

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI
DEPARTMENT OF HOSPITALITY AND TOURISM EDUCATION

CHALLENGES OF RESTAURANTS IN THE BOLGATANGA METROPOLIS
OF THE UPPER EAST REGION OF GHANA



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SCHOOL OF GRADUATE STUDIES

CHALLENGES OF RESTAURANTS IN THE BOLGATANGA METROPOLIS
OF THE UPPER EAST REGION OF GHANA



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AND HOSPITALITY IN TOURISM IN THE UNIVERSITY.

MARCH, 2022

DECLARATION

STUDENT'S DECLARATION

I FELICITY AYAMGA hereby declare that, besides the quotations and references cited in this thesis, the findings are the outcome of my independent research and that no part of it has been presented for the award of a degree in the University or elsewhere to the best of my knowledge. I therefore accept responsibility for anything in this dissertation.

SIGNATURE:

DATE:



SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines on supervision of thesis laid down by the university.

SUPERVISOR'S NAME: DR. GILBERT OWIAH SAMPSON

SIGNATURE:

DATE:

DEDICATION

I first of all dedicate this study to God Almighty for his mercy and grace, and seeing me through this research work. I am sincerely grateful for His protection and guidance throughout this period of study.

I also dedicate this piece of work to my families, friends and all loved ones as well as wishers, through whose love, prayers and support in various ways has brought me this far.



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LIST OF ACRONYMS

MNC	Multi-National Company
NGO	Non-Governmental Organization
UK	United Kingdom
UNWTO	United Nations World Trade Organization
U.S.A	United State of American
WTO	World Trade Organization



ABSTRACT

The restaurants in Bolgatanga Metropolis and Ghana as a whole, contribute to the national tourism performance in several such as provision of food, alcoholic and non-alcoholic drinks and, employment. Despite these contributions, the industry is bedevilled with many challenges that hinder their development. For this, the research seeks to assess the challenges restaurants operation face in the tourism industry in Bolgatanga Metropolis. In achieving this the research made use of purposive sampling method and selected a sample size of fifty (50) where questionnaires are used to gather primary information from the respondents while secondary data was from scholarly articles, reference books, the web and other research works. The data was analysed using frequency tables, charts and percentiles. The analysis as revealed that 50% of the respondents strongly agreed and 40% agreed that access to financial is a challenge. Some of the challenges that were also revealed from the data include; promotion and advertisement, management, support from the tourism industry, high prices of consumables, keeping complete daily inventory records and getting permanent staff workers. The also shows that the tourism industry is supportive in terms of promotion and advertisement as 32% of the respondents scale the support 5 out of 5 and 40% rated 4 out of 5. With these challenges, the study also revealed that about 100% of the respondents agreed that customer satisfaction contribute to the smooth operation of the restaurant and that the business has potentials to develop when the challenges are addressed. The study recommend that restaurants operators as well as culinary food tourism practitioners should be supported financially in-terms of loans, free training etc to assist them to expand their business.

CHAPTER ONE

INTRODUCION

1.0 Background to the Study

Tourism is the temporary movement of people to the destinations outside their normal places of work and residence including the totality of the activities to be undertaken during their stay in those destinations not only that but also it includes activities created by the host so that the needs of the receivers will be satisfied (Cook, 2012). Tourism activities such as culinary activities in a country like Ghana need to be enhanced in order to achieve the maximum benefit to the society.

Tourism has now assumed the position as the fastest growing industry in the world and the third foreign exchange earner in Ghana (Benturn, 2017). Ghana's tourism potentials based on its natural endowment ranges from ecotourism, through heritage to cultural tourism which encompasses culinary tourism. The changing dynamics of Ghana's tourism in recent times calls for diversification of activities in districts through the regional to the national level for an all-year round activities to be performed (Beana, 2015).

Ghana with its diverse vegetation zones stretching from coastal savannah through semi rain forest to Guinea savannah and comes out with variety of food crops in each area. This makes Ghana a home of different types of dishes ranging from root and tuber crops to grains and vegetables (Beana, 2015). These can be used to promote culinary tourism in almost every corner of the country. Sustainable tourism practice is an all-year round tourism activity which is not only limited to one part of the economy but to all tourism across the length and breadth of the country. Food tourism has become one of the most dynamic and creative aspect of tourism which can be used as a key to diversify and sustain tourism practices.

Different factors may motivate a tourist to visit Ghana and food is no exception. According to United Nations World Trade Organization (UNWTO) report (2017) the coming decade is important for the whole tourism industry and its sustainability, in terms of industrial development and environment. For Ghana Tourism Authority, there are a lot of reasons that motivate people to travel to Ghana and these include Cultural tourism which encompasses food tourism.

Culinary tourism is a tourism activity that allows one to experience the food of the community. Culinary tourists are therefore tourists who take part in the new trends of cultural consumption, seeking the authenticity of places they visit through food. Over the years there has been little research on the use of culinary tourism as a means of sustaining tourism in Ghana especially through chop bars.

A wider aspect of Ghana's tourism over the years has been limited to sea, sun and sand in addition to heritage tourism which drivers many African Americans to come and see the slave forts and castles (Beana, 2015). Not much attempt has been made to widen the scope and also diversify the tourism industry with other activities such as culinary tourism in order to have all year-round sustainable tourism activities.

Many different factors determine the performance of the catering sector to the tourism industry especially through restaurants. These include cost competitiveness, management of restaurants in Ghana, quality of restaurants services, promotion and marketing and access to restaurants. Operating a restaurant comes with so many challenges such finance, management, customer service as well as high cost of electricity, water and food stuffs. Even though the owners with these challenges still strive to be in business, their businesses are still not seeing much development because of the inadequate support and recognition they get from the tourism industry. Though the industry during the closure of activities due to COVID-19 received stimulus package,

restaurant operators were given little or no support from the package the tourism industry received. There is also little or no support from the tourism industry in terms of promoting, restaurant operations. All these and many more are challenges that hinder the development of restaurant business.

1.1 Statement of the problem

The restaurants in Bolgatanga Metropolis and Ghana as a whole, contribute to the national tourism performance in several ways. The various restaurants exist to supply alcoholic and non-alcoholic drinks and, of course also provide food services. The locally-alcoholic made dishes in the various restaurants in the Bolgatanga Metropolis attracts large numbers of people who are tourists. There are a lot of factors that influence tourists to revisit a site scene for so many times. One of the factors that has received little attention is local dishes served to these tourists.

Though there is much effort put in by restaurants in Bolgatanga to serve tourists to the best of satisfaction, the service has not seen much development and support from the tourism industry in terms of advertisement, training, financial assistance among others and these are hindering factors to their development. Hence, this research seeks to investigate the challenges that hinder the development of restaurants in the tourism industry in the Bolgatanga Metropolis and the possible solutions.

1.2 Main objective

The Main objective of this study is to assess the challenges restaurants operation face in the tourism industry in Bolgatanga Metropolis.

1.3 Specific objectives

- a. To identify the challenges of operating restaurants within the Bolgatanga Metropolis.
- b. To assess the contribution of restaurants in promoting tourism in Bolgatanga Metropolis?
- c. To determine the role of tourism in shaping restaurants operation in the Bolgatanga Metropolis.

1.4 Research questions

The following questions will guide the study;

- a. What are the challenges of operating restaurants within the Bolgatanga Metropolis?
- b. What is the contribution of restaurants operations in promoting tourism in Bolgatanga Metropolis?
- c. How has tourism shaped restaurants operations in Bolgatanga Metropolis?

1.5 Significance of the study

It will help restaurants operators to know some of the serious challenges facing their members in the country and how best to resolve those issues. The recommendations in the study will also help them to know some of the best strategies to apply so as to bring the maximum impact on the tourism industry in Ghana.

Again, this study would pre-empt government, the Ministry of Tourism and other state agencies and many development actors to identify the role and impact that restaurants play in development of tourism in Ghana. This would pave the way for restaurants unions to be incorporated into the development agenda of the state by providing the

needed budgetary allocation and other related resources to create a convenient atmosphere for the smooth running and operation of restaurants in the country. Finally, this study may also help in teaching and learning and research to further address some of the pertinent issues related to restaurants operations in Ghana.

1.6 Scope of the study

The scope of the study is limited to restaurants in the Bolgatanga Metropolis. The study will cover a period of two (2) months and will be conducted using a population of around (50) restaurants. Although the study is restricted to only restaurants operated within the Bolgatanga Metropolis, the findings of the study will reflect some of the common challenges of operating restaurants in all parts of the country.

1.7 Organization of study

The study is structured into five chapters.

- The first chapter gives an initial outline of the study. It includes the background to the study, the research problem, the research objective, significance of the study, the scope as well as the organization of the study.
- Chapter two reviews some current knowledge and literature of the study. This includes materials from journals, magazines and the internet amongst others.
- Chapter three explains the research methodology and the method used to collect and analyse the data.
- Chapter four deals with the analysis of the data collected
- Chapter five handles the summary, conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 World Culinary Tourism

To promote and sustain the food tourism industry, tourism organizations have developed a gastronomic tour in Korea in collaboration with celebrities such as top chefs and famous entertainers to go across the country to promote their indigenous foods. Russian traditional porridges, soups, fish, pancakes, pies with drinks such as berry juice and birch juice have also gained a lot of popularity among travelers in Moscow and other cities in that part of the world (Beana, 2015).

The world is increasingly becoming a global village, making tourists seek new experiences that are based on unique local identity and culture. Culinary tourism, tries to promote the unique culture through food tourism. All over the world one third of tourism spending is devoted to food (Quan&Wang, 2014). Again, according to the same researchers, eating in restaurants is the second favorite activity of foreigners visiting the United State of American and the number one activity for US travelers when they visit destinations in Ghana. The UNWTO report (2011) indicates that Spain receives 56.7 million tourists generating a receipt of 43 billion Euros annually. Out of the 56.7 million international tourists 5 million of them said that they enjoyed the Spanish food and wine and that constituted one of the main reasons why tourists choose Spain as tourism destination (Beana, 2015). Spanish dishes such as omelette made from eggs and paella which is made from rice are all internationally recognized foods. Every part of the world has a type of food that dominates the culinary tourism activities in that particular geographical area. Azerbaijan's food made of meat, fish and vegetables is very popular among international travelers in the major restaurants and hotels in Eastern Europe.

Again, the Azerbaijan's kebab called the Shashlik made from fresh lamb, wild birds and fish with juice is popular in most restaurants in Eastern Europe. The Southern American countries of Brazil and Argentina also have dishes that are attractive to tourists. The Asian region continues to be dominated by Korean cuisines. Kimchi which is a fermented spicy cabbage and bibimbab, rice mixed with vegetables and meat is renowned healthy food from North and South Korea.

2.2 Culinary Tourism in Africa

African over 54 countries with diverse cultures and natural resource reflecting its recipes. The Northern African countries have a lot of spicy recipes from the Arabian world. Egyptian dishes such as Baba Ghannoug which is made of egg plants, chickpeas, lemon juice, salt, pepper and oil is very popular in North Africa (Honey & Gilpin, 2009). "Kessaih" which is a milk of yoghurt savoury pudding made with flour and sometimes seasoned with fried onions and boiled chicken are very popular in East Africa (Akama & Kieti, 2015). It is made of pan cake, leavened bread from corn, sorghum and barley mixed together, Central Africa has most of its food made from heavy starchy tuber crops with a lot of animal meat such as crocodile, antelope and others. In the Democratic Republic of Congo, Kwanzaa is one of the popular foods and extends to all other regions in central African, it is made from treated flavored potatoes and fried onions. Morogo is a traditional dish, made from spinach with butter, braised onions into maize porridge. Another popular food in the Southern African region of African is Chakalako this is a spicy reddish soup made from carrots, green pepper sliced onions, vinegar chilli and comes with a strong flavour. It is served alongside a main course such as rice.

Like the proverbial coin, tourism has both positive and negative sides. The biggest claim of tourism's usefulness lies in its ability to act as a catalyst for economic growth and by extension, development. Tourism's ability (at least theoretically) to foster economic growth (and by extension development) has been well documented (Goodwin, 2008; Mitchell & Ashley, 2015). Theoretically tourism is expected to stimulate economic growth (and by extension reduce poverty) through (1) infusing new demand for local goods and services, and (2) in the process generate demand for other goods and services, which tourism businesses rely upon in their operations. Thus, the increased spending created by tourists' demands is expected to trigger increased business activity in the local economy and ultimately, stimulate economic growth and development. The enhancement of economic linkages through tourism development results in a greater demand for local goods and services, the creation of more jobs, and the development of more opportunities for local business (Akama&Kieti, 2015; Shakya, 2009).

2.3 Culinary Tourism in Ghana

Culinary Tourism in Ghana reflects the types of indigenous dishes that can be packaged and made attractive to both domestic and international tourists to Ghana, Ghana is located in the tropical West African region and has a lot of tuber crops and heavy starchy foods with a lot of meat and fish (Akama and Kieti, 2015). The popular staple food in Ghana especially among the Akans is fufu which is crashed cassava and yam or plantain served with soup. Kenkey and banku are made from fermented maize milled and usually served with tomatoes reddish sauce with fried fish. Another common food is jollof rice which is rice cooked with tomatoes sauce and red meat or chicken. However, there are some peculiar foods associated with each region or geographical area in the country (Akama&Kieti 2015).

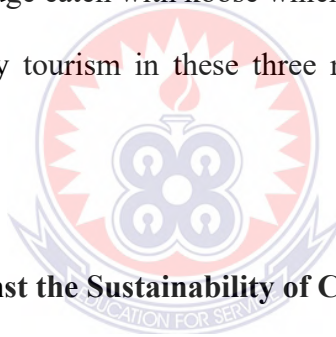
Greater Accra region is the smallest but the most populous region in Ghana and hosts the capital of the country. It still remains cosmopolitan region with its indigenous tribe, the Gas representing 12% of the population (Honey & Gilpin 2009). The Gas in the region have a traditional food called kenkey made from fermented corn dough eaten with pepper and fried fish or okro stew. Another type of food which is very popular and can be used to attract and sustain culinary tourism in the region is fried yam with turkey tails referred to as “choffi”. The coastal regions of Central and Western regions are homes to predominantly Akans and have a vegetation of mixed coastal Savanna semi rainforest (Akama & Kieti, 2015).

These make it common for vegetables such as onions, pepper, garden eggs and other fruits such as mangoes, pineapples and oranges to be cultivated in abundance. Also, tuber crops such as cassava, yam, cocoyam in addition to grains such as rice and maize are available (Honey & Gilpin, 2009). The area is also noted for bush meat such as antelopes and fish from the sea. The Western region also has fante dorkum or fante kenkey which is made from fermented corn and eaten with either yam or Fante kenkey. All these are very popular foods which can be used to promote culinary tourism in the region (Akama & Kieti 2015).

The middle belt of the country is occupied by three regions namely Ashanti, Eastern and the Brong-Ahafo region. These regions are predominantly inhabited by Akans. It is the forest belt of the country and therefore the home of tropical tuber crops such as yam, cassava and cocoyam. The area is endowed with other natural resources. Fufu with either palm nut soup or light soup or with snails or any bush meat is the most popular and staple food in the region. Another popular food in the area is Ampesi and Palava sauce. This is made from plantain and the green leaves of cocoyam. All these can be used to attract culinary tourists to the region. The easternmost part of the country is covered by

the Volta region and due to its geographical area, it is noted for the cultivation of grains such as maize and rice. The staple food and popular food that attracts a lot of visitors in the area is Akpele made from corn and eaten with Okro soup.

The Northern, Upper East and Upper West regions are noted for their Guinea Savana vegetable and therefore noted for the production of grains such as millet, maize sorghum and rice. People in these regions rear animals such as cattle, sheep and goat, Touzaafi popularly called TZ made from millet, maize or guinea corn flour and green leaves soup is one of the most popular food that attracts visitors (Bempong 2011), Another popular food is Tubani, which is made from beans or cowpea with Shea nut butter oil and pepper. A common food manly eaten as breakfast in the three Northen regions of Ghana is koko which is millet or corn porridge eaten with koose which is beans fried balls. All these can be used to promote culinary tourism in these three regions of Ghana (Akama&Kieti, 2015).



2.4 Factors militating against the Sustainability of Culinary Tourism in Ghana

Tourism in Ghana has over the years depended on areas such as heritage, eco-tourism and conference tourism without much attention being paid to culinary tourism. This is not because Ghana has not got the potential to develop culinary tourism but the nation has not done a thorough assessment of culinary tourism in its tourism development. Culinary tourism however has quite a lot of factors militating against its growth and sustainability as a core tourism sector of the country (Akama&Kieti 2015).

According to Hamza (2015). It was clear that, in spite of the fact that a number of chop bars and hotels served customers with indigenous dishes, there is still no agreed national policy or strategic objectives for the development of culinary tourism in Ghana. Apart from an attempt in 2015 by the Government to have valentine Day celebrated with cocoa

chocolate in Ghana, there are no plans to use food as a way to boost tourism in Ghana. Ghana continues to rely on its traditional tourist attractions like the castles and forts and in some cases the waterfalls.

Secondly, Ghana has not made vigorous attempt to conduct research on consumer market on food tourism in order to support and make an informed decision on the sector. Most of the research has been limited to other areas of tourism in Ghana such as heritage, eco-tourism and technological tourism (Bempong, 2011). Stakeholders in culinary tourism in Ghana from hotels, chop bars have not made any meaningful attempt at coordinating the activities of culinary tourism to know the types of foods that attract tourists in hotels and chop bars in various communities of Ghana. Ghana a whole is not well vest in sophisticated ways of marketing any of its tourism potentials both internally and externally and culinary tourism is no exception. The vigorous promotional, both internally and externally and culinary tourism is no exception. The vigorous promotional branding of local dishes such as beans and ripe plantain, jollof rice and others are absent internationally. Apart from the normal signboard by Chop bars to their locations there are no other means of marketing local dishes (Bempong, 2011).

Another new trend of development in indigenous food supply and marketing which is expensive, thus threatens its sustainability compared to foreign subsidized food grown with chemical from the Western world. The indigenous foods are prepared from naturally grown food that are produced on small scale and therefore tend to be expensive. Local fowls, snails, rice are expensive compared to the ones imported from the Western world, there are no criteria for assessing the quality levels of food tourism in Ghana. The quality framework for food linked to national development is absent in Ghana. Differences in taste and quality of food in some restaurants seem not to meet international standards. Although a number of food tourism operators are aware that the

Ghana Tourism Authority is supposed to be the supervising agency, the Authority does not have the men -on the ground for effective supervision (Bempong 2011).

Ghana has some delicious foods such as jollof rice, ripe plantain and beans, fufu and palm nut soup but there is still inadequate literature on most foods for both local and international visitors to various destinations to read and get attracted to these foods. Most leaflets, magazines, pamphlets supplied by limited to hotels, car rentals and tourist attraction centers (Sindiga, 2016). Most books on indigenous dishes are from foreign countries. Again, there has not been enough training in or short courses in the form of seminars among others on Ghanaian dishes for chefs and other practitioners in culinary tourism in Ghana (Bempong, 2011). To upgrade their skills Ghana Tourism Authority organizes training workshops for chefs and other chop bar operators but most training workshops have been limited to continental dishes without looking at ways of training chefs to improve on the preparation of indigenous dishes.

2.5 Role of Tourism in Development

According to UNWTO (2017), tourism bears certain characteristics that enable it to contribute to economic growth. These include its ability to energize and diversify economies of marginal areas that host tourist attractions (Honey & Gilpin, 2009), to provide for the poor to become exporters and sellers of goods and services, to absorb unskilled labour, and to provide small-scale employment opportunities, which can also help promote gender equity. Small businesses may even possess competitive advantage since they can often offer tourism products at cheaper cost (Shakya, 2009). Finally, UNWTO claims there are numerous indirect benefits of tourism for the poor, including increased market access for remote areas through the development of roads, infrastructure, and communication networks (Sindiga, 2016).

Beyond the economic realm, tourism is thought to engender other development-oriented benefits such as protection of the environment and provision (or indirect facilitation) of important amenities such as potable drinking water, schools, and health facilities. In a similar non-economic vein, tourism has been identified as a facilitator of peace (Baron, 2014); Sarker & George, 2010), which is also an important precondition for development and a promoter of gender equity (Cukier, 2002). On the other hand, tourism has been found to be a conduit of underdevelopment by exposing host communities to risks which threaten their livelihoods. Two of these tourism-related risks have been well documented in the literature, especially regarding the Sub-Saharan Africa (SSA) setting. The first relates to displacement (both physical and economic) (Coad, Campbell, Miles & Humphries, 2008; Odincho, 2010). Displacement as used in the context involves forcing locals to relocate to places that are less suitable for earning a living (Agarwal & Redford, 2015; Kuenzi & Mcneely, 2008) with debilitating consequences (Lagarwas & Kothari, 2009). Key examples of this tourism-induced hazard have occurred in Ethiopia and Botswana (Adams & Hutton, 2015), Cameroun (Schmidt-Soltau, 2015), the Congo (Cernea, 2006), Kenya (Ogutu, 2002; Odincho, 2010), and South Africa (Carruthers, 2015). The second (and more debilitating) risk comes in the form of a disruption of normal lifestyles (Boakye, 2008; Cernea, 2006; Nelson, 2012). These disturbances occur when livelihoods and practices are curtailed to make room for tourism-related development (Schmidt-Soltau, 2015). The associated risk is widely reported in indigenous and tribal communities (Cernea & Schmidt-Soltau, 2003; Coriaa & Calfucurab, 2012; McLaughlin, 2011; Pleumarom, 2015). Tanzania's Ngorongoro Conservation Area and Lolindo areas continue to be sources of conflict between local livelihood and wildlife conservation and tourism development interests (Ngoitiko, Sinandei, Meitaya, & Nelson, 2010).

In addition, at the macro level, tourism has been known to distort economies of poor countries through creating conditions for increased importation. The fragile nature of African economies has reflected in declining output from their agriculture and manufacturing sectors and this has translated into increased importation to meet the needs of tourists. Hence, high tourism-induced leakages ranging between 40 and 50% have been reported in major destinations like Kenya (Akama, 2014; Okech, 2010). Sometimes only about 10% of tourism income stays in developing countries (Brown, 2015). As regards its intervention in tourism, Dieke (2014) calls for a distinction between the state's entrepreneurial and facilitative (enabling) roles. An assessment of the state's operations in Ghana suggests that each role has been played at various times and with varying degrees of balance. Notably, these interventions have been shaped by the ideological orientations of different governmental administrations (Akyeampong, 2009). The entrepreneurial role was largely consigned to the pre-1990 era, which saw the state owning and running tourism-related facilities, especially hotels and transportation. However, many of these had become insolvent by the mid-1990s, owing largely to mismanagement (Akyeampong, 2009).

The state has also intervened in the tourist trade by creating bureaucracies. The first tourism-specific public sector organization was the Ghana Tourist Corporation in 1968; this would later change into the Ghana Tourist Control Board in 1973, and would later evolve in 1979 to the Ghana Tourist Board until 2011, when it became the Ghana Tourist Authority. There is also the Ministry of Tourism which was created in 1993. On the other hand, the state's facilitative role has been more pronounced in the post-1990 era and has been characterized by the establishment of policies and regulations, some capacity building interventions, and the creation of attractions but nonetheless limiting

the state's direct role in operating in the tourist industry. Concerning the policy regime for example, there have been many interventions (Akama&Kieti, 2015).

Since 2014, there have been six major strategies or action plans, averaging one plan every three years. Interestingly, new plans have been implemented when old ones have not served their full course, let alone been evaluated. The plans have included: The Integrated Tourism Development plan of 2014-2010; the five- year Tourism Action plan of 2003-2015; The National Tourism Policy of 2015; The Tourism Sector Medium Term Development plan 2010-2013: National Tourism marketing Strategy 2009-2012; and, more recently, the National Tourism Development Plan scheduled to last from 2013 to 2027. The legal framework received a major boost with the passage in 2011 of the country's first ever tourism-specific law-Act 817. Prior to this, the extant legislation was largely focused on regulating financial aspects of the trade, such as the tax and incentive regimes (Bempong, 2014).

In that regard, one such instrument was the creation of L.I 1817, which offered a very generous package for a wide array of tourism-related businesses, but this was abolished after five years due to abuse (Bempong, 2014). Capacity building initiatives have generally fallen under two categories: human resource training and private sector development. With the former, the most noticeable has been the establishment in the early 1990s of the Hotel Catering and Tourism Training Institute, which was designed to provide skill-based training for low to mid-level frontline tourism staff. Capacity building efforts have also come by way of organizing training workshops for tourism service providers in areas such as record keeping, marketing and customer service (Akama&Kieti, 2015).

Though the veracity of some leakage claims has been questioned (Mitchell & Ashley, 2015). The reality that it represents a formidable threat to any gains to be made from

tourism on the continent cannot be glossed over. According to Okech (2010), the dominance of institutionalized tourist (who rely mainly on packaged tours) in Kenya's tourist mix has also played to the advantage of foreign-owned travel intermediaries, who determine the demand for Kenya in their countries. Brown (2015) provides similar examples of such detrimental multi-national company (MNC) dominance in Africa. Tourism by its structure and nature is the industry in which the dependency theory expresses itself fully. This view is aptly captured by Britton (2016). When a Third World country uses tourism as a development strategy, it becomes enmeshed in a global system over which it has little control. The international tourism industry is a product of metropolitan capitalist enterprise. The superior entrepreneurial skills, resources, and commercial power of metropolitan companies enable them to dominate many Third World tourist destinations.

Indeed, as Burns & Holden (2014) have noted, some MNCs may even outcompete and stifle the growth of smaller locally-owned businesses over time. These two contrasting scenarios demonstrate tourism's inherent duality (Holden, 2015), exhibiting both positive and negative sides, which accentuates the imperative for prudent, knowledge-based destination management. Both forms of impact are bound to be experienced, even with the smallest number of tourists (Bempong, 2014). Hence, the answer to managing impacts does not necessarily lie in creating "alternative forms" of tourism but rather in crafting strong policy initiatives that lead to maximizing the positive and minimizing the negatives. The hosting of tourist per se does not automatically guarantee economic benefits (Dieje, 2013). There is the need for clear, actionable policies through which the destination can capture and distribute tourism revenues appropriately and effectively in the host communities (Akama&Kieti, 2015).

2.6 Restaurant Operations

Eating is one of life's pleasures and pride- so is cooking and serving good food to others.

A restaurant is a commercial outfit which specializes in the preparation of quality food and to serve them to satisfy the customer's demands. Some restaurants do have state of the art kitchens in their premises, where food items are prepared, following a fixed menu to serve the customers (Bempong, 2014). Most restaurants are also equipped with infrastructure facilities, table settings, and dining halls of various sizes to cater to needs of small gatherings to grandiose banquets to suit customer demands and above all, trained personnel to provide a satisfactory service (BURNS & Holden, 2014).

A chop bar is an eating place where people are served food, drinks and desserts for their money (Akama&Kieti, 2015). The food is served normally within a building even though presently, one can be given packed food to be eaten away. Food in a restaurant is prepared by chefs. Sometimes, restaurants specialize in the kind of food they offer. Depending on local customs and the policy of the establishment, chop bars may or may not serve alcoholic beverages. Some chop bars are often prohibited from selling alcohol without a meal by alcohol sale laws: such sale is considered to be activity for bars, which are meant to have more severe restrictions (Akama&Kieti, 2015).

Some restaurants are a feature of a larger complex typically inside a hotel, where the dining amenities are provided for the convenience of the residents and, of course, for the hotel with a singular objective to maximize their potential revenue. Chop bars range from unpretentious lunching or dining places catering to people working nearby, with simple food and fixed menu served in simple settings at low prices, to expensive establishments serving expensive special food and wines in a formal setting. In the former case, customers might wear casual clothing. In the latter case, depending on

culture and local traditions, customers might wear semi-casual, semi-formal, or even in rare cases formal wear (Burns & Holden, 2014).

“Chop bars” are the informal eating houses, usually run by women that are common throughout Ghana. These establishments exist in both urban and rural areas in or near markets, transport hubs, and roadsides, and they serve traditional Ghanaian fare such as fufu (boiled and pounded cassava). Banku (cooked fermented cassava dough), and light soup at low prices. For this reason, chop bars popular with the Ghanaian public; during busy hours, the more established places in Accra serve up to 70 people at a time. Social research on the informal economy in Ghana has largely focused on one dominant sector-market trading (Burns & Holden, 2014).

Very little energy has been directed toward food providers as a separate sector. In some respects, chop bars could be seen as a sub-sector of the larger market trading sector; traders and chop bar owners often share places of work, both are self-employed in micro/small enterprises, and both sell a particular product (Burns & Holden, 2014). However, chop bar owners are producers as well as sellers while most market traders sell but do not produce their wares. With production comes a whole host of additional factors to consider, one of these most certainly being occupational health and safety in the production environment- in this case, the kitchen or cooking area (Hall & Sahrples, 2013). In terms of occupational health and safety, a number of important hazards arise in chop bars that are not likely to be encountered by market traders. These hazards make it logical to consider indigenous catering as a separate sector (Burns & Holden, 2014).

2.7 Challenges of Restaurants Operations

It is no surprise to learn that owning a restaurant comes with its fair share of responsibilities that require you to be on your feet. And although it may seem like a

dream come true eventually, a restaurant owner initially has to go through several months of constant designing, overlooking and perfecting every little detail that comes hand-in-hand with the project (Burns & Holden, 2014).

Often there's an issue of time constraint that keeps a restaurant owner preoccupied with intricacies. Whether it is sourcing the right ingredients, obtaining too many licenses, finalizing a space within your budget to interviewing the right staff-restaurateurs have to consider everything beginning from a pin to piano before taking the right foot forward. Many new restaurant owners underestimate the startup capital they require to open and run a new restaurant (Dieje, 2013). New owners need large sums of capital to cover the leasing of a building, hiring a new wait and hostess staff, stocking the kitchen and bar areas and buying furniture as well as decorations (Hall & Sharples, 2013). Most new restaurants do not turn a good profit for several months, even after opening. Established restaurant owners can also suffer financially, especially during recessions when they have fewer customers (Burns & Holden, 2014).

To be successful in the long run, a restaurant needs an accessible location, a theme or style that appeals to a broad range of customers, and a solid menu. Restaurants must stand out from the crowd, especially those located in urban areas that face fierce competitors. Even established restaurant owners must continually review their menu and theme to ensure they are giving customers what they want. If customers do not enjoy the food or the restaurant it led, the owner will start to lose business and good word-of-mouth advertising (Hall & Sharples, 2013).

Restaurants in heavily populated suburban areas or major cities face heavy competition, especially small, independent chop bars. A restaurateur must know how to market his business, how to bring in new customers and how to develop a repeat clientele (Hall & Sharples, 2013). Large, well-known restaurant owners have to work hard to develop

their own customer base. As a start-up restaurateur, it can be tough to develop and nurture quality supplier partnerships. It can take time to properly evaluate a vendor's reliability, flexibility and cost-effectiveness. Plus, with all the day-to-day action that comes along with business ownership, it may be time-consuming to research and connect with all the suppliers you'll need to run your business with (Dieje, 2013).

Owning and operating your own breakfast and lunch restaurant allows you to showcase who are you to your community, right down to seating options and restaurant design. How will you determine the most efficient use of space? Who will help you add a personalized, decorative touch to every aspect of your restaurant location? Ponder over a few questions before taking on the challenge head-on. Choosing the right marketing strategy for your restaurant can seem tricky, especially if you're new to the world of business ownership. Defining your brand message, increasing awareness and creating loyalty are essential to your restaurant's growth (Hall & Sharples, 2013).

Successful restaurant owners know the importance of having the right employees; an organization must be sure to have a good team in place to make it in the hospitality industry. Placing greater emphasis on hiring and training staff can help meet this requisite and will also reduce cost over time (Dieje, 2013). This often starts with sourcing high-quality candidates, having not just advertising open jobs, but also detailed job descriptions that include specific responsibilities and requirements. Take advantage of the interview; ask candidates suitable questions that allow for assessment of their knowledge and skills, it can provide powerful insight into whether or not he or she will make a good addition to the team.

Energy consumption, water use, waste production, and food are the four sustainability indicators addressed in the concept. The four focal areas of sustainability can be applied to the restaurant industry (Dieje, 2013). For example, owners must be educated on the

collective impacts of their businesses and take responsibility to educate consumers. Owners must be aware that sustainability is not a product that can be achieved overnight, but a dynamic, long-term process. The industry stresses the environment and the food system; therefore, restaurateurs should be proactive to avoid creating negative future conditions.

Restaurant owners should focus on managing expenses, one crucial component of keeping costs low is effectively managing inventory. Those who fail to do so may face unforeseen expenditures and supply overages or shortages throughout peak business periods. People managing the inventory and menu pricing should fine tune the ordering process to limit waste and to continuously monitor fluctuating costs which impact gross profit on menu items, it is very important to know how much ingredients cost, as these expenses can fluctuate (Hall & Sharples, 2013).

Restaurants are businesses, and owners need to post accounting information correctly and include all financial information (Hall & Sharples, 2013). Common issues include failing to count gift certificates as liabilities until redeemed, making sales tax errors and ordering too much inventory. The tighter owners keep their inventories, the more profitable their chop bars will become. Failing to keep complete daily inventory records makes it difficult to spot food losses or calculate food costs in proportion to sales (Dieje, 2013).

CHAPTER THREE

METHODOLOGY

3.1 Research Design

A descriptive survey research design was utilized as a part of this examination. Descriptive design includes gathering information that portray occasions and afterward sorts out, classifies, delineates, and depicts the information accumulated (Glass & Hopkins, 2014). Utilizing of the research design enabled the researcher to utilize different types of information and in addition consolidating human experience.

3.2 Population of the Study

The population for this study involved the number of restaurants within the Bolgatanga Municipal in the Upper East Region of Ghana. A total of sixty (60) restaurants were picked in view of the idea of work and the field area of the researcher which took into consideration gathering data from lot respondents to allow better analysis.

3.3 Sampling Method and Sample size

Practically, it would have been impossible to cover all the target population under this study due to logistical and time constraints. To overcome this problem, purposive sampling method was adopted to select a sample size of fifty (50).

3.4 Sources of data collection

For the purpose of this study, information was gathered from two (2) fundamental sources. These are essential (primary) data and auxiliary (secondary) data sources. Essential data was the first information that was gathered through direct endeavours

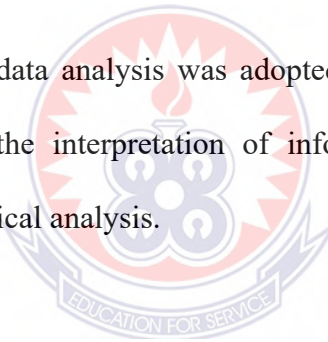
particularly with the end goal of this research. Auxiliary data was from scholarly articles, reference books, the web and other research works.

3.5 Data collection instruments

Questionnaire is used to gather information from the respondents. It contains 25 items which included both close and open-ended questions. The questionnaire was classified into two (2) segments. That is, segment 'A' and Segment 'B'. Segment A contained data on the personal highlights of the respondents while the segment B was things identifying with the aims of the study.

3.6 Data analysis

The quantitative method of data analysis was adopted in the study. This is concerned with the organization and the interpretation of information which is generally the preserve of descriptive statistical analysis.



CHAPTER FOUR

RESULTS ANALYSIS AND DISCUSSION

4.0 Introduction

The Main objective of this study is to assess the challenges restaurants operation face in the tourism industry in Bolgatanga Metropolis. In the study, Frequency tables were used in the presentation of the findings. The analysis is based on the objectives of the research. This chapter deals with the presentation and analysis of the data to help provide answers to the research questions posed in chapter one of this study and the results are presented in the tables and figures below.

4.1 Personal Information

Table 1 **Age distribution**

Age	Frequency	percentage
30-45	15	30%
46-60	25	50%
60+	10	20%
Total	50	100%

Source (Field Survey, 2022)

From the above table. 30% of the respondents are between age 30-45, 25 representing 50% are between age 46-60 and 10 respondents representing 20% are of age 60+. This indicates that majority of the restaurant operators are between age 46-60 years.

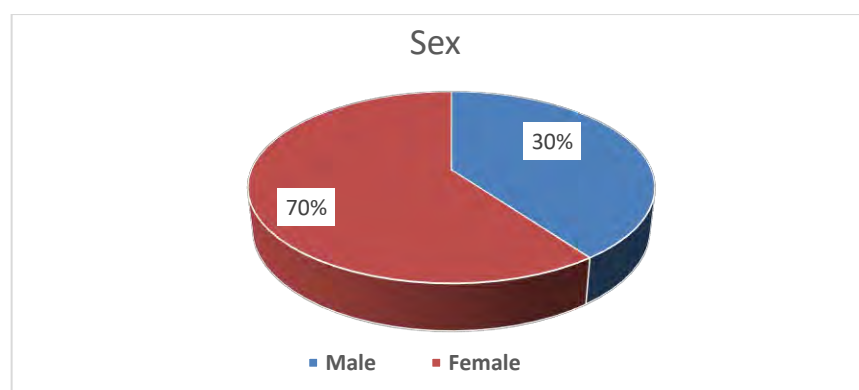


Fig 1 **Sex distribution** (Field Survey, 2022)

From the figure above, out of 50 respondents, 30% are male and 70% representing the majority are female. This shows that majority of the people operating a restaurant business are female

Table 2 **Educational level**

Age	Frequency	percentage
Primary	2	4%
JHS	5	10%
SHS	10	20%
Tertiary	33	66%
Total	50	100%

Source (Field survey 2022)

The data presented in table 2 above shows that 2 of the respondents representing 4% had their level of education at primary, 5 representing 10% attained JHS level, 10 representing 20% attained SHS level and 33 representing 66% attained Tertiary level of education. This shows majority of the owners of restaurants are literates who had

Tertiary education.

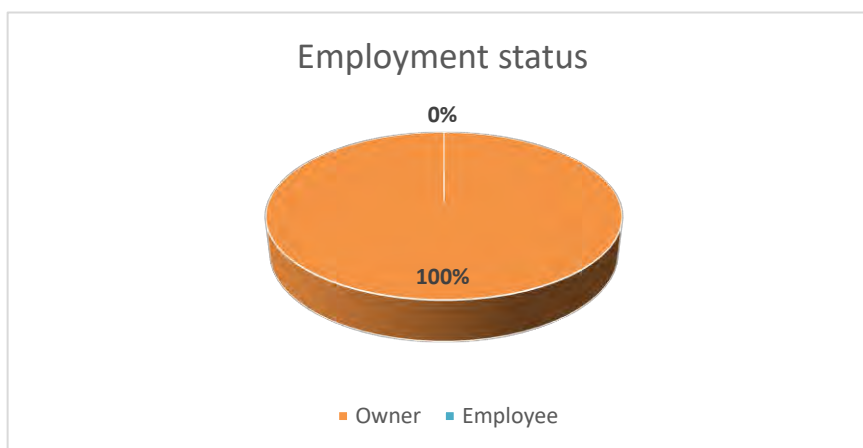


Fig 2: **Employment status** (Field survey, 2022)

The above figure deals with the employment status of the respondents in term of the restaurants, and from the figure, it is clear that 100% of those who respond are owners of the restaurants.

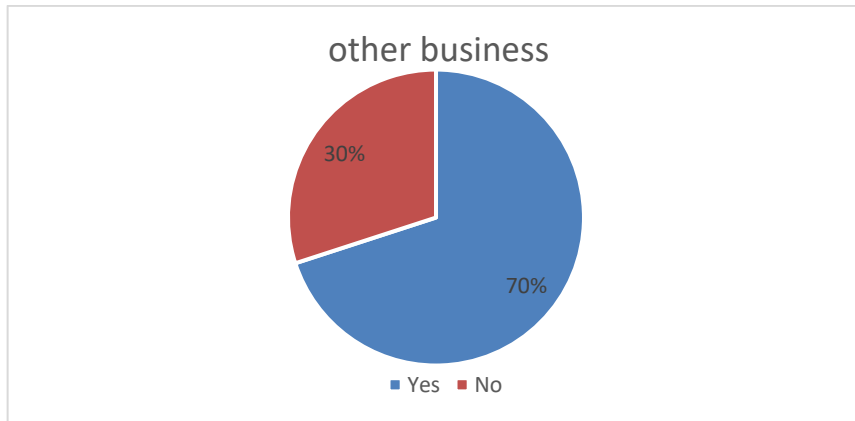


Fig 3: **Other business engaged in** (Field survey, 2022)

From the figure above, 35 representing 70% of the respondents said ‘Yes’ they have others business aside operating the restaurants while 15 respondents representing 30% said ‘No’ they do not have other business. Those who responded yes indicated the following as work they engaged in: farming, government work, employees of NGOs and trading. From the figure it can be concluded that majority of people operating restaurants are engaged in other works.

Table 3: **Number of years in the business**

Years in business	Frequency	percentage
1-10	5	10%
11-20	30	60%
21-30	7	14%
31+	8	16%
Total	50	100%

Source (Field survey, 2022)

From The above table, out 50 respondents, 5 representing 10% have been operating restaurants from 1-10 years, 30 representing 60% which is majority have been in the business for 11 -20 years now while 14% and 16% of the respondents have been operating for 21-30 years and 31+ years respectively. This shows that, majority of the respondents have been in the business for a long time.

Table 4 Do you employ labour to help you in your business?

Do you engage labour	Frequency	percentage
Yes	50	100%
No	0	00%
Total	50	100%

Source (Field survey, 2022)

The table above shows all restaurants operating in the municipality employ labour to help them. This is clear from the table were 100% of the respondents indicated 'yes' they employ labour.

Table 5: Type of labour employed

Type of labour	Internship		Family labour		Paid labour	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	15	30%	5	10%	50	100%
No	35	70%	45	90%	0	00%
Total	50	100%	50	100%	50	100%

Source (Field survey, 2022)

From the table above, out of the 50 respondents who indicated that they employ labor, 30% use internship labor and 70% do not use internship labor. Also 10% of respondents use family labor 90% do not use family labor while 100% indicated that they use paid labor. This shows clearly that every restaurant has employees they pay.

4.2 Challenges of Operating Restaurants within Bolgatanga Metropolis

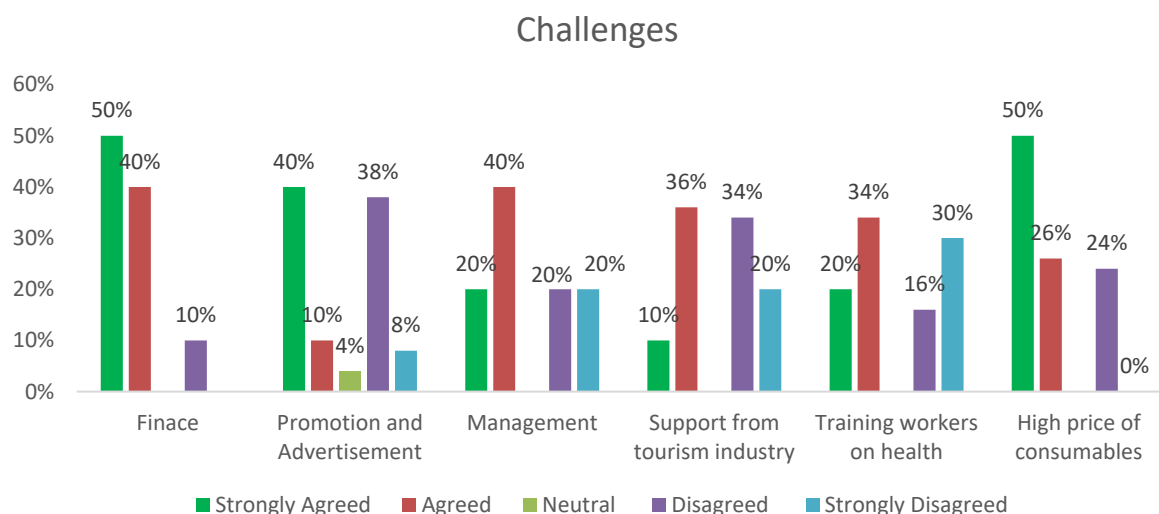


Fig 4: (Field survey,2022)

This figure above talks of the challenges they are hindering development of restaurants.

In terms of financial challenge, 50% strongly agreed that finance is a challenge, 40% agreed and 10% disagreed. Also, 40% of respondents strongly agreed that promotion and advertisement of the business is a challenge, 10% agreed, 4% are neutral and 38% and 8% disagreed and strongly disagreed respectively. In terms of management challenges, 20% of respondents strongly agreed that the operation of restaurants is faced with management challenges, 40% agreed, 20% and 20% disagreed and strongly disagreed respectively. Getting support from the tourism industry is another challenge facing the operation of restaurants for which 10% of respondents strongly agreed, 36% agreed, 34% disagreed and 20% strongly disagreed.

Training of worker on health is another challenging factor as 20% strongly agreed, 34% agreed, 16% disagreed and 30% strongly disagreed.

Last 50% strongly agreed that high prices of consumables also affect their business, 26% agreed to it but 24% disagreed. Some of the challenges indicated by respondents aside the above ones are: difficulty in keeping complete daily inventory records and getting

permanent staff workers. The results shows that the above challenges contribute to the slow growth of the restaurant business.

Major contributor of the challenges

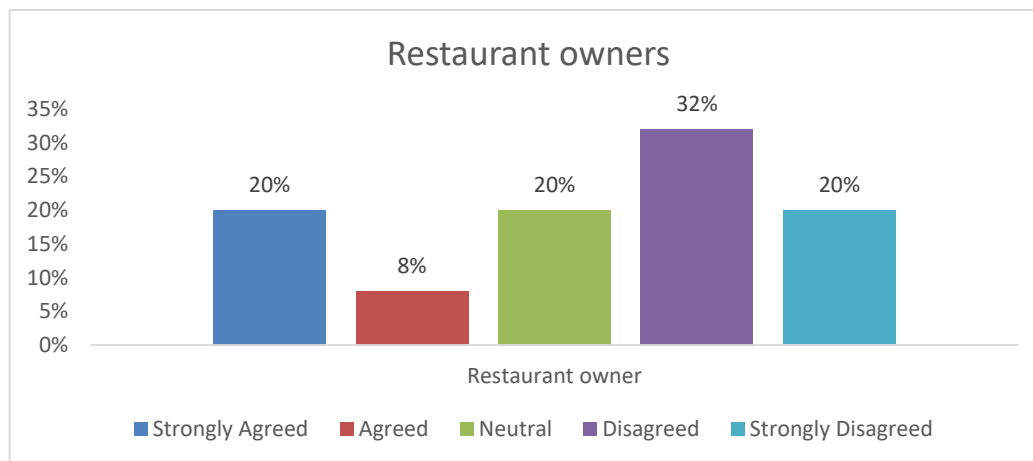


Fig 5: Major contributor of the challenges (Restaurant owner) (Field survey,2022)

The above figure is to find out if restaurant owners are major contributors of the challenges they face. Out of the 50 respondents, 20% strongly Agreed that Restaurant owners are major contributors of the challenges they face in operating the restaurant business, 8% Agreed, 20% are Neutral, 32% Disagreed and 20% strongly Disagreed. This shows that 52% of respondents do not agree that the challenges facing the business are mostly the cause of the owners.

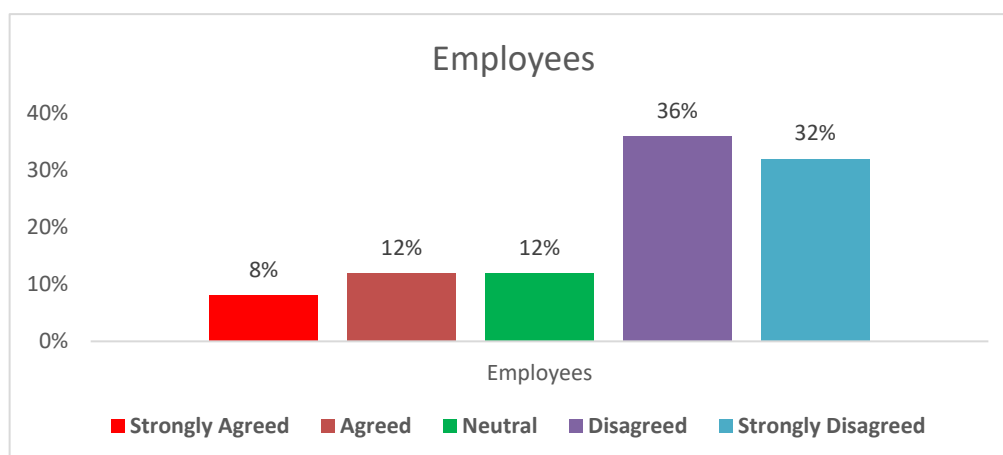


Fig 6: Major contributor of the challenges (Employees) (Field survey,2022)

From the figure above, out of the 50 respondents, 8% strongly Agreed that Employees (workers) are major contributors of the challenges facing the operating of restaurant business, 12% Agreed, 12% are Neutral, 36% Disagreed and 32% strongly Disagreed. This shows that 68% of respondents do not agree that the challenges facing the business are largely cause by the employees.

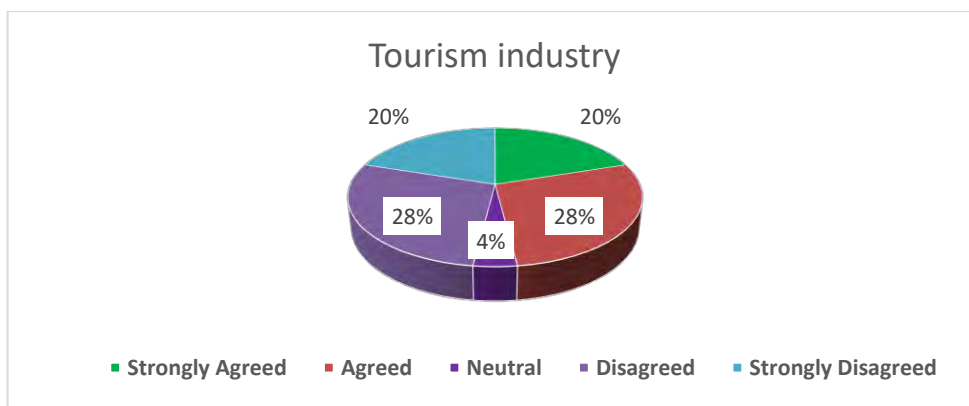


Fig 7: Major contributor of the challenges (Tourism industry) (Field survey,2022)

From the figure above, out of the 50 respondents, 20% strongly Agreed that Tourism industry is major contributors of the challenges facing the operating of restaurant business, 28% Agreed, 4% are Neutral, 28% Disagreed and 20% strongly Disagreed. This shows that 48% of respondents support and 48% do not support that the challenges facing the business are largely cause by the Tourism industry

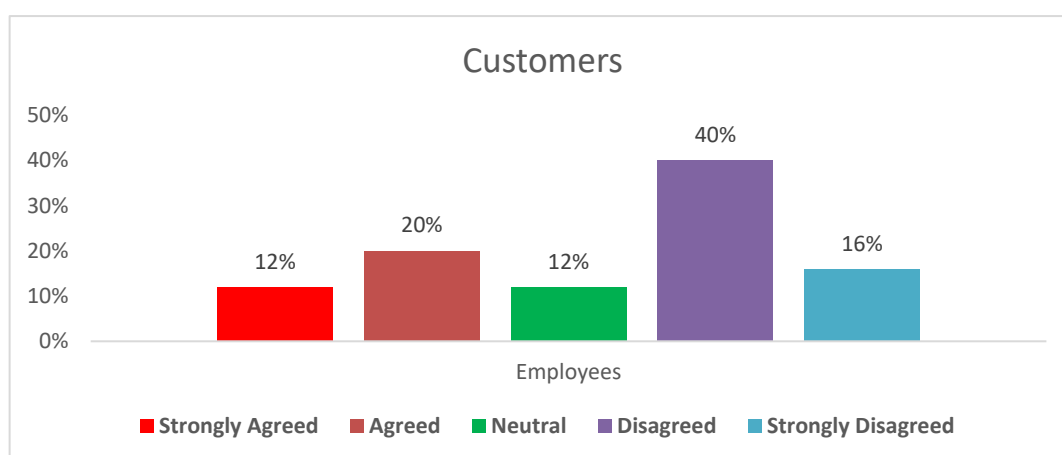


Fig 8: Major contributor of the challenges (Customers) (Field survey,2022)

From the figure above, out of the 50 respondents, 12% strongly Agreed that Tourism industry is major contributors of the challenges facing the operating of restaurant business, 20% Agreed, 12% are Neutral, 40% Disagreed and 16% strongly Disagreed. This shows that majority of the respondents do not support that the challenges facing the business are largely cause by the customers.

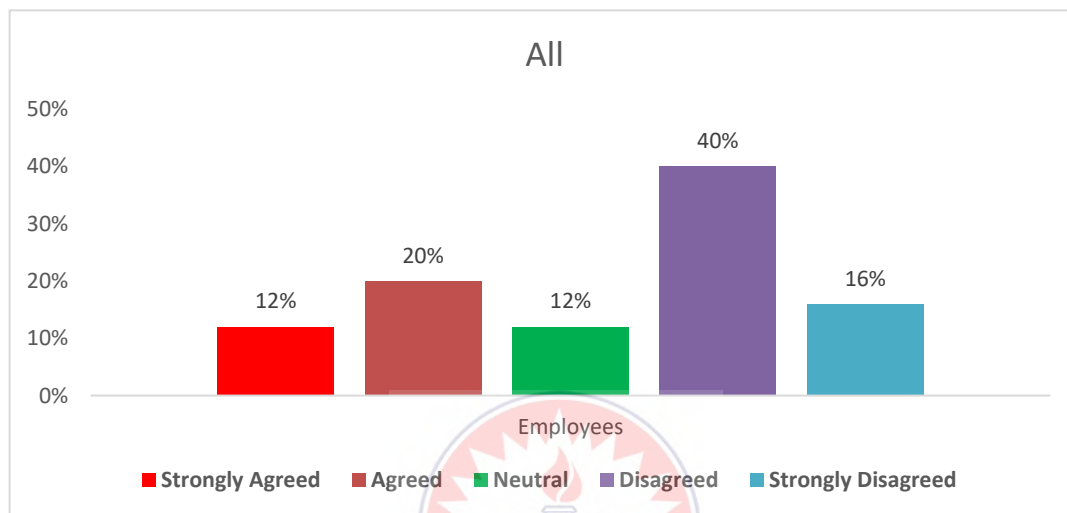


Fig 9: Major contributor of the challenges (All) (Field survey,2022)

In figure 7 above, 20 representing 40% strongly Agreed that All the above mention are major contributors of the challenges facing the operating of restaurant business, 10 representing 20% Agreed, 12% are Neutral, 14% Disagreed and 14% strongly Disagreed. This shows that majority of the respondents think that the challenges facing the business are largely not cause by a single actor but all.

4.3 Contribution of Restaurants in Promoting Tourism in Bolgatanga

Table 6 Contribution towards promoting tourism industry

Restaurants contribution to tourism industry	Strongly Agreed		Agreed		Neutral		Disagreed		Strongly Disagreed	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Provision of local and continental food to tourist	30	60%	20	40%	0	0%	0	0%	0	0%
Provision of alcoholic and non- alcoholic drinks	45	90%	5	10%	0	0%	0	0%	0	0%
Display of local dishes that attract tourist	25	50%	25	50%	0	0%	0	0%	0	0%

Source (Field survey, 2022)

In the above table, contribution in terms of provision of local and continental food to tourist 30 representing 60% strongly agreed, 20 representing 40% agreed, while the rest are zero. For the provision of alcoholic and non- alcoholic drinks, 45 representing 90% strongly agreed and the rest of the 5 representing 10% agreed while none either disagreed or strongly disagreed

Lastly is that restaurants display local dishes as tourist attraction. From the table it is clear that 50% strongly agree and 50% agree. It can be concluded that as tourist cannot do without food, restaurant operation plays major role in promoting the tourism industry.

4.4 Role Tourism Industry Play in Shaping Restaurants Operation in Bolgatanga Metropolis

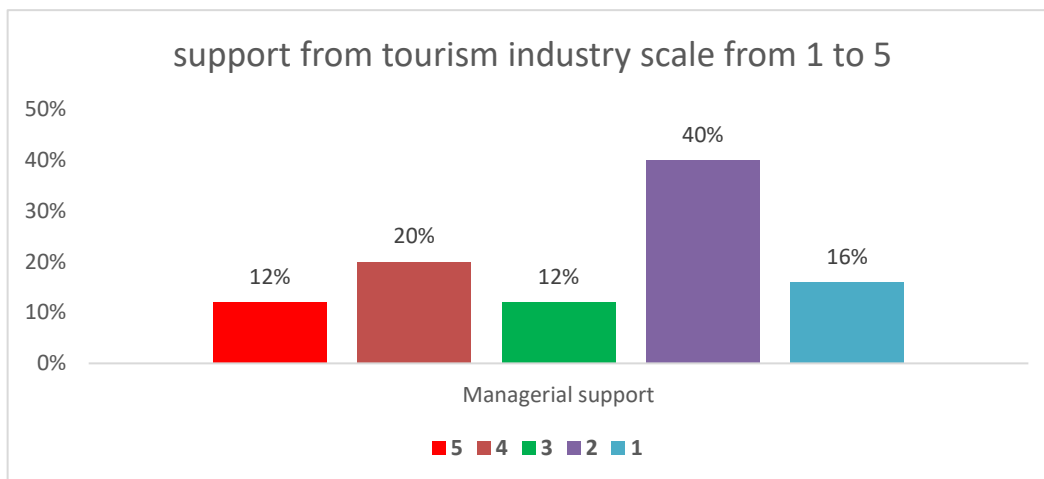


Fig 10 Support from tourism industry on managerial (Field survey, 2022)

From the above figure, 12% of the respondents gave a rate of 5 as support they get from the tourism industry, 20% rated 4, 12% gave a rate of 3 and 40% and 16% of respondents rated the managerial support the receive from the industry as 2 and 1 out of 5 respectively. This indicates that the tourism industry doesn't adequately give managerial help to the operators of restaurants.

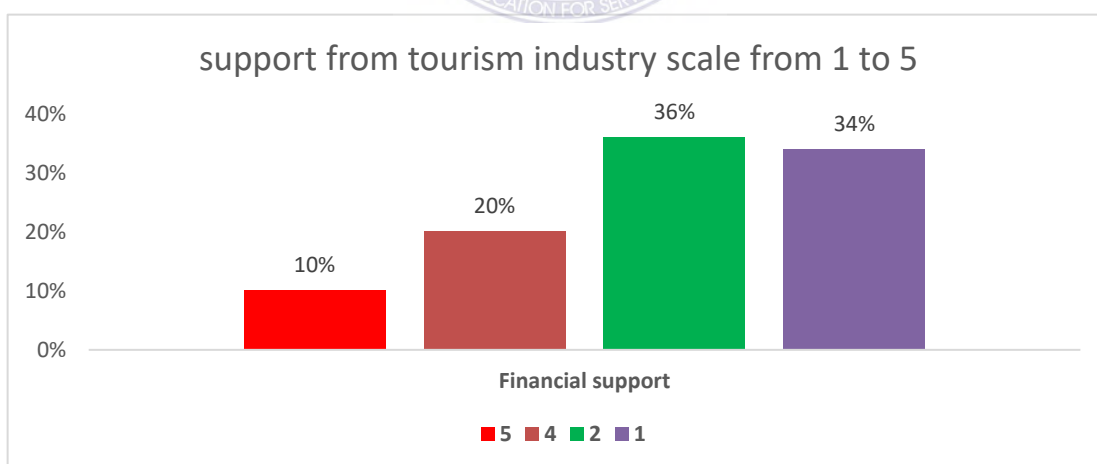


Fig 11 Support from tourism industry on finance (Field survey, 2022)

From the above figure, 10% of the respondents gave a rate of 5 as financial support they get from the tourism industry, 20% rated 4, 36% and 34% of respondents rated financial support they receive from the industry as 2 and 1 out of 5 respectively. It is clear from the results that the industry is lacking in providing financial support to restaurants in the Municipality.

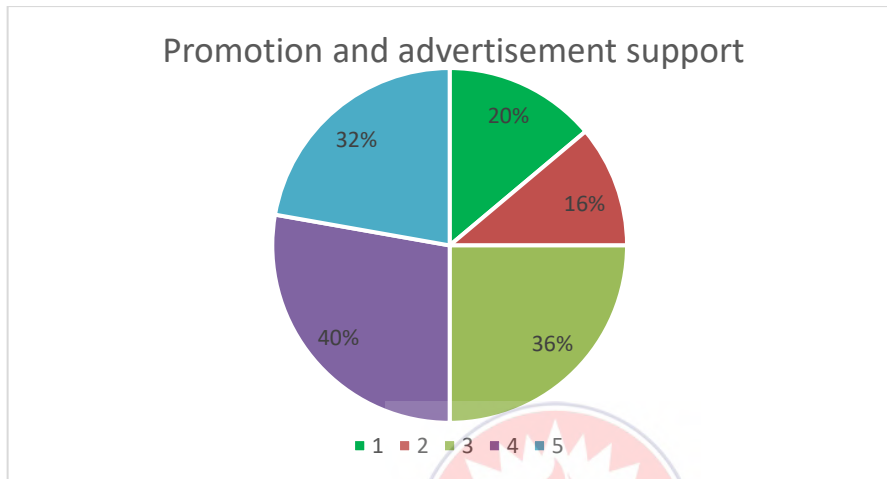


Fig 12 Support from tourism industry on Promotion and advertisement (Field survey, 2022)

From the above figure, 32% of the respondents gave a rate of 5 as promotion and advertisement support, they get from the tourism industry, 40% rated 4, 36% rated 3, 16% and 20% of respondents rated promotion and advertisement support they receive from the industry as 2 and 1 out of 5 respectively. This shows that the industry is doing a great job in terms of promotion and advertisement of restaurant business.

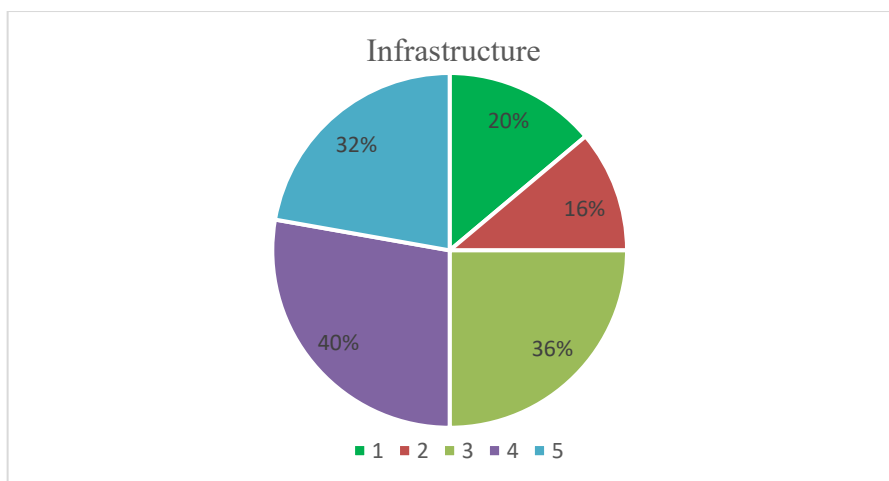


Fig 13 Support from tourism industry on Infrastructure (Field Survey, 2022)

From the above figure, 32% of the respondents gave a rate of 5 as infrastructure support, they get from the tourism industry, 40% rated 4, 36% rated 3, 16% and 20% of respondents rated promotion and advertisement support the receive from the industry as 2 and 1 out of 5 respectively. This shows that the industry is doing a great job in terms of infrastructure of restaurant business.

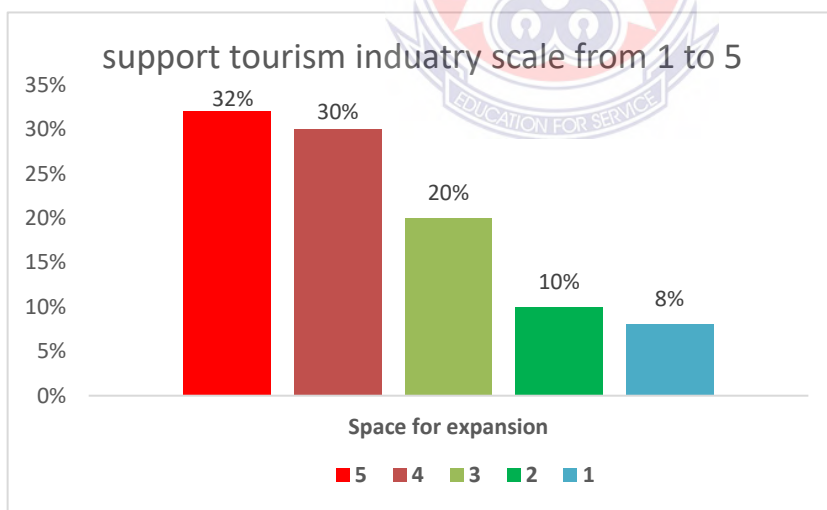


Fig 14 Support from tourism industry on space for expansion (Field Survey, 2022)

From the figure above, 32% of the respondents gave a rate of 5 as provision of space for expansion, they get from the tourism industry, 30% rated 4, 20% rated 3, 10% and 8% of respondents rated promotion and advertisement support the receive from the industry as

2 and 1 out of 5 respectively. This shows that the industry is positively supporting restaurant business in terms of space for expansion as well as help create more jobs in the food industry.

Table 7: **Performance and state of operation**

Response	Highly True		True		Sometimes		Untrue		Highly Untrue	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Customer satisfaction contribute to the smooth operation of the restaurant	30	60%	20	40%	0	0%	0	0%	0	0%
There is joy operating the restaurant business	45	90%	5	10%	0	0%	0	0%	0	0%
There is high profit in restaurant business	20	40%	20	40%	0	0%	10	20%	0	0%

Source (Field survey, 2022)

From the above table, 30 respondents representing 60% indicated it is highly true that customer satisfaction contribute to the smooth operation of the restaurant and 40% also said it is true.

Also out of the 50 respondents, 90% said it is highly true that there is joy operating restaurant business even though there are challenges, 10% supported by saying it is true.

With regards to profit, 40% indicated highly that there is high profit in the business, 40% responded true but 20% think order wise by saying is untrue.

Table 8: **Would you recommend your business to someone?**

Response	Frequency	percentage
Yes	45	90%
No	5	10%
Total	50	100%

Source (Field survey, 2022)

From the above table, 90% of the respondents said ‘Yes’ they would recommend the business to someone while 10% said ‘No’ due to the challenges they are facing without much support elsewhere.

4.5 Solutions

The following are suggested solutions provided by responders.

- Local foods should be given brand names, developed and promoted by communicating their relevance to the world through marketing and developing a special Logo for it.
- Restaurants can also be enhanced through capacity building of practitioners in the industry. This can be done through training, workshops, seminars and symposia for practitioners such as chefs and cooks in restaurants.
- Restaurant operators should be supported financially in terms of loans, free training etc to assist them to expand their businesses.
- Finally, the ministry of Tourism through its policy implementing agencies like Ghana Tourism Authority must form alliances with international tourism agencies such as WTO and Tourism generating countries such as U.S.A and U.K in order to sustain the flow of tourists with diverse interests to Ghana to enjoy the local dishes served in the restaurants.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The main objective of this study was to assess the challenges restaurants operation face in the tourism industry in Bolgatanga Metropolis. This chapter deals with the key findings of the study, conclusions and recommendations. The summary of major findings of the study have been drawn from the various analysis performed in this study.

5.1 Summary of Findings

The major findings drawn from the analysis in this study are contained here. Statistical representation tools like frequency tables, graphs and percentages were used to illustrate the findings in chapter four of this study.

- Firstly, the study revealed that access to financial, promotion and advertisement, management, support from the tourism industry, high prices of consumables, keeping complete daily inventory records and getting permanent staff workers are challenges facing the operation of restaurant business.
- The study also revealed that about 100% of the respondents agreed that customer satisfaction contribute to the smooth operation of the restaurant.
- The study revealed that restaurants play important role in promoting the tourism industry such as provision of both local and continental dishes to tourist, provision of alcoholic and non -alcoholic drinks, serve as tourist attraction and employment.
- The respondents also indicated that one of the contributions by the tourism industry is that, tourism has helped to create more jobs in the food industry.

- Finally, the study found that customer service, quality food and convenient environment) help in the smooth running of the business. The various solutions were suggested: the ministry should help in training the employees on customer service, hygiene.

5.2 Conclusion

Based on the research findings in his study, the following conclusions were drawn. It is concluded that restaurant operation played vital role to the development of tourism. Also, the study concludes that some of the major challenges faced by restaurant operators in the Bolgatanga Municipality are; access to financial, promotion and advertisement, management, support from the tourism industry, high prices of consumables, keeping complete daily inventory records and getting permanent staff workers.

The dynamics of tourism is now changing from a specific tourism activity to much wider tourism activities. Ghana has the potential of sustaining its tourism growth by using food tourism as tool for all year-round tourism activity. This will generate income to stakeholders and the government leading to overall improvement in the standard of living of the people.

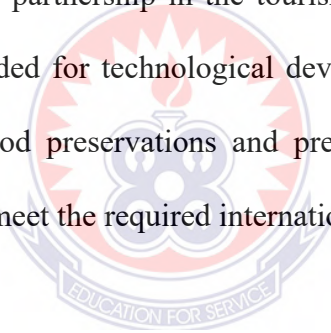
It can also be concluded that despite these challenges the restaurants still make profit that keep them in business and has the potential to grow when given little push from stakeholders by helping them solve some if not all of the challenges face especially finance.

5.3 Recommendations

The following recommendations are made based on the findings revealed in this study.

- There is the need for Ghana to look at culinary tourism and pick up some local foods and given brand names, develop and promote them by communicating their relevance to the world through rigorous marketing such as developing a special Logo for it. This is because Ghana has three vegetation zones namely Coastal Savanna, Guinea Savanna and Semi rain forest. It has many different ethnic groups living in these vegetation zones with each ethnic group having a staple food.
- Quality and value for money are key to any tourism produces. There is the need for the culinary tourism which is an aspect of tourism to stand up for quality and value in order to satisfy visitors. Governmental agencies in charge of quality control should ensure the quality of service offered by key players in the culinary tourism such as chop bars, restaurants and hotels located in both rural and urban areas of the country.
- Culinary tourism can also be enhanced through the capacity building of practitioners in the industry. This can be done through training, workshops, seminars and symposia for practitioners such as chefs and cooks in chop bars, hotels and restaurants respectively. There can be collaboration between industrial practitioners in the culinary tourism of Ghana such as workers in hotels, restaurants and bars and those of tourism educational institutions such as universities, polytechnics and vocational institution in order to train practitioners on modern methods of preparing local dishes in order to meet international standards.

- Restaurant operators as well as culinary food tourism practitioners should be supported financially in terms of loans, free training etc to assist them to expand their businesses. This could help boost their businesses and increase their revenue base, Excess income could be ploughed back for expansion of businesses and sustainability of tourism through an all year -round food activity.
- The ministry of Tourism through its policy implementing agencies like Ghana Tourism Authority must form alliances with international tourism agencies such as WTO and Tourism generating countries such as U.S.A and U.K in order to sustain the flow of tourists with diverse interests to Ghana to enjoy the local dishes serve in the restaurants.
- Finally public-private partnership in the tourism sector must be encouraged for huge fundraising needed for technological development of the culinary tourism sector in areas of food preservations and preparations. This would help the indigenous dishes to meet the required international standards.



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APPENDIX A

**AKENTEN APPIAH-MENKA UNIVERSITY OF SKILLS TRAINING AND
ENTREPRENEURSHIP DEVELOPMENT, KUMASI
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF CATERING AND HOSPITALITY**

This questionnaire is designed in sections, the first is personal information and the others are general data of the research.

This information is purposely for research hence the confidentiality of information is assured.

Personal information: please write and tick (✓) where appropriate

QUESTIONNAIRE

A. PERSONAL INFORMATION

1. Age:

2. Sex:

3. Level of education:

Primary JHS SHS Tertiary

Any others.....

4. Employment status

Owner Employee

5. Do you have other business aside operating restaurant? Yes..... No

If yes (specify).....

6. How long have you been in the industry?

7. Do you employ labor to help you in your business?

If yes, what type of labor do you employ?

7.1 Internship



7.2 family labor

7.3 paid labor

B. IDENTIFY THE CHALLENGES OF OPERATING RESTAURANTS

WITHIN THE BOLGATANGA METROPOLIS

8. What challenges are hindering the development of your business?

Challenges	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
8.1 Finance					
8.2 Promotion and Advertisement					
8.3 Management					
8.4 Support from tourism industry					
8.5 Training workers on health					
8.6 High price of consumables					

Any other challenge.....

9. The major contributor of the challenges hindering the operation of restaurants in Bolgatanga is

Major contributor of the challenges	Strongly Agreed	Agreed	unsure	Disagreed	Strongly Disagreed
9.1 Restaurant owners					
9.2 Workers					
9.3 Tourism industry					
9.4 Customers					
9.5 All					

**C. ASSESS THE CONTRIBUTION OF RESTAURANTS IN PROMOTING
TOURISM IN BOLGATANGA**

Restaurants contribution to tourism industry	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
10. Provision of local and continental food to tourist					
11. Provision of alcoholic and non-alcoholic drinks					
12. Display of local dishes that attract tourist					

**D. DETERMINE THE ROLE OF TOURISM IN SHAPING RESTAURANTS
OPERATION IN THE BOLGATANGA METROPOLIS**

13. In a scale of **1 to 5** rate the following supports your business get from the tourism industry. Please (tick \surd)

No.	Support	1	2	3	4	5
13.1	Financial					
13.2	Management					
13.3	Customer service					
13.4	Promotion and advertisement					
13.5	Infrastructure					
13.6	Space for expansion					

Other(s) specify

	Highly True	True	Sometimes	Untrue	Highly Untrue
14. Customer satisfaction contribute to the smooth operation of the restaurant					
15. There is joy operating the restaurant business					
16. There is high profit in restaurant business					

17. Would you recommend your business to someone? Yes... No...

If No why?

18. What are your suggestions or solutions to the problems of the

business?.....

.....

