tourism. In Tribe, J. (Ed), *Philosophical issues in tourism* (154-170). Bristol: St. Nicholas House.
- Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548.
- UNWTO, T. O. (2010). *Tourism Highlights*, 2010 edition.
- UNWTO, T. O. (2011). *Tourism Highlights*, 2014 edition. *World*.
- UNWTO, T. O. (2014). *Tourism Highlights*, 2014 edition. *World*.
- UNWTO, T. O. (2017). *Tourism Highlights*, 2014 edition. *World*.
- Updhyay, Y., & Sharma, D. (2014). Culinary preferences of foreign tourists in India. *Journal of Vacation Marketing*, 20(1), 29-39.
- Uysal, M., & Hagan, L. (Eds.). (1993). Motivations of pleasure travel and tourism: *Encyclopedia of Hospitality and Tourism*. New York, NY: Van Nostrand Reinhold.
- Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846.
- Uysal, M., McGehee, N. G., & Loker-Murphy, L. (1996). The Australian international pleasure travel market: Motivations from a gendered perspective. *Journal of Tourism Studies*, 7(1), 45.

- Vallerand, R. J., & Blssonnette, R. (1992). Intrinsic, extrinsic, and motivational styles as predictors of behaviour: A prospective study. *Journal of Personality, 60*(3), 599-620.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly, 27*, 425-478.
- Vigolo, V., Simeoni, F., Cassia, F., & Ugolini, M. (2017, December). Older tourists' travel motivations and overall satisfaction at the destination: The case of Sirmione. In *Toulon-Verona Conference "Excellence in Services"*.
- Walls, A. R., Okumus, F., Wang, Y. R., & Kwun, D. J. W. (2011). An epistemological view of consumer experiences. *International Journal of Hospitality Management, 30*(1), 10-21.
- Wang, W., Chen, J. S., Fan, L., & Lu, J. (2012). Tourist experience and wetland parks: A case of Zhejiang, China. *Annals of Tourism Research, 39*(4), 1763-1778.
- Weaver, D., & Oppermann, M. (2000). *Tourism management*. Milton, Australia: John Wiley and Sons.
- Weiner, I. B., & Craighead, E. W. (Eds). (2009). Self-efficacy: *The Corsini Encyclopedia of Psychology*. Australia: John Wiley and Sons.
- Wijaya, S., King, B., Nguyen, T. H., & Morrison, A. (2013). International visitor dining experiences: A conceptual framework. *Journal of Hospitality and Tourism Management, 20*, 34-42.

- Wong, B. K. M., Musa, G., & Taha, A. Z. (2017). Malaysia my second home: The influence of push and pull motivations on satisfaction. *Tourism Management, 61*, 394-410.
- Woodside, A. G., & King, R. I. (2001). An updated model of travel and tourism purchase-consumption systems. *Journal of Travel & Tourism Marketing, 10*(1), 3-27.
- Wu, M. Y., & Pearce, P. L. (2014). Chinese recreational vehicle users in Australia: A netnographic study of tourist motivation. *Tourism Management, 43*, 22-35.
- Yoo, C. K., Yoon, D., & Park, E. (2018). Tourist motivation: an integral approach to destination choices. *Tourism Review, 73*(2), 169-185.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management, 26*(1), 45-56.
- Yuan, S., & McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research, 29*(1), 42-44.
- Zhang, H. Q., & Lam, T. (1999). An analysis of Mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management, 20*(5), 587-594.
- Zhang, X., & Bartol, K. M. (2010). The influence of creative process engagement on employee creative performance and overall job performance: A curvilinear assessment. *Journal of Applied Psychology, 95*(5), 862.

APPENDICES

UNIVERSITY OF CAPE COAST  
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT  
QUESTIONNAIRE FOR VISITORS TO THE CAPE COAST  
DESTINATION AREA.

Dear Sir/Madam,

This is an academic study which is geared towards assessing tourist's experiences in the Cape Coast Metropolis. It would be greatly appreciated if you could complete this questionnaire. Confidentiality and anonymity is assured, therefore respondents are not required to write their names. Information gathered from this instrument is purely for academic work. Thank you for your time and cooperation.

Name of Researcher; Paulina Y.N. Okyere. Email; [yaanyamewa@gmail.com](mailto:yaanyamewa@gmail.com) Tel: 02029049690

**SECTION A: MOTIVATION TO TRAVEL TO THE CAPE COAST DESTINATION AREA.**

This section asks questions on what motivates tourists to choose the Cape Coast Metropolis as their destination.

**Instruction:** Please fill in the blank spaces where applicable.

1. How many times have you visited the Cape Coast destination?  
.....
2. How many days have you stayed at the Destination?  
.....
3. How many days do you intend staying in Cape Coast?  
.....
4. Place of stay at the destination .....

5. List the areas in the destination that you have visited so far which you can recall.....
6. Why did you decide on taking a holiday?  
.....  
.....
7. Why did you choose Cape Coast as your holiday destination?  
.....  
.....
8. How long are you staying in Ghana?  
.....  
.....

**SECTION B: EXPERIENCES WITH ATTRIBUTES AT THE CAPE COAST DESTINATION AREA.**

This section examines experiences with attributes of the area that visitors will encounter

**Instruction:** From the table, rate from 1-10 (with 1 being the lowest rating and 10 being the highest rating) each item according to your experience and provide reasons to the rating.

9. What has been your experiences at the destination with;

EXPERIENCE WITH	RATE	REASON
a) Attractions at the destination		
b) Accommodation facilities at the destination		
c) Food and Beverages at the destination		
d) Transportation at the destination		
e) Local people/ host at the destination		
f) Other guests at attractions and or other areas at the destination.		

g) Environment of the destination		
-----------------------------------	--	--

10. Which of the following best describes your experience at the Cape Coast destination area (**choose only one**).

- a) Educational Experience (I learnt a lot from the experience)
- b) Aesthetic Experience ( The destination gave me exposure to pleasing designs)
- c) Entertainment Experience (The destination made me have lots of fun)
- d) Escapist Experience (I totally forgot about my daily activities)

11. Which of the following affected/ shaped your experience at the destination (**choose only one**). For the one you choose please add reason why it shaped your experience at the destination area.

- a) Attractions
- b) Accommodation Facilities
- c) Food and Beverages
- d) Transportation
- e) The local people
- f) Other Guests at the attractions
- g) The Environment

**REASON**

.....

**SECTION C: SOCIO-DEMOGRAPHICS OF RESPONDENTS**

14. Sex of respondent      Male { }      Female { }

15. Nationality .....

16. Age of respondent .....

17. Marital status    a. Single { }      b. Married { }    c. Others { }

18. Highest level of education



- a. High school { } b. Diploma / Tertiary { } c. Post- graduate { }

19. Occupation of respondent .....

20. Monthly income level (Gh ₵/ \$).....

### TRAVEL CHARACTERISTICS

21. Did you come in a group? a. Yes { } b. No { }

If **YES**, how many are you in the group? .....

22. Which of the following best describe your travel group (choose one)?

- a) Alone
- b) With immediate family
- c) With friends/business partners

23. What were your key sources of information about this destination?

- a) Word of mouth (friends/relatives)
- b) Traditional media
- c) Social media
- d) Media
- e) Government sources

**END OF SURVEY. THANK YOU FOR YOUR TIME**

NOBIS