

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

EXPLORING UNDER UTILIZED TOURIST SITES IN THE TAMALE
METROPOLIS OF THE NORTHERN REGION OF GHANA



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UNIVERSITY OF EDUCATION, WINNEBA
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SCHOOL OF GRADUATE STUDIES

**EXPLORING UNDER UTILIZED TOURIST SITES IN THE TAMALE
METROPOLIS OF THE NORTHERN REGION OF GHANA**



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EDUCATION (CATERING AND HOSPITALITY) DEGREE**

DECEMBER, 2021

DECLARATION

STUDENT'S DECLARATION

I, Mustapha Siba declare that this thesis with the exception of quotation and references contained in published works which have all been identified and acknowledge is entirely my own original work and it has not been submitted either in part or in whole another degree elsewhere.

SIGNATURE

DATE

SUPERVISOR'S DECLARATION

I hereby declare that the preparation of this thesis was supervised in according with the guidelines on supervision of thesis laid down by the University of Education Winneba.

SUPERVISOR'S NAME: DR. GILBERT OWIAH SAMPSON

SIGNATURE:

DATE:

DEDICATION

This work is dedicated to my family who stood by me all along during the period of this program.



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Many people have contributed in diverse ways in supplementing the researcher's efforts during the conduct of this study and therefore deserve to be duly gratified. But before acknowledging any other person, my initial thanks go to the Almighty God for successfully seeing me through this programme.

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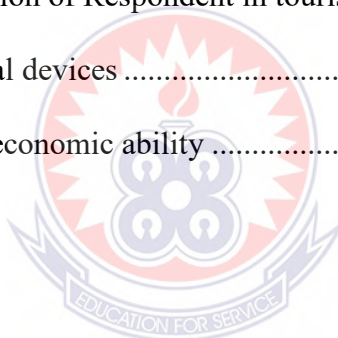
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ABSTRACT

The Metropolis is endowed with unique tourism products, yet this opportunity is not well utilized, leading to loss of revenue in this section of the Metropolis. Improved patronage of the tourist sites will lead to revival of the cultural heritage of its host communities and economic empowerment. The main objective is to assess the level of public awareness of tourist sites within communities in the Tamale Metropolis. Data was gathered from documented evidence. Both closed ended and open ended as well as likert scale were embodied in the questionnaire and interview guide were administered to community members, potential tourists, custodians of the tourist site and tour guards. Results from the study show that, level of awareness was very low with 10.34%. Assessment of the level of satisfaction to tourist's sites by local residence was 44.83% dissatisfied. Level of participation of respondent in tourism activities within the Tamale Metropolis was 35.35% below average. Lack of economic ability and lack of transparency on the part of management was also a factor. The results also showed the challenges of tourist's sites which includes insufficient recreational facilities. The awareness level is low, very little is heard from the actors of the sites including Government and its tourism related agencies especially Ghana Tourism Authorities (GTA) to promote the sites for international recognition. Recommendation, all stakeholders must initiate awareness programmes for local inhabitants in the metropolis in general. An expansion in local tourism industry is relevant to ensure massive community participation by expanding the industry to create small business that will give opportunities for employment in the communities. Attractive facilities should be provided at the tourist sites to make it more comfortable and attractive for prospective tourists.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Stimulation of tourist interest is one of the most important key elements of the tourism market. Tourism comprises the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (United Nations World Organization, 2008).

Evolution of tourist attractions dates back to Ancient Greece's development of the Acropolis rock into a tourist attraction around 3000BCE (Kruczek, 2011). The pyramids at Giza in Ancient Egypt during the new kingdom 1600BCE and the Roman calendar abounded in public festivals and events which drew Roman citizens to the famous Colosseum for chariot races and theatre productions (Casson, 1994).

Ghana is endowed with cultural heritage and site attractions that stimulate the interest of tourist across the globe. Every part of the 16 regions of Ghana has its share of its tourist attractions. Ghana ranking on the World Economic Forum Global Competitive Report was the same at the 2016 level of 120th out of 138 countries. This made Ghana as sixth (6th) most competitive tourist destination in West Africa and ninth (9th) in all of Africa

Northern Development Authority (NDA) described northern Ghana as "a diamond in the rough". Apart from serving as the country food basket, is also a home of plethora of scenic tourist attractions ranging from nature, antiquity and rich diverse culture. The northern part of Ghana is a key player in the tourism industry, boasting of several high profile and popular tourist sites which are well known across West Africa and the world at large such as Larabanga Mosque, Mole National Park, the Mystic Stone, Gbele Game Reserve etc. for the last two decades, the region has grown in leaps and bounds in terms of development meaning every year the number of visitors increases, resulting in increasing number of visitors to the sites the region has to offer travelers (Jetsanza.com).

Tamale Metropolitan Area is the capital city of the Northern Region of Ghana. Tamale is Ghana's third largest city. It has a projected population of 950,124 according to the Tamale Metropolitan Assembly official website. It is the fastest growing city in West Africa. Tamale Metropolis also endowed with unique tourism products such as Mazeema, Dakpema, Royal Tomb, Jakarayili Pottery, Kpalyogu Shrine, Kuntuli Shrine yet these opportunities are not well utilized leading to loss of revenue to government. It is observed by the researcher that there is a great disparity between the tourism industry and the people of the metropolitan as such limiting the exploitation of all the tourism potential.

These has also limited the contribution of tourism to national development. The research problem is that poor patronization of the tourist sites affects the community members whose sources of livelihood depend on tourism are left without any income. Hence this research intends to assess the level of public awareness of tourist site in the metropolis

1.2 Statement of the problem

The Tamale Metropolis of the Northern Region of Ghana is endowed with unique tourism products which attract tourists across the world yet this opportunity is not well utilized leading to loss of revenue in this sector to the Metropolis. Poor patronization of the tourist sites erodes its significance and community members whose sources of livelihood depend on tourism are left without any income. Improved patronage of tourist sites will lead to revival of cultural heritage of its host communities and economic empowerment.

1.3 Main Objective

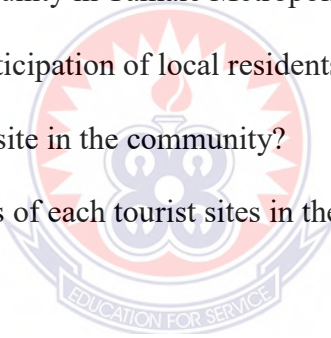
To assess the level of public awareness of tourist sites within communities in the Tamale Metropolis, interact with people living around those attractions, custodians and tourist visiting in the Northern Region.

1.3.1 Specific Objectives

1. To examine the level of public awareness of tourist site that converse the cultural heritage of some communities in Tamale Metropolis.
2. To determine the state of participation of local residents towards the development and management of tourist site in the community
3. Determine the challenges of each tourist sites in the communities within the Tamale metropolis.

1.4 Research Questions

1. What is the level of public awareness of tourist site that converse the cultural heritage of some community in Tamale Metropolis?
2. What is the state of participation of local residents towards the development and management of tourist site in the community?
3. What are the challenges of each tourist sites in the communities within the Tamale metropolis?



1.5 Significance of the study

The expected outcome of the study will enlist Tamale Metropolis into the officially recognized tourist attractions list of Ghana. The study will attract investors attention to invest into the tourists' sites. Also, it will bring about revival and sustenance of the cultural heritage of the people of Tamale Metropolis. It would help review suitable tourism development strategies for tourism administrators to managing the effect of tourism on host communities within the Tamale Metropolis and also provides information on the awareness and understanding of conducting periodic assessment of socio-cultural impact of tourism as well as the effectiveness of policies to conserve local culture.

1.6 Scope of the study

Tourism is a worldwide phenomenon. It will be unwise for any researcher to carve a topic for research without limiting it to a particular geographical location. This rudiment of research is the researcher's guide to carve out Tamale Metropolis. Subsequently the topic was narrowed to underutilized tourist attractions since all concerns of tourism issues pertaining to the metropolis cannot be exhausted. The research area covers Tamale Metropolis host of the Northern Regional capital of Ghana. Tourist attraction sites that are underutilized make the specifics to carry out the research.

1.7 Organization of the study

The project has been structure in terms of chapters. It takes a form of chronological arrangement from chapter one to chapter five. Chapter one provides an introduction covering background to the study, statement of the problem, objectives of the study, research questions, scope of the study, significance of the study, organization of the study and definition of terms. Empirical and theoretical perspectives of related literature will make up chapter two. An in-depth method employed in the study for information will be explained in chapter three. It will describe the research design; indicate study population, sampling technique and procedure, sources of data, instrumentation and methods of data analysis. Presentation and discussion of results will be done under chapter four. Chapter five will focus on summary of the entire project work, conclusions drawn from data analyses and presentation of appropriate recommendations on the topic underutilized tourist attractions in the Tamale Metropolis.

1.8 Definition of Terms

Attraction: something interesting or enjoyable that people want to visit, see, or do.

Landmark: an object or feature of a landscape or town that is easily seen and recognized from a distance.

Site: the place, scene, or point of an occurrence or event.

Tour guard: a person who gives protection to tourist at the tourist site.

Tourism: the business or industry of providing information, accommodations, transportation and other services to tourists.

Tourist: one that makes a tour for pleasure or culture.

Underutilize: to not use efficiently or to the maximum or potential amount.



CHAPTER TWO

LITERATURE REVIEW

2.0: Introduction

Tourism is not a new phenomenon. There has been a lot of research work done on tourism. This chapter will consider empirical literature or work by other writers. A collection of literature will be based on the concept of tourism, tourism development and marketing tourism and challenges of tourism.

In the context of this discussion, it is worth adding that, wider definitions of tourism frequently used also include the visitor attractions sector, which encompasses natural, cultural and heritage sites, museums, as well as zoos and theme parks. Such locations frequently include the presence of other related hospitality operations including hotels, restaurants and cafes.

The International Labour Organization (ILO) definition of tourism includes specific segments of transport, travel agencies and tour operators. Hotels, catering and restaurants are all considered by most organizations to belong to the tourism industries and are therefore subsumed under tourism.

International tourism includes business and professional travel, visiting friends and relatives, religious travel, and health treatments of travellers crossing a boarder and spending one or more nights in the host country.

Other organizations concerned with tourism, including governments, intergovernmental organizations and Non-Governmental Organizations (NGOs), often use much broader definitions of the term than those used by the ILO. They subsume tourism to mean all services and products consumed by tourists, including transport.

A conceptual framework that links a comprehensive reconciliation of tourism data and macroeconomic analysis known as Tourism Satellite Account (TSA). TSA measures the

contribution of tourism to a state's economy and its Gross Domestic Product (GDP). The TSA also provides a complete picture of tourism's true impact in generating employment.

2.1 Conceptual Definition of Tourism

Conceptually, tourism is defined as "The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences satisfy their cultural needs".

2.1.1 Technical Definition of Tourism

Technically, it is "All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence" (ATLAS, 2009).

2.2 The Impact of Tourism on Host Community

Any form of individual development will bring with it impact upon the social and physical environment in which it takes place. In view of the facts that tourists have to visit the place of production in order to consume the output tourism is clearly responsible for such impacts.

Tourism impact upon the host community's environment could be both positive and negative

2.3 Impact Analysis

The impact of tourism on any destination will be determined by a wide variety of factors.

These include:

The volume of tourists' arrival, the structure of the host economy, the type of tourism activity, the difference in socio-cultural characteristics between the host and the tourists, the fragility of the local environment.

As tourism development in a destination take place, the magnitude of impacts, and whether or not they are primarily positive or negative in nature, will change. Every destination will be subject carrying capacity: that is the level of tourism's activity that can be sustained into the long term without creating serious or irreversible changes to the destination. If the carrying capacity is exceeded the destination will find that the negative impacts rapidly increases while the positive impacts diminish.

2.3.1 The Economic Impact of Tourism

According to Sanyal (2009), the nation's (Ghana) revenue from travel and tourism will be \$1.850 billion (2.8 per cent of GDP) in 2001 and will rise by 4.2 per cent per year. The total contribution of travel and tourism to GDP, including its wider economic impacts, is forecast to be \$9.226.9 billion (9.6 per cent) by 2021. Total contribution by travel tourism to employment, including jobs indirectly supported by the industry, is forecast to raise to 323.826,000 jobs (9.7 per cent) by 2021.

Tourism accounts for 7.72 million jobs in the United States. The United States is second to France in the number of tourists (59.7 million) but first in tourism revenues. According to the UNWTO (2008), global tourism will reach 1.8 billion by 2013; more than triple the 275 people who travelled abroad in 1992. Nearly every state publishes its own tourism economic impact study indicating billions of dollars in tourism revenue. The UNWTO report further indicates that travel and tourism are one of the nation's leading sectors. Statistics include the following:

International travelers spend about \$134.4 billion on travel-related expenses (for example, lodging, food, entertainment) in the United States annually. There are 7.72 million people directly employed in the travel industry, making travel and tourism the nation's second largest employer after health service. Travel generates more than \$100 million a year in tax receipts. If it were not per year in taxes. Spending by international visitors in the United States is about \$31 billion more than travel-related spending by Americans outside

the United States. Approximately 59.7 million international travelers visit the United States each year. Just a small percentage increase in the world market would mean million more visitors, which would create thousands of jobs and contribute billions of dollars in new tax revenue. By employing approximately one out of every ten workers, travel and tourism is the world's largest employer and is the world's largest industry grouping.

According to Sanyal (2009), tourists bring new money into the economy of the place they are visiting, and this has effect beyond the original expenditures. When a tourist spends money to travel, to stay in hotel, or to eat in a restaurant, that money is recycled by those businesses to purchase more goods thereby generating further use of the money. In addition, employees of business who serve tourists spend a higher proportion of their money locally on various goods and services. This chain reaction, called the multiplier effect, continues until there is leakage, meaning that money is used to purchase something from outside the area.

In most economic impact studies to date, developed economies have a multiplier effect between 1.5 and 2.0. This means that the original money spent is used again in the community between 1.5 and 2.0 times. If tourism-related business spends more money on locally produced goods and services, it benefits the local economy.

The real positive economic impact of tourism any destination country can derive lies in employment generation, foreign exchange earnings, infrastructure development increase in GDP, environmental resource protection, positive intersectional linkages and the ability of tourism to uplift rural communities' development. But for most developing countries, the prime motive for promoting tourism is foreign exchange maximization. In the case of ecotourism, the original motive is that of biodiversity conservation and rural poverty alleviation (Ashley and Maxwell, 2001).

Tourist expenditure is as “real” as any other forms of consumption and international tourist expenditure can be seen as invisible export from the host country, whereas domestic tourism can be seen as export between local regions and perhaps an import substitute for national economy. Tourism, as a service-based industry has been partly responsible for around 40% of gross domestic product (GDP) in developing countries and over 60% of (GDP) in developed or industrialized economies. It also accounts for 10% of world’s total GDP. In Ghana, tourism contribution to national GDP is nearly 3.5% (Ashley and Maxwell, 2001).

According to Ashley and Maxwell, (2001), tourism offers substantial employment avenue for both skilled and unskilled labour both directly and indirectly. This means that labour requirement for the industry could be tapped right in the attraction communities thus reducing the unemployment menace that has engulfed developing countries including Ghana.

Furthermore, Ashley and Maxwell (2001) argued that, tourism development also comes with tremendous multiplying effects, as exemplified by rising entrepreneurial ventures in entertainments (cultural dance groups, night clubs), food (fast food centres), textile (tie and dye, batakari and kente), and craft (akuaba dolls, masks, and leather products). As tourists spend on these services and products, money in circulation in the attraction community’s increases. The additional income in people’s pockets induces savings, hence creation of capital for investment of money to improve lifestyles.

According to Ashley, Mode and Reynolds (2002) infrastructure development is another vital occurrence, which is powered by tourism development. This improves the general outlook of destinations because when tourist activities are expanding in an area, central governments, local governments, investors, corporate bodies and entrepreneurs all collaborate in various business ventures to bring attraction centres to accepted standards.

In the same vein, Ashley et al. (2002) hints that, governments provide the substructures (good roads, electricity, and portable water) and the private sector provides the superstructure (hospitality facilities and such communication facilities as INTERNET and DSTV. The buildings that house these facilities beautify the communities. In fact, the architectural designs of some tourism infrastructures make them attractions in their own respect. For example, Sun city in South Africa, Kakum Park's canopy walkway and Hans cottage, also in the Central Region of Ghana.

2.3.2 Negative Socio-Cultural Impacts of Tourism

Gannon (1994) after a study found that, there are obvious negative socio-cultural impacts associated with tourism. Tourism can cause change/loss of local identity values by co modification, standardization, loss of authenticity/staged authenticity and adaptation of tourism demands.

2.4 How Tourism Can Contribute To Socio-Cultural Conservation

According to Hoggart, Buller and Black (1995), tourism can contribute to positive developments which have the potential to promote social development through employment creation, income redistribution and poverty alleviation. Other potential positive impact of tourism includes; strengthening communities, facilities developed for tourism can benefit residents, revaluation of culture and traditions and to encourage civic involvement and pride.

2.4.1 Facilities developed for tourism can benefit residents

Williams and Shaw (2008) points to the fact that, as tourism supports the creation of community facilities and services that otherwise might not have been developed; it can bring higher living standards to a destination. Benefits according to Williams and Shaw (2008) can include upgraded infrastructure, health and transport improvements, new sport

and recreational facilities, restaurants, and public spaces as well as an influx of better-quality commodities and goods.

According to Horvath (1999) tourism can boost the preservation and transmission of cultural and historical tradition which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and renaissances of indigenous cultures, cultures, arts and crafts. “Tourism has forced the Balinese to reflect on their artistic output as just one cultural identifier. The presence of visitors who continually praise Balinese art and culture has given people a kind of confidence and pride in the art, and made them truly believe that their culture is glorious and thus worthy of this praise and therefore justly admired (Horvath, 1999). This realization moved any possibility in the people mind that their art was in any inferior to that of „advanced“ nations and plays an important role in conserving and developing the art in general.

2.4.2 The Role and Importance of Cultural Tourism in Modern Tourism Industry

Hofstede (1997) quoted Tylor (1871) who defined culture as “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”.

According to Hofstede (1997) “Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving”.

Based on the above mentioned we can state that culture is part of the lifestyle which a multitude of people are sharing. The similarities in spoken and written language, behaviour, lifestyle, customs, heritage, ideology and even technology connect the individuals to groups of people in a certain culture. So now if we take into consideration cultural tourism these groups will constitute on the demand side on the one hand those

tourists who are possessing cultural motivation during their travel and on the other hand from the supply side the destination which is disposing those attractions which are capable to desire the attraction of a culturally motivated tourists or visitor (Hofstede, 1997).

2.4.3 Cultural Tourism

“Cultural tourism: General term referring to leisure travel motivated by one or more aspects of the culture of a particular area”. According to Dictionary of Travel, Tourism and Hospitality Terms published in 1996 “Cultural tourism can be defined as that activity which enables people to experience ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited” (ICOMOS Charter for Cultural Tourism, Draft April 1997).

“Cultural tourism is defined by attendance by inbound visitors at one or more of the following cultural attractions during their visit to Australia: festivals or fairs (music, dance, comedy, visual arts, multi-arts and heritage); performing arts or concerts (theatre, opera, ballet and classical and contemporary music); museums or art galleries; historic or heritage buildings, sites or monuments; art or craft workshops or studios; and Aboriginal sites and cultural displays.” (Bureau of Tourism Research, „Cultural Tourism in Australia“, 1998, p.7).

According to Stebbins (1996), “Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological.”

The classic attractions of cultural tourism can be classified into three groups.

2.5 Heritage Tourism

Thanks to a global, integrated approach in which nature meets culture, the past meets the present, the monumental and movable heritage meets the intangible, the protection of cultural heritage, as an expression of living culture, contributes to the development of societies and the building of peace. By virtue of its multifarious origins and the various influences that have shaped it throughout history, cultural heritage takes different tangible and intangible forms, all of which are invaluable for cultural diversity as the wellspring of wealth and creativity.

If we take into consideration the forms of heritage and heritage tourism we can differentiate between material (built heritage, architectural sites, world heritage sites, national and historical memorials) and non-material heritage (literature, arts, folklore) and cultural heritage sites such as museums, collections, libraries, theatres, event locations and memories connected to historical persons.

According to Timothy and Boyd (2003), “heritage can be classified as tangible immovable resources (buildings, rivers, natural areas); tangible movable resources (objects in museums, documents in archives); or intangible such as values, customs, ceremonies, lifestyles, and including experiences such as festivals, arts and cultural events”. Heritage tourism is quite a new phenomenon on the one hand concerning cultural tourism but on the other hand its routes can be traced back to the ancient times of human history. Due to the modern trends of tourism its demand has been rapidly growing from the 1990s but especially in the 21st century.

In the focus of heritage tourism, it is heritage itself which mean such a cultural value from the past which is worth to be maintained for the new generations. Within heritage, we can differentiate between natural and cultural heritage as well. So, when we would like to define heritage tourism it is essential to highlight that it is such a form of tourism that is based on heritage in which heritage is on the one the central element of the tourism

product and on the other hand it provides the major motivation for the tourist (Swarbrooke, 1994).

By the end of the 20th century and the beginning of the 21st century new trends have emerged in heritage tourism as well. There were significant changes on the fields of heritage attractions, the need for complex tourism products also has grown on the demand side and so the traditional cultural attractions (such as museums) had to revalue their original role (Richards, 2001).

The characteristic segments for the modern heritage tourism are the following:

- Tourist are represented mainly with a higher educational background;
- The specific spendings of these tourists are higher than average;
- Tourists are rather coming from the urbanized areas and from the more developed “western world”
- Their majority is in their middle ages without children;

According to the length of stay we can state that in the case of heritage tourism the time for the travel is shorter while the frequency of the travels is higher (Berki, 2008).

2.5.1 Event and Festival Tourism

Cultural events and festivals again play an important role in the formation and strengthening of cultural tourism in today’s tourism industry. These programmes “offer the tourist additional reasons to visit a place over and above the regular cultural product offered. Often because events are one-off and take place in a limited timeframe and because festivals offer a concentrated and often unique offering in a limited time period, they form an additional reason for cultural tourist to visit a place (Csapo and Matesz, 2007). They can cause a place to rise on the shortlist of places the tourist has in his or her mind set of attractive destinations. Festivals and events are both effective instrument in

attracting first visitors as well as repeat visitors due to the differential advantage they can offer”

2.6 The Role of Cultural Tourism in the Global Tourism Market

In the 21st Century the tourism global markets create an organic and interdependent system in which the supply and demand side experience significant changes both in time and space and also from the perspective of the quantitative and qualitative aspect or component. Newer and newer regions and tourism products will be involved in the international and domestic tourism trends as well and in the ever-growing competition only such a tourism destination of tourism actor can survive which or who can provide an ever growing standard of quality (Csapo and Matesz, 2007).

According to Richards (2009) “Culture and tourism were two of the growth industry of the 20th century, and towards the end of the century the combination of these two sectors into „cultural tourism“ had become one of the most desirable development options for countries and regions around the world”

According to the recent changes of tourism trends it is obvious that visitors are more strongly involve in cultural activities than earlier although we have to highlight that the role of the 3S (or 4S as sun, sand, sea and sex) in mass tourism will still be dominant. On the other hand as the new generations of visitors appear on the tourism market, now we can talk about a new 3S group or generation of tourist now mainly motivated by sport, spectacle and satisfaction (Csapo and Matesz). Also we have to stress that one of the most important motivations for a tourism visit is getting more and more than and as diverse possible experiences.

Furthermore, if we take into consideration that these numbers were only directly affecting the tourism industry we have to stress that the indirect contributions of cultural tourism is naturally even higher due to its multiplication effects. The mentioned study also stress that

the amount of money spent by a „cultural tourist“ is estimated to be as one third more on average than other tourists (Richards, 2009).

In this ever changing growing of the tourism industry the role of cultural tourism is rapidly and constantly growing in the latter decades but we also have to highlight that the position of the classic mass tourism often characterized by the 4S (Sun, Sand, Sea) and Sex) will be the most dominant form of tourism for a very long period of time (Mieczkowski, 1995).

2.6.1 Importance and Challenges of Tourism in Rural Areas.

Rural areas are heterogeneous. The definition of a rural area is problematic in the literature –most people know a rural area when they see one, but few agree on a definition in a few sentences.

According to Ashley and Maxwell (2001), common features of rural areas are according to space where human settlement and infrastructure occupy only small patches of the landscape, most of which is dominated by fields and pastures, woods and forest, water, mountain and desert. The aim of „pro-poor tourism“ is to increase the net benefit to poor people from tourism, and increase participation in the development of the tourism product. From this perspective, there are three main reasons why it is important to develop tourism in rural areas (Ashley and Maxwell, 2001).

2.6.2 Increase Participation of the poor in the Development of Tourism.

While the percentage of poor people in urban areas is increasing, there are still more in rural areas, both in total numbers as well as a proportion of the population. One key opportunity of involving more of the poor in tourism is to develop tourism enterprises where they live. This is not to say that the poor will necessarily own an enterprise, or even provide the labour, just because it is located in a rural area, but location is a first step. Furthermore, two strengths of tourism for increasing participation are that:

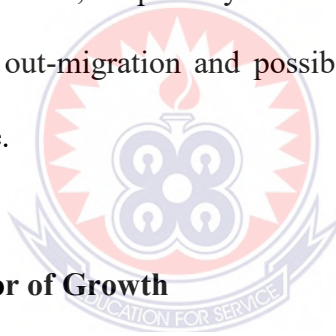
(a) Because the customer comes to the product (not vice versa), there are more opportunity for expanding the range of transactions;

(b) Tourism usually involves a wide range of enterprise – the small and informal as well as the well –established or multi-national (Ashley, Goodwin and Rose 2001).

One advantage specific to rural tourism is that nature of the product often involves enterprise that feature local ownership such as bed and breakfast (B and B, home visits and farm stays.

They may also suffer from depopulation of the able-bodied, and lack of political clout.

According to Gannon (1994) the development of tourism can help address several of these problems through: economic growth, economic diversification and stabilization; paragrapping, employment creation, as primary source of income but most importantly secondary source of income; out-migration and possible repopulation; maintenance and improvement of public service.



2.7 Rural Tourism as a Motor of Growth

Further adding to the above is the fact revealed by Williams and Shaw (2008) that, strategies to use tourism as a motor of growth in rural areas emerge in different contexts. They are at heart, about enabling rural products to reduce reliance on agriculture, and engage in new economic opportunities that are competitive in the more globalized market, which now reach their doorstep (or farm gate). In Eastern Europe, the emphasis has been more tourism as a tool for rural regeneration following agricultural collapse, while in Africa; the emphasis is more on diversification of under-developed areas.

2.7.1 Rural Diversification of Under-Developed Areas

In developing countries, the language of policy-makers focuses more on diversification than regeneration of the rural economy. In this context, the problem is not so much the

structural collapse of agriculture, but the insufficiency of agricultural livelihoods, and the search for new source of growth and economic opportunity.

Smallholder farming is facing growing constraints both in terms of local resources base and international competitiveness, (Ashley and Maxwell, 2001) and cannot meet the needs of a growing population. The last decades has seen consensus that social investments alone cannot reduce poverty, and that growth is essential. This applies equally to rural areas, despite their lower comparative advantage; advantage; thus attention is crystallizing on the dilemmas of how to promote non –farm rural economy (Start, 2001).

In this context, tourism is promoted as a new activity which is supplementary to agriculture. Although building on existing assets where possible, it is not a matter of simply switching existing infrastructure to a new purpose. New assets and infrastructure are invariable needed.

2.7.2 Rural Tourism to Enhance or Protect the Tourism Product

Tourism development planners may share the growth objectives outline above, or may be subject to increasing political pressure to show their contribution to them.

Even where tourism is run by a separate ministry with its own agenda, demonstrating and expand the impact of their industry can be an important goal. A tourism ministry will have to demonstrate its contributions to national development plans and to poverty targets, to complete for secure government resources (Berki and Csapo 2008).

In addition, there are other resources for promoting rural tourism that relate to development of the tourism product, and this is quite different to the poverty-rooted objective of promoting rural development. These are nevertheless important motivations to understand as they influence wider institutional support for rural tourism.

2.7.3 Enhancing the Tourism Product.

Berki and Csapo (2008) again stress with the emphasis that, an important objective for tourism planners is to diversify the tourism product (the development of culture, adventure tourism) with the aim to encourage visitors to stay longer and ideally, spend more. And/or develop a more distinguishable destination identity. These new feature of the rural product can provide the basis for a revised marketing programme (for example bird-watching in Uganda). Such niche products may well be promoted in quite isolated rural, sold as „off as off the beaten track „rather than the more developed agriculture areas. Or they may be proximate to cities and resorts, in order to provide add –on excursions. Thus they have relevance to different types of rural areas.

2.7.4 Challenges of Rural Tourism

Rural development planners and extensions workers are unlikely to focus on tourism, which is entirely alien to their agricultural –focused professional training. Lack of communication between government departments, or inconsistencies between policies, that occur in the capital city can greatly magnifies in rural areas.

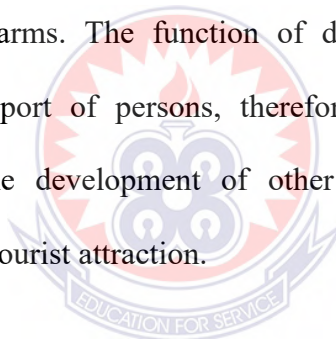
Administrative boundaries reporting structures and mandates can impede collaboration. Rural areas may have little political priority across government offices, not just in the tourism ministry. Given the added costs of investment in rural areas, and the lower per person returns given lower population density, a policy to redistribute resources to rural areas is likely to require a strategic political choice (Start, 2001). Even if political will is sufficient, there are administrative challenges to making things happen in rural areas given lower population densities, poor infrastructure, more junior government staff. Lower levels of skills and commercial activities.

2.8 The Function of Preserving Tradition and Cultural Heritage

This consists in implementing specific local architectures traditional gastronomy, elements of ethnography and folklores, specific form of primary economy like Arts and crafts, traditional land work. The best way to preserve it is to create museums, permanent exhibitions, and summer schools in which these elements should be practiced and preserve (start, 2001).

2.8.1 Function of Development core

Holiday villages become development nuclei by attracting secondary residence located in their vicinity, in which economic activities related upstream and downstream to tourist activities are practiced, therefore having the role of support. That is organic agriculture, arts and crafts, traditional farms. The function of development core determines the development of public transport of persons, therefore improving the quality of the surrounding environment, the development of other tourist activities and tours by considering holiday village a tourist attraction.



2.8.2 The “Holyday Village” Organizational Pattern

Pattern represents a simplified expression, an abstraction of reality, in which basic characteristics, relationships, connections or structures are expressively and relatively present. This also proves the assumption that is a step in the development theory- a means of transforming the unknown into familiar, the expression of complex through simple. The general organizational structure of the village” derives from its tourist function –rest and recreation in the integrated closed circuit. Starting from the broad definition of the „holiday village“, a complete set of infrastructure and tourist service will be implemented in the selected location to meet the leisure needs of tourist during holiday without having to call for external facilities and attractions. For the proper functioning of the “holiday

village”, it is previously required to properly choose the site and establish the functional zoning within the area in accordance with the pattern.

The general pattern shows the spatial distribution of structural elements within the “holiday village” as well as the relationships between them. However, the pattern’s features can suffer various changes and adjustment in accordance with the actual theme of the “holiday village”, the natural configuration of the site, the site area, the type of recreational activities design and the available investment budget. In the end, the model broadly provides an overview, a minimum content of the structural elements and their recommended share in the organization scheme of a holiday village.

2.9 Tourism Development in Rural Areas

Rural areas were originally settled by people who built their livelihood and communities by extracting various natural resources available in the area (Richards, 2009)

Today, rural communities refer to nonmetropolitan areas located outside of urbanized areas that typically share a culture, language, and history and are employed in traditional industries such as agriculture, logging, and heavy manufacturing. Rural areas are of interest because they have experienced a decline of traditional industries over the past 30 years. To diversify their economies, rural communities have begun to adopt new economic strategies that build on their natural and cultural resources which have been identified as countryside capital, to reverse population and economic declines. Tourism has been considered a vehicle of economic development and promoted as an effective source of income and employment particularly in rural areas, which have a great potential to attract tourist in search of authentic natural and cultural resource. Tourism, being a non-traditional rural development strategy, provides opportunities for entrepreneurship. If developed locally (with small business and local government involvement), small scale tourism can be less costly than other development strategies such as manufacturing,

because “its development does not necessarily depend on outside firms or large companies” increasing urbanization will increase interest in visitation of distinctive and authentic rural setting and result in a rapid growth of commercialization which may negatively affect rural residents’ quality of life. Implementing community-based tourism development that reflects residents’ opinion regarding community’s future can minimize the negative impacts of tourism.

2.9.1 Tourism Area Life Cycle

According to Gannon (1994) a resort (and destination) cycle moves through five stages: exploration, involvement, development, consolidation, and post stagnation (stabilization, declines, or rejuvenation). Over these distinct stages, noteworthy changes take place in terms of the number and types of investors, the available infrastructure, the marketing and advertising strategies, the natural and built environment, and local people’s involvement in tourism, as well as their attitudes towards tourism. These changes accumulate over time and result in one of the alternative scenarios of the post stagnation stage depending on actions undertaken by a community to improve adverse of tourism development.

Gannon (1994) suggested that TALC is a useful forecast tool of tourism development, but future research still needs to examine other external factors to explain why an area is experiencing a specific stage of development. The total level of economic activities in a community, along with the level of tourism development, be considered as relevant factors when examining residents’ attitude towards tourism development. As development in a community unfolds, social science theories are used to explain acceptance (or lack) of change.

2.9.2 Predictors of Tourism Attitudes

Timothy et al. (2003) further stated that several studies have tested and extended the Perdue, Long, and Allen (1990) model in rural and urban areas. They examined residents’

perception of tourism development in two Arizona cities with different levels of tourism development. He found social exchange variables (economic reliance, balance of power) to be better predictors of perception than residents' characteristics. Personal economic reliance (defined as dependence of despondence income on the tourism industry) was found to be significantly related to positive perception of tourism. There was no significant relationship between personal economic reliance and negative perception of tourism. Applying the conceptual framework developed by Perdue, Long, and Allen (1990) to a large urban area-York, United Kingdom economic reliance was found to be a significant predictor of positive perceptions of tourism and negative perception of tourism to be significant predictors of support for local government control of tourism. Also, older residents, residents with a greater household income, and those with positive perception of tourism were more supportive of local tax levies. However, homeowners were less supportive of tax levies to support development. Their findings were inconsistent with earlier research that had suggested that residents' characteristics had no or little effect on their perceptions of tourism development.

It was also found that residents' perception of tourism impacts became less positive as the level of tourism in a community increased. Similarly, Long, Perdue and Allen (1990) concluded that residents' initial attitude towards tourism were enthusiastic, but as costs outweigh benefit of tourism development, attitude reached a threshold after which residents' support for tourism declined (Timothy et al., 2003)

Later, Timothy et al. (2003) said Allen et al (1993) argue that the relationship between the level of tourism development and residents' attitude was not previously reported. They found communities with low tourism development and low total economic activity, as well as communities with high tourism development and high total economic activity, viewed tourism development more favorable than communities with low tourism low and

high economic activity and community with high tourism development and economic activity.

A variable that appear to be related to sense of community and beliefs about a community's future is community attachment. It was emphasized that the importance of community attachment consideration in planning and development community –based tourism in rural communities.

Results of students that explore the influence of community attachment on resident's perception of tourism impacts have been inconsistent. The results suggested newcomers showed a higher level of attachment to their community than long –term residents and had the tendency to be attached to the natural features of a place as opposed to social networks. A few other predictors from social exchange theory are also be considered. Power has been recognized as a central component of the social exchange theory and determined by access to resource (economic), position held in a community (officer), and skills Timothy et al (2003). Balance of power exists when people's ability to personally influence decisions is perceived as equitable. Power was found to be the strongest predictor of residents' perception in comparing the studies. Power was found to have an indirect influence on residents' perceptions of tourism impacts. Consistent with social exchange theory, the importance placed on tourism as a major contributions to economic development is another possible predictor.

Perceived benefits and costs associated with tourism development have shown that residents who perceived greater benefit from tourism and positive impact had more positive attitude towards tourism development. Inconsistent with social exchange theory, several studies have shown that residents who perceived benefits from tourism showed no differences from others in terms of tourism negative impacts.

Researchers have suggested that the lack of the relationship may be due to low levels of tourism development and /or viewing tourism industry as a means of improving „stressed“ local economies.

2.10 The Tourism Economy in Ghana

Ghana's tourism sector according to the National Tourism Development Plan (2013-2027) has been visualized as a major potential engine of growth and development since the 1970s. Efforts to systematically provide the enabling environment for its development never materialized economically until the 1996-2010 plan was formulated and launched. Chapter 8 of the 1996 -2010 plan tackled, inter alia, the economic impact of tourism on the Ghanaian economic and provided the case for the prioritization of the sector. The current long-term plan and its section on economic impact of tourism are, therefore equals to the first plan. In undertaking the study, the methodology, outcomes and current government priorities and economic growth expectations of the impact indicators, primary emphasis has been on international tourism.

The impact indicators under review include 1) tourist arrivals, 2) receipts/foreign exchange generation, 3) employment creation, 4) income generation and 5) fiscal impact that is tax revenue generation. Other development factors considered included economic growth, poverty reduction and tourism nexus. The results obtained in the analysis of the relevant issues are provided below.

The trends in tourist arrivals during the plan show that the sector has been undergoing a steady growth. For the current National Tourism Development Plan-2013 -2027 (referred to in the text as the 2013-2027 Plan), it is projected to rise quite rapidly from the 2010 level of 746,500 to 993,600 thousand in 2013; with receipts of USD 1.5 billion in 2017; 2.5 billion in 2022 and 4.3 billion in 2027. There are conservative projections, which will depend primarily on the policy stance of government. It is in this respect that the political

will of the government to prioritize the sector will be deemed crucial. The gross contributions of foreign exchange to GDP generated will be deemed crucial. The gross contributions of foreign exchange to GDP generated by tourism will rise from the 2010 level of 4.3% in 2010 to 4.7 % in 2013 and will continue the gradual rise as follows: 5% in 2017, 5.20% in 2022 and to finally reach 5.70% in the terminal year of the 2013-2027.

It can be inferred from the figures that the growth of oil and gas industry would dampen the influence of the tourism sector on GDP during the plan period. An equally rewarding approach is the consideration of the net foreign exchange generated after the various foreign exchange leakages that go into importations of goods and services and the repatriation of profit are factored out. However, as the economy undergoes structural transformation, the extent of leakage is expected to decrease because of availability of local supplies.

High aggregate employment and incomes are expected from the sector during the plan period because of its labour-intensive characteristics. The latter aspect offers the economy the potential for absorbing the growing surplus labour in the system. The estimates show that total employment figures (direct plus indirect) will rise from the 2010 level of 231,000 to 319,000 in 2013 and further rise to 487,000 in 2017, the initial and terminal years of the first phase of the 2013-2027 plan. In terms of income generation, extrapolations made from the previous study and the limited information and data available gives quite a bright future. Total projected income will rise from the 2010 level of USD 194 million to USD 286 million in 2013 and reach USD 439 million in 2017; it will continue to rise in subsequent years until it reaches USD 1.3 billion in the terminal year of phase 3 (2027). From the Ghana Revenue Authority (GRA), the Ghana Immigration Service (GIS) and their Ghana Tourism Authority (GRA), destination surveys, research methodologies and result from the previous study, extrapolations have been made to generate the fiscal (tax revenue) contributions of tourism to the economy.

The outcome shows that the sector could generate as much as USD 204.9 million in 2013 and reach USD 391.9 million in 2017. By the terminal year of the plan (2027) the figure will be above USD 2.0 billion. A closer look at the seems to indicate that they may exist some level of differentiated tax compliance. There is, therefore the need for a thorough study of the compliance system in order not only to widen the tax net but also to close the loopholes in the system.

2.10.1 Tourism Resources

A key strength of Ghana tourism appeal as continue in the National Tourism Development Plan (2013 -2027) is the overall diversity of resources. These include: the UNESCO designated word Heritage Sites – forts and castles, and Asante traditional building: other traditional architecture such as in the North, the extensive protected areas within Ghana and the diversity of resources that they contain; the depth and significant of cultural traditions within the country, together with the accessibility for tourist to engage with it; and not least, the genuine and general friendliness of Ghana people and, on the whole, their positive attitude to tourists.

The quality of the resources suffers, generally, from poor standards of cleanliness and sanitation, particularly in public areas and from the effectiveness of some authorities, including the District Assemblies, to enforce planning control and guidance which has led to inappropriate development to the detriment of tourist resources. The Ghana Museums and Monuments Board does not have sufficient resources to adequately protect the heritage buildings within the country and there is a danger that these assets will be irreparable damaged. Interpretations, signage and information are generally weak.

2.10.2 Institution Framework

The National Tourism Development Plan [2013-2027] indicated that public sector tourism institutions in Ghana comprise the Ministry of Tourism, Ghana tourism Authority, which

was established by the Tourism Act 817 in 2011 to replace the Ghana Tourism authority, which was established by tourism Act 817 in 2011 to replace the Ghana Tourist Board, the Ghana Tourism Development Corporation (GTDC) and the Hotel, Catering and Tourism Training Institute (HOTCAT). Private sector institutions include several peak associations, which are collectively represented by the Ghana Tourism Federation (GHATOF).



CHAPTER THREE

METHODOLOGY

3.1 Research Design

A social survey was adopted by employing a descriptive design to gather data. According to Creswell, (2007) descriptive survey design provides a quantitative or numeric descriptive of trend, attitudes or opinions of a population by studying a sample of that population. It is observed that the population of descriptive research is to observe, describe and document aspects of phenomenon as it naturally occurs. This design enabled the researcher to generalize findings covering the entire underutilized tourist attractions across the Tamale Metropolis. In this regard current operation and challenges of tourist attraction in Tamale Metropolis were recorded as expressed by those who encounter them in their effort to manage or consume the product at its site. Further efforts were made in seeking in-depth opinions of participants in this study. One on one contacts were made with particular reference to tourist on visit at the metropolis and custodians of the tourist sites. The researcher was thus offered the opportunity to record on paper detail accounts of issues relating to these tourist sites.

3.2 Target Population

The target population included people who reside and work in the communities where the tourist attractions are located, custodians of those tourist attraction, tour guards and tourist who were found in the metropolis.

3.3 Sampling Technique and Sampling Size

A sub-group of the tourist attraction were sampled using the simple random technique. Community members of the tourist sites in the selected communities experience events relating to the sites and can give their own accounts of those sites accurately. This explain

why every member of the community stood the chance of being picked. They were picked at random regard to social status, gender or age.

Quota sampling technique was used on custodians to opine on issue pertaining to the tourist sites and members of the custodian's lineage who were in charge of the day-to-day affairs of the tourist sites were also interviewed. Tourist of varied background were captured disregarding continent; particular country or region of Ghana they came from. Within the period of the study some of these tourists were contacted at the lorry stations, restaurant, fast food joints and hotels.

The entire population of each tourist attraction was so wide to be contacted. Thus, all community members, tourist, tour guards and custodians from each tourist attraction could not be part of the study. This called for units of population to be sampled: custodians 40 community members 40, tourist 20, tour guards 20 in total 120.

3.4 Data Collection Instruments

Instrument design in research is a tool the research uses to collate data from respondents. The research designed a questionnaire for tourists, community members, interview guide for tourist and custodians of the tourist sites. The questionnaire was constructed taking into accounts objective of the study. Both close ended and open ended as well as Likert scale were embodied in the questionnaire. The questionnaire contained various sections A, B, C, D, E, with different thematic areas that reflected the objectives of the study. As a result of this, it had similar responses to variable computation of finding was made easy by the use of questionnaire.

3.5 Data Analysis

Views expressed by respondents were discussed with conclusion drawn according to number of people on a particular theme.

Results obtained were attractively presented using tables, bar charts and pie charts by employing the use of statistical package for social sciences (SPSS, Version 16)



CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Demographic Information of Respondents

This section presents the demographic information of the respondents. In all, there were one hundred and sixteen (116) respondents for the study and their personal details collected included age, gender, religion, educational background, occupation and length of stay in the community. Table 4.1 present the data on the demographic characteristic of respondents

Table 4.1 Gender Distribution of Respondents

Sex Distribution	Frequency	Percentage (%)
Male	81	70
Female	35	30
Total	116	100

Considering gender, male formed the majority of the total respondents representing 70 per cent whilst female formed 30 per cent. However, male respondents were more passionate and definite in providing answers to the questions than their female counterparts perhaps they are more directly involve because many of the shops and artefacts are owned by them.

Table 4.2 Age Distribution of Respondents

Age-Group	Frequency	Percentage (%)
20 – 30	30	25.86
31 – 40	49	42.24
41 – 50	34	34.31
Above 50	03	2.58
Total	116	100

With the age group under consideration as can be viewed in table 4.2, out of the total 116 respondents, 25.86 per cent have their ages within 20 – 30. The highest of the total number of respondents fall within the age group of 31 – 40 years representing 42.24 per

cent. Thirty-four respondents representing 34.31 per cent have their ages falling within 41 – 50. Three (3) respondents representing 2.58 per cent have their ages fifty (50) above. The age distribution of entire respondents appeared to be a mixture of the elderly and the youth since few of them were above 50 years. The table therefore portrays that most of the respondents are youthful.

Table 4.3 Educational Background of Respondents

Educational Level	Frequency	Percentage (%)
Non-formal Education	20	17.24
Basic Education	30	25.86
Senior High School	51	43.97
Tertiary	15	12.93
Total	116	100

From the table above 17.24 per cent out of the total respondents from the total sample size had no formal education while 25.86 of the respondents were found to have attained basic education represent 20 respondents. The result further indicates that 43.97 per cent of the respondents were senior high school graduates representing 51 respondents whilst those with tertiary education were 12.93 per cent representing 15 respondents. As the study indicated, most of the respondents were still not educated. However, those few who had the opportunity to pursuit further studies dropped out because of financial challenges.

Table 4.4 Occupation Activities of Respondents

Occupation	Frequency	Percentage (%)
Public/Civil Service	11	9.48
Farming	20	17.24
Trading	39	33.62
Unemployed	46	39.66
Total	116	100

As shown in table 4.4 above, the 116 respondents had a variety of occupation based on the random sampling. Eleven per cent of the hundred and sixteen respondents were into public or civil service, 17.24 per cent into farming, 33.62 into trading and 39.66 per cent

unemployed. Six (6) of the respondents were teacher, three (3) government official and two respondents were tourist all of whom have tertiary education. There were four (4) and three respondents who were drivers and tour guides respectively. The dominant occupation of the people in Tamale communities was unemployed followed by trading from the data collected.

Table 4.5 Religious Affiliation

Religion	Frequency	Percentage (%)
Islamic	81	69.8
Christianity	32	27.6
Traditional	03	2.6
Total	116	100

In view of the religious affiliation of the respondents, it was revealed that 69.8 per cent of the respondents was Islamic. 27.6 per cent were Christians while 2.6 per cent of them were traditionalists representing total number of respondents Islamic is this the dominant religion in the communities within Tamale Metropolis.

Table 4.6 Length of Stay In The Communities

Length of Stay	Frequency	Percentage (%)
Less than 10 years	28	24.14
Between 10 – 20 years	39	33.62
Between 20 and 30 years	36	31.03
Between 30 and 40 years	4	3.45
More than 40 years	9	7.76
Total	116	100

With regard to the duration of which the respondents have lived or strayed in the community, out of the local community for less than 10 years. 31.0 per cent have lived in the community for between 10 and 20 years, 27.6 per cent have stayed between 20 to 30 years whereas 3.45 per cent between 30 and 40 years in the community. 7.76 per cent interviewees have lived their entire life in the community thus above forty (40) years.

Most of the respondents who fell in this category were more of matured adults who have been born and bred in the community.

4.2 Public Awareness and Interest

The host community can have considerable control over the tourist attraction and involvement in the development and management to bring about major proportion of the benefits within the locality when the general public is aware of the facility and also is able to air out their views and opinions through participation. Again this, there was the need to assess the public awareness and interest of the people. All the respondent were asked whether they were aware of the existence of the tourist attractions within the communities in the Tamale Metropolis and the means through which they got to know.

Table 4.7: Level of awareness of the existence of tourist site in your community

	Frequency	Percentage (%)
Very High	8	6.9
High	15	12.93
Not aware	59	50.86
Low	22	18.97
Very Low	12	10.34
Total	116	100

From Table, 4.7 out of the 116 respondents, 6.9% and 12.93% respondents said their level of awareness of tourist site were very high and high. But 18.97% and 10.34% said their level of awareness of the tourist site were low and very low. Whilst 50.86% of the respondents are unaware of the tourist site in the community. However, out of the 57 respondents who are aware of the existence of the tourist site in the Metropolis, 8 respondents said they got to know of the tourist site through the erection of sign post, 10 of them got to know through the influx of visitors to the community, 11 said they know of the existence of the site through the activities of management. Whilst 10 and 18 of them got to know through media announcement and families/friends respectively.

Among the 49.14 per cent respondents who were much aware of the existence of the tourist site, 26 of the respondents said they have never visited the tourist sites, 11 have visited the site once, whereas 13 and 7 have visited the site twice and thrice respectively. Among this, 50 per cent visited the site with friends, 35 per cent visited the site alone while 15 per cent visited with their family none of those who visited the tourist sites went there with neither colleagues nor in group.

4.2.1 Motivation in visiting the tourist sites

People visit tourist site with difference people for different reasons. In assessing whether or not the indigenous people are much aware of the site. They were asked of the number of times they visited the site and people they went to the site with. The table below shows the percentage of respondent reasons for the site visitation.

Table 4.8: Motivation to visit tourist site (Reason)

Statement	Frequency	Percentage (%)
To change my everyday life	10	8.62
For research and education	8	6.9
To learn the culture of the people	38	32.76
Self-development time	12	10.34
To learn about nature and enjoy beautiful scenery (site seeing)	48	41.38
Total	116	100

One of the key issues that motivate most people in visiting the centres according to the survey was to learn about nature and enjoy beautiful scenery (sightseeing) which constitutes 41.38 percent. It was followed by 32.76% of respondents was to learn the culture of the people, 10.34% wants self-development time, 8.62% to change their everyday life and the lowest being 6.90 for research and education. Most of these people are usually students and foreign tourist.

4.2.2 Assessment of level of satisfaction to tourist sites by local residents.

The satisfaction one gets from visiting a site demonstrates as to whether the person will repeat the visit or otherwise which help to determine future prediction and projection to that better inform decision can be taken to address such reaction if any arises. This demonstrate that notwithstanding the high number that were dissatisfied with the tourist site but they were few people who were willing to visit the site again for their own personal reasons. The results are presented in the table 4.9.

Table 4.9: Assessment of the level of local satisfaction to tourist site.

	Frequency	Percentage (%)
Very dissatisfied	25	21.55
Dissatisfied	52	44.83
Neutral	20	17.24
Satisfied	11	9.48
Very satisfied	8	6.90
Total	116	100

As a result of the measurement, it turned out that local residents' dissatisfaction is above midpoint. As much as 60.7% of the local residents were dissatisfied with the current state of tourism in the area. They further disagree to tell others by way of recommendation. The survey indicated that the site is not doing well to attract more tourist to the community. 17.24% were undecided. However, 9.4% and 6.9% were clear in their minds of satisfaction as they went to the site.

4.2.3 Recommendation of the tourist site to other people

The survey assessed whether the respondents will recommend the site to other people. They were asked to answer Definitely Yes; Yes; Neutral; No; Definitely No; to the question. The result of their answer is presented in figure 4.1.

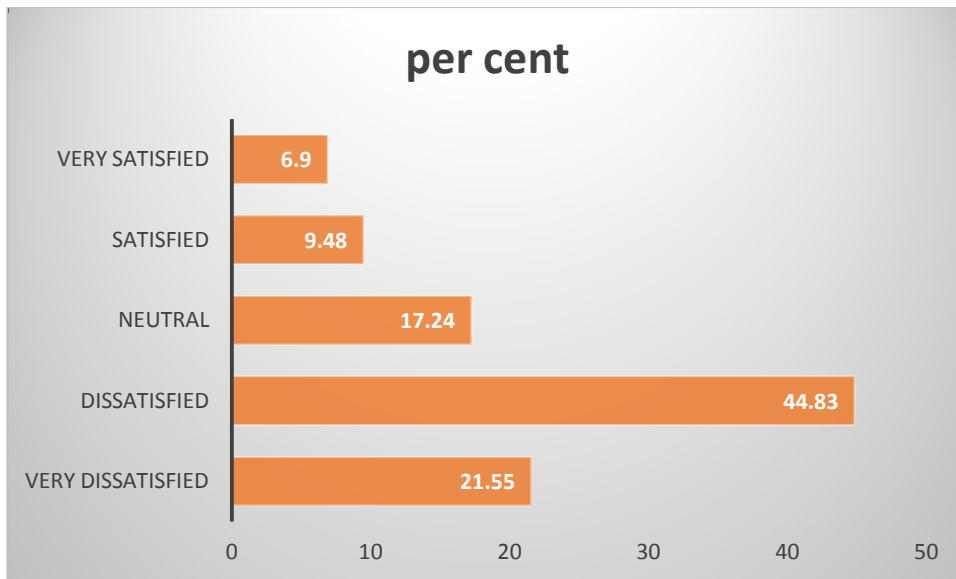


Figure 4.1: Recommendation Of Tourist Site To Other People

The survey assessed whether the respondents will recommend the site to other people. From figure 4.1 above, out of the 116 respondents, 41.38% answer No to recommend site to others, 21.55% respondents definitely No whilst 9.48% and 6.9% said Yes and Definitely Yes. Also 20.69% respondents are undecided whether they will recommend or otherwise. This implies that once an individual is not satisfied with the services of the site, they are not ready to urge people to go there vice versa.

4.3 Participation of Local Residents in The Development, Preservation and Management of Tourist Site

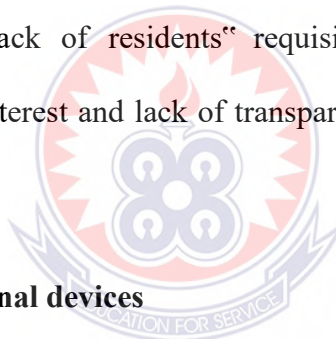
The involvement of local resident in tourism very with the degree or types of participation taking place, (Leksakundilok, 2006). Thus, at each level, there is an extent to which the community is involved in tourism. Base on this, respondents were asked whether they were guaranteed to participate in the development, preservation and management of tourist site.

Table 4.10: Level of participation of Respondent in tourism activities

Level of Participation	Frequency	Percentage (%)
Least participation	22	18.97
Below average	41	35.35
Average participation	18	15.51
Above average	20	17.24
Strong participation	15	12.93
Total	116	100

4.3.1 Reasons for the local resident not participating in the development, preservation and management of the tourist site

Table 4.11 shows that, all mentioned variables constitute major reasons for the local residents not participating in the development, preservation and management of the tourist site. The reason includes lack of institutional device, indifferent of the residents, lack of resident economic ability, lack of residents' requisite knowledge and management capability, lack of personal interest and lack of transparency. There is always a category of

**Table 4.11 Lack of institutional devices**

	Frequency	Percentage (%)
Strong Agree	15	12.93
Agree	20	17.24
Neutral	32	27.59
Disagree	38	32.76
Strongly Disagree	11	9.46
Total	116	100

It is observed in Table that, out of 116 respondents, 30.17% respondents agree that lack of institutional devices or framework is out of the reasons why local residents are not participating in the development, preservation and management of the tourist sites, but 42.24% of the respondents disagree whilst 27.59% of the respondents are undecided.

The study also examined the indifference of the residents which find out that 35.35% of the respondents agree that the indifferences of the residents is the contributing factor that

lead for the residents are not taking part in the development, preservation and management of the tourist sites but 38.79% disagree whilst 25.86% are undecided.

Table 4.12 Lack of residence economic ability

	Frequency	Percentage (%)
Strongly Agree	27	23.28
Agree	32	27.59
Neutral	21	18.10
Disagree	23	19.83
Strongly Disagree	13	11.21
Total	116	100

The survey assessed whether the respondents will agree, disagree with the lack of resident's economic ability is one of the factors that lead to residents not participating in the development, preservation and management of the site. However, it turns out that 50.86% of economic ability is the contribution factors but 31.04% disagree. Whilst 18.1 are undecided.

Also, residence requisite knowledge was assessed and it shows that 54.31% of the respondents agree that lack of requisite knowledge of residents on tourism related activities contribute to the factors that lead to not participating in the development, preservation and management of the sites. But 34.48% disagree and 11.21% are undecided.

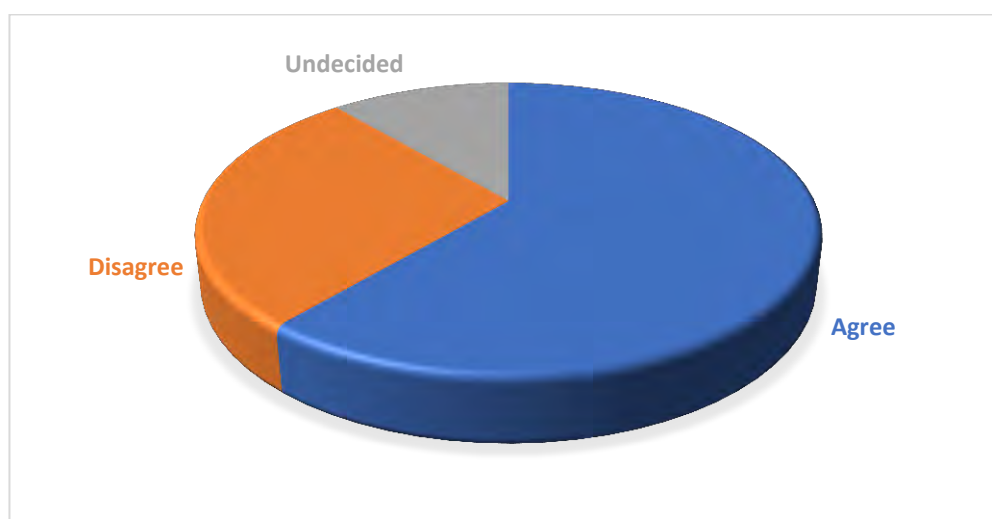


Figure 4.2 Lack Of Transparency

In the survey, lack of transparency is the part of management of the tourist site were also assessed with the variable of strongly agree, agree, neutral, disagree and strongly disagree. It shows that 61.21% of the respondents said that lack of transparency on that part of the management of the tourist site is the reason why residents are not taking part in the development, preservation and management of the site whilst 27.58% disagree and 11.21% are undecided. Shown in figure 4.2

4.4 Challenges of The Tourist Sites

Another objective which this survey seeks to achieve is to examine the challenges affecting the tourist both local and foreign. This variable was also assessed to find out whether challenges of tourist sites has led to the creation of inconvenience for the tour guards and tourist both local and foreign in the Tamale Metropolis.

4.4.1 Inadequately Developed Sites

With regard to the inadequate developed tourist site, out of the 116 respondents, 27.58% of the respondents said they strongly agree that inadequate developed of the tourist sites is a challenge, 37.06% said they also agree whilst 14.66% disagree that inadequate developed site is not a challenge and 12.94% respondents also strongly disagree but 7.76% of the respondents were undecided. The results are presented in figure 4.3

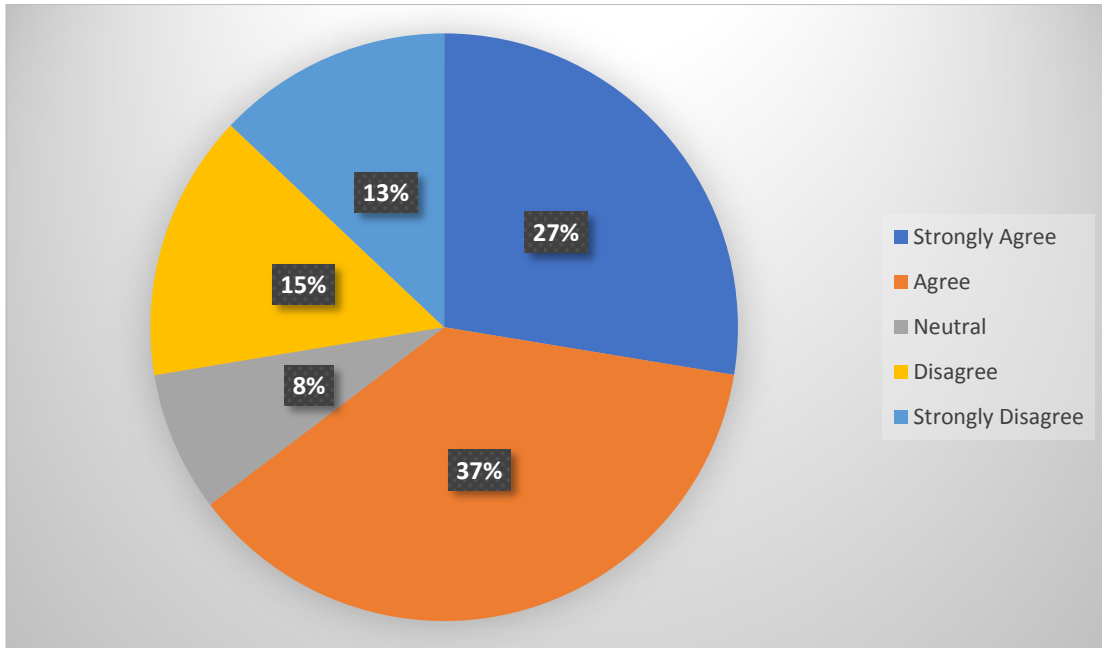


Figure 4.3: Inadequately Developed Site

4.4.2 Insufficient Recreational Facility

The survey assessed whether insufficient recreational facility is also a challenge. With regard to the insufficient recreational facility, out of the 116 respondents, 17.24% and 34.48% of the respondents strongly agree and agree. Whilst, 31.9% and 13.29% disagree and strongly disagree. But 2.59% are undecided shown in figure 4.4

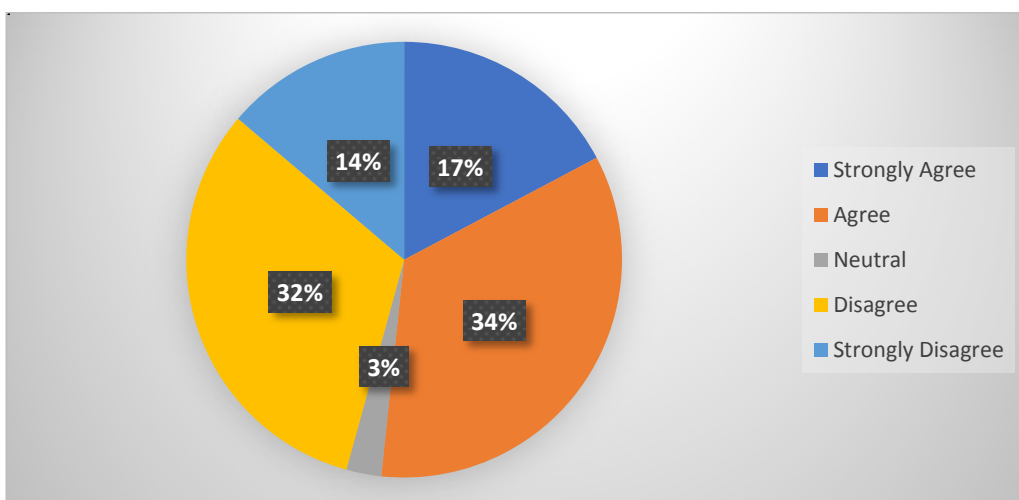


Figure 4.4: Insufficient Recreational Facility

4.4.3 Costly Food Service and Vending

With regard to cost of food service and vending. The survey finds out that, 15.52% (18) of the respondents said they strongly agree and 18.97% (22) also agree. Whilst 32.76% (38) and 26.72% (37) of the respondents disagree and strongly disagree, but 6.03% (7) were undecided. Shown in figure 4.5

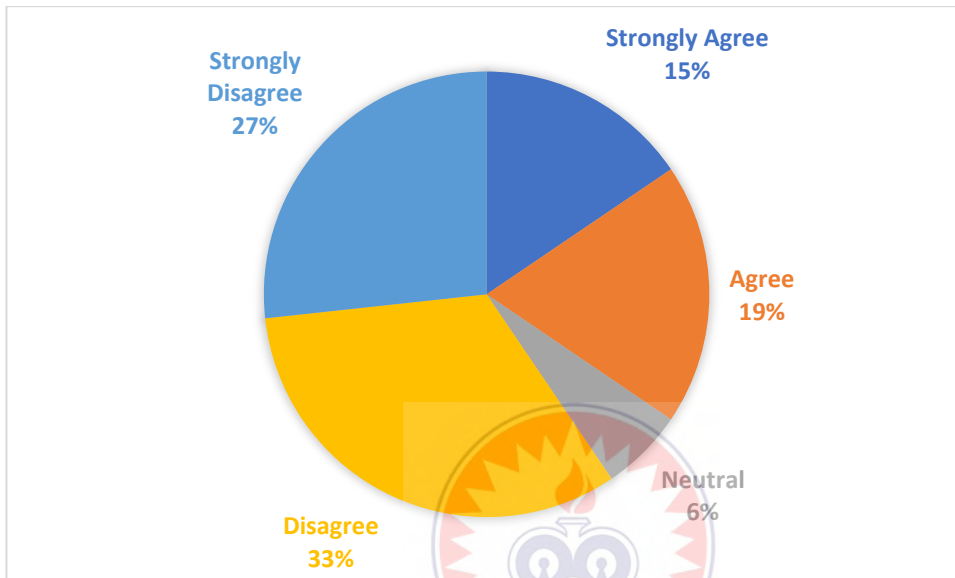


Figure 4.5: Costly Food Service and Vending

4.4.4 Poor Water Supply

Another challenge which the survey also assessed was the poor water supply. It find out that out of 116 respondents 18.97% (22) and 28.44% (33) of the respondent said they strongly agree and agree that poor water supply is one of major challenges in the tourist sites. Whilst 25% (29) and 18.97% (18) of the respondents disagree and strongly disagree, but 8.62% (10) of the respondents are undecided. Shown in figure 4.6

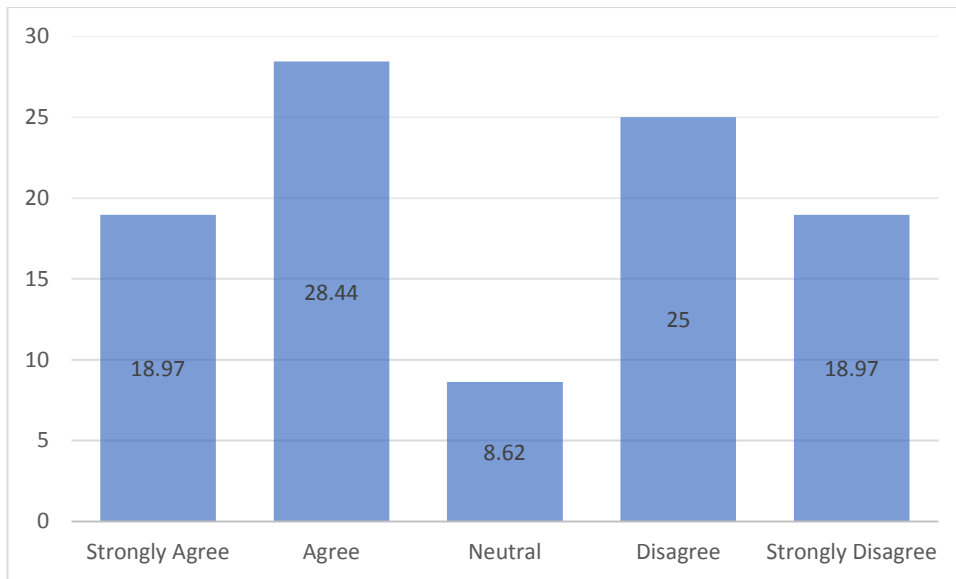


Figure 4.6: Poor Water Supply

4.4.5 Available Guide on Site

Figure 4.6 showed availability of tourist guide on site as a challenge. The survey find out that out of 116 respondents, 24.14% (28) and 39.65% (46) of the respondents said that availability of tourist guide on the sites is a challenge. Whilst 19.83% and 8.62% (10), disagree and strongly disagree that availability of guide is not a challenge. But 7.76% (9) were undecided.

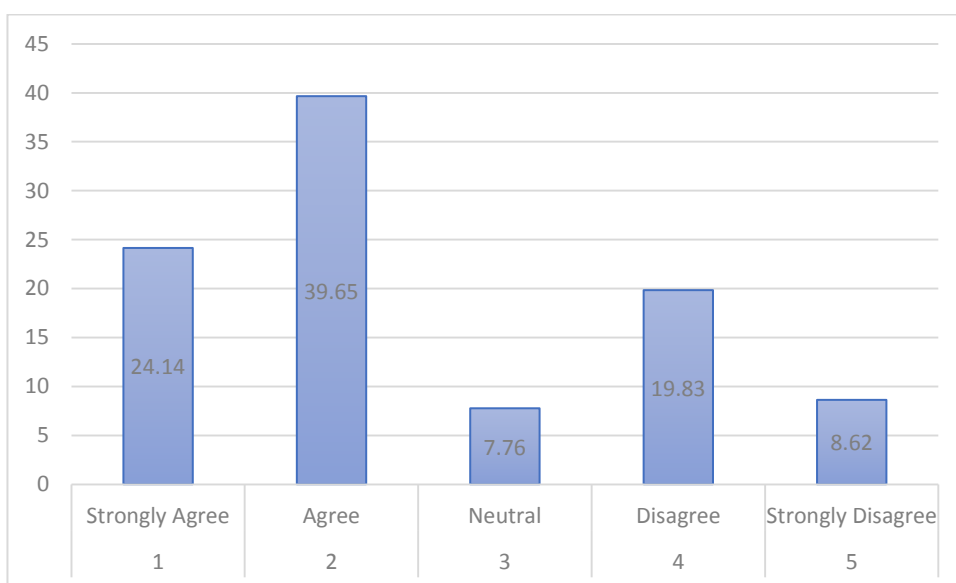


Figure 4.7: Available Guide on Site

4.4.6 Poor Electricity Supply

With regard to poor electricity supply as a challenge to the tourist sites. Out of 116 respondents. 8.62% (10) and 15.52% (18) of the respondents strongly agree and agree that poor electricity supply is a challenge while 35.35 (41) and 31.63% (36) of the respondents disagree and strongly disagree that there is poor electricity supply at the tourist sites in the Tamale Metropolis. But 9.48% (11) are undecided. It is shown in figure 4.8

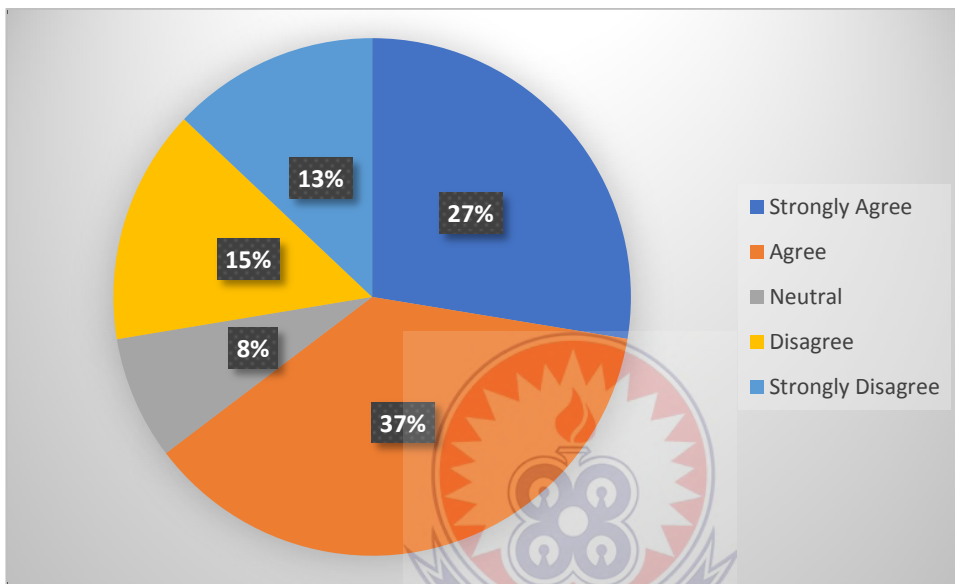


Figure 4.8: Poor Electricity Supply

4.4.7 Poor Transportation Network System

Figure 4.8 also illustrate poor transportation network system as a challenge in the tourist site with the Tamale Metropolis. The survey finds out that 24.14% (28) and 33.62% (39) of the respondents said they agree that most of the roads that link up to the most of the tourist sites with the metropolis are very poor and need to be improved in order to make the place very easily accessible that may be the reason why most of them are underutilized. Whilst 29.31% of the respondents disagree. But 12.93% (15) are undecided

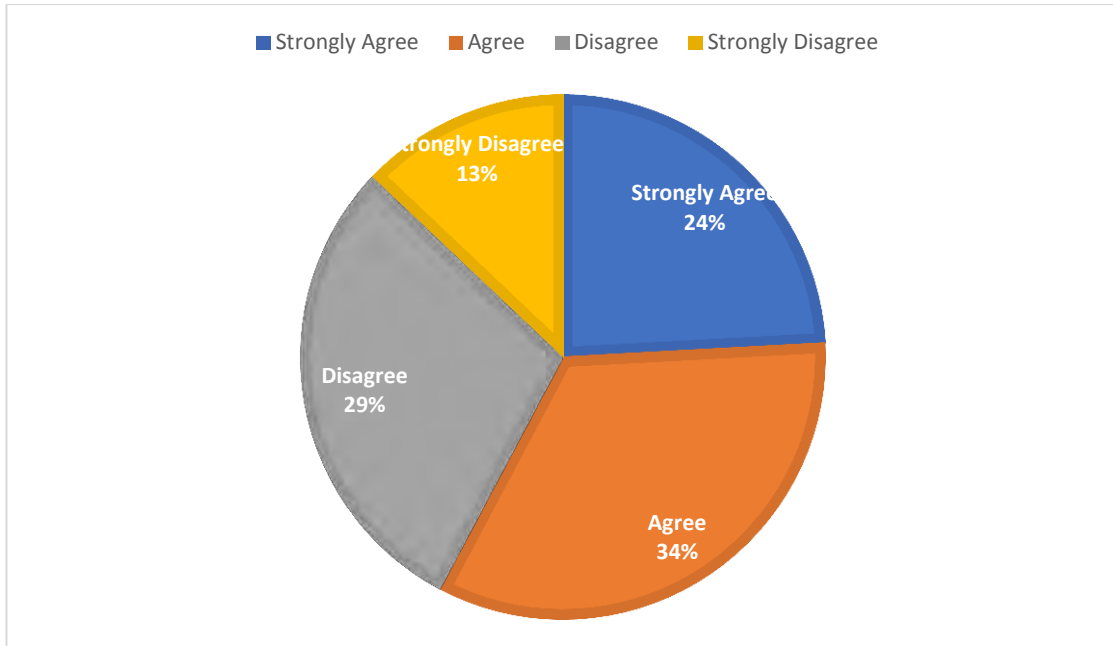


Figure 4.9: Poor Transportation Network System



CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of findings

The study revealed that majority 70% of the respondents were males with highest percentage 42.24% of their ages between 31-40 years. Muslims as a religion dominated the responses with 69.8%. The study revealed that majority 43.97% of the respondents had senior high school qualification. A further 39.66% of the respondents were unemployed. A greater number of percentage 33.62% of residents have lived in the community between 10-20 years.

5.2 Level of awareness of the existence of tourist sites in the community

Tourism marketing is critical in generating economic growth the host community. Therefore, awareness creation is pivotal in this contest. From the study, 50.85% of the respondents were very much unaware of the existence of tourist sites and its related activities in the community. The research revealed that, 29.31% (34) of the respondents’ reasons for low level of awareness in the Metropolis has lack of government will and commitment, lack of facilities and resources, illiteracy, poverty and lack of publicity. From the study it also revealed that, the level of satisfaction by the people was dissatisfied with whopping percentage of 60.7%.

5.2.1 Participation of Local Residents Towards The Development and Management of Tourist Sites in The Community.

With the aspects of participation fused together as one subject, it can be said the level of the community’s participation is below average in the community. As shown in Table 4.10 “Average participation” was 15.51%, “Above Average” was 17.24% whilst strong participation recorded 12.93%. Planning and decision making are normally done by only

a segment of the community members, in general community reluctant to participate due to reasons such as lack of transparency.

On the other hand, reasons for not participating were much assessed, for instance lack of institutional devices/framework, the survey showed that 30.17% of the respondents agree whilst 42.24% disagree but 27.59% of the respondents are undecided. Shown in Table 4.12. Lack of resident's economic ability were also assessed. It showed that 50.86% of the respondents make their mind that lack of economic ability is the contribution factor, whilst 31.04% disagree and 18.1% are undecided. Also Figure 4.2 showed that lack of transparency on the part of management of tourist sites were one of the contributing factors, 61.24% agree, whilst 27.58% disagree and 11.21% of the respondents were undecided.

5.2.2 Challenges of The Tourist Sites

The practical challenges that affected the management of tourist sites in the various communities were identified as insufficient recreational facilities figure 4.4. Poor water supply figure 4.7 and inadequately develop of the sites was identified as a major challenge that can be seen in figure 4.3

The study further disclosed that, most of the poor transportation network which make most of the tourist sites in the communities within the Tamale Metropolis ineffective.

5.3 Conclusion

Awareness level is low, very little is heard from the actors of the sites including government and its tourism related agencies especially Ghana Tourism Authority to promote the sites for international recognition and attention despite its enormous benefit it brings to the community and the state as a whole. The local people were very enthusiastic at the prospect of promoting the site as a tourist area. They were more than willing to

participate with the government and other stakeholders to volunteer information towards marketing the site as tourist destination.

Local participation and interest in tourism by local residents is not encouraging and finding of the study led to the conclusion that active community participation and interest in the tourism project is hindered by lack of government support, lack of transparency on the part of Tourism Management Committee (TMC), lack of requisite knowledge in tourism, lack of personal interest, and lack of institutional device/framework from stakeholders among others.

It was deduced from the study that challenges confronting the tourist sites with the Tamale Metropolis included insufficient recreational facilities, inadequacy of the physical infrastructure, poor water supply and transportation network system.

5.3 Recommendation

In the light of the finding of this study, the research puts forward the following recommendations to further deepen exploring underutilized tourist sites in the communities within Tamale Metropolis to ensure that local residents participate in the tourism industry at their local level especially in all the selected communities.

All stakeholders must initiate tourism awareness programmes for local inhabitant and in the Metropolis in general. Greater awareness will lead to greater tourism involvement, more equitable spread of benefits and making the tourist product widely known. Therefore, radio and Television (TV) advertisement should be strengthened to create more awareness. In the 21st century, it is difficult for any business to accomplish its objective without an appropriate marketing strategy. The destinations need to consider their call important If they want to keep up a sustainable business, remain competitive and increase the tourism impact of the business in the lives of the local residents.

Community members should be encouraged to increase their participation and involvement in the operation of the tourism establishment in their communities. This can be done by providing the enabling environment and support from the management of the tourist sites through the formation of tourism management committee in the community.

An expansion in the local tourism industry is relevant to ensuring massive community participation by expanding the industry to create small businesses that will give opportunities for employment in the community. The guest house should be expanded and refurbished to cater for the needs of overnight visitors and there is the need for an eatery. They will create jobs for the local people.

The management of the tourist sites should collaborate with Tamale Metropolitan Assembly to strengthen the use of the destruction of the assembly by-laws to punish those offenders whose actions may lead to the destruction of the people's heritage. The tour guards should be assisted to go for further studies so as to improve on their educational credentials. Training in good human relations should also be encourage to improve on their managerial skills.

Attractive facilities should be provided at the tourist sites to make the tourist more comfortable and to also attract more prospective tourist. Since the rate of patronage was seen to be declining more innovation and the provision of the state-of-the-art facilities should be introduced at the various tourist sites in the metropolis.

Investment in infrastructure, for example, roads, electricity, water supply, health care and cleaning are vital establishments that should be laid to encourage an expansion in tourism. The Metropolis must also raise more tourism business opportunities to attractive potential investors to the communities.

In order to enable the tourist sites to continue contributing to the growth and development of the tourist sites there should be the implementation of efficient marketing strategies at the tourist sites.

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APPENDIX I
UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT
EDUCATION
QUESTIONNAIRE

The study is being undertaken to “**Exploring underutilized tourist site in the Tamale Metropolis of the Northern Region of Ghana.**” The study is strictly academic work and your confidentiality in providing this information is assured. Please answer these questions with your most objective opinion.

SECTION A Demographic data.

1. Sex (a) Male [] (b) female []
2. Age (a) 20 -30 year (b) 31 – 40 years [] (c) 41 – 50 years [] (d) Above 50 year []
3. What is your level of Education? (a) No formal education [] (b) Primary [] (c) Junior high school [] (d) Senior high school [] (e) Tertiary []
4. Occupation (a) Public /civil service [] (b) farming [] (c) Trading [] (d) Unemployed []
5. Religion; (a) Islam [] (b) Christianity [] (c) Traditional []
6. How long have you lived in this community.
(a) Less than 10 years (b) Between 11 and 20 years [] (c) Between 21 & 30 years [] (d) since birth [] (e) More than 40 years.[]

SECTION B Public awareness of the tourist site.

7. What is your level of awareness of the existence of tourist site in your community?

- (b) High [] (b) Very high [] (c) Not aware [] (d) Low [] (e) Very Low []

8. How do you get to know the existence of the tourist site?

- (a) Through the erection of sign post []
 (b) Through media announcement []
 (c) Through family friend []
 (d) Through the activity of management []
 (e) Others specify.....

9. How many time have you visited the site? **If the answer is never skip to 15**

- (a) Never [](b) Once [](c) twice [](d) Thrice [](e) Several []

10. With whom did you visit the site?

- (a) Family []
 (b) Friend / lover []
 (c) Colleagues []
 (d) In a group []
 (e) alone []



11. What motivated you to visit the site? Rank the 1-5 in order of importance, where 1 is most important and 5 is the least important

	Very important	important	Fairly important	Slightly Important	Not Important
To change everyday life					
For research and education					
To learn the culture of the people					
To feel achievement by conquering the					

contest					
To learn nature and enjoy beautiful scenery (sightseeing)					

12. How do you assess the visit to the tourist site?

- (a) Very dissatisfied [] (b) Dissatisfied [] (c) Neutral [] (d) Satisfied []
 (e) Very Satisfy []

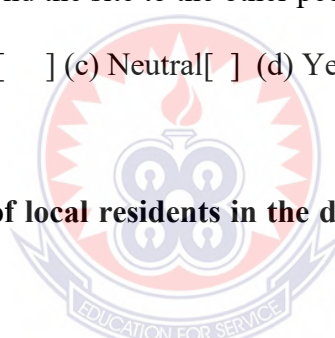
13. Are you intending to visit the site again?

- (a) Absolutely not [] (b) Not sure [] (c) Neutral [] (d) Sure / Yes [] (e) Absolutely Yes []

14. Do you intend to recommend the site to the other people?

- (a) Definitely No [] (b) No [] (c) Neutral [] (d) Yes [] (e) Definitely yes []

SECTION C Participation of local residents in the development and management of tourist site



15. How much is guaranteed the participation of local residents in the development, preservation and management of the site?

- (a) Not at all [] (b) Not guaranteed [] (c) Neutral [] (d) Guaranteed [] (e) Fully Guaranteed []

Reason for the local resident not participation in the development, preservation and management of the site? (Choose only one answer)

Strongly Agreed Neutral Disagree

Strongly

Agree

Disagreed

16. The lack of institutional 1 2 3 4 5

devices / framework

17. Indifference of the resident 1 2 3 4
5

18. The lack of resident economic 1 2 3 4
5

ability

19. The lack of resident requisite 1 2 3 4
5

knowledge and management

capability

20. Lack of personal interest 1 2 3 4
5

21. Lack of transparency 1 2 3 4
5



SECTION D Challenges of Tourist sites.

Indicate your level of agreement/disagreement to the following as challenges affecting the management of tourist sites in the Tamale Metropolis

Choose the appropriate Answer by Ticking

	Strongly agreed	Agree	Neutral	Disagreed	Strongly disagreed
22. Insufficient develop	1	2	3	4	5
23. Insufficient recreational facility	1	2	3	4	5
24. Costly food services & vending	1	2	3	4	5
25. Poor Water supply	1	2	3	4	5
26. Poor Electricity supply	1	2	3	4	5

27. Available guide to site	1	2	3	4	5
28. Poor Transportation Network system	1	2	3	4	5



Qualitative Interview guide, for custodians of tourist sites

1 what is your name?

2 where do you live?

3 what is your occupation?

4 what is your level of education?

5 How do you assess the level of awareness of the tourist site? If

Low.....

6 what account for such low publicity (low level of awareness)?

7 Do you have some of the tourist repeating their visit?

8 What can you say about the number of tourists visiting this site?

9 How do you send information out to people about the site?

10 What are some of the services offered tourists at the tourist site?

11 What is the level of interest and participation of local residents towards development of tourist site in the community?

12 What do you think; the management and stake holders of site must do to attract more tourist to the site and community?

13 What are some of the challenges at the tourist site?

14 What are the possible ways of improving?

