

# **SOME PERSPECTIVES OF HOSTS AND GUESTS ON COASTAL TOURISM DEVELOPMENT WITHIN TWO DESTINATIONS IN GHANA**

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## **ABSTRACT**

The coastal zone of Ghana has played a crucial role in attracting both local and international tourists over the years. The presence of a wide array of attractions, both natural and manmade, and the over concentration of national infrastructural stock within the zone have greatly enhanced its attractiveness to tourists. On the flipside, however, a number of physical/environmental economic and socio-cultural concerns have emerged requiring proactive measures for overcoming any hiccups to the sustainable development of the industry.

Based on insights drawn from interviewing hosts and guests and physical tests conducted on major environmental attributes within the two coastal tourism destinations of Ada and Elmina, some policy measures have been recommended to help ameliorate some of these emerging challenges. Specific recommendations include a greater role by national government in managing this sensitive coastal environment and more community involvement in the planning and management of coastal tourism.

## **Introduction**

Tourism has become one of the most important economic activities in the world, playing a major role in the economy of about 125 countries (1996; Ceballos-Lascurain, 2001). Whilst tourism is developed for many reasons, the economic benefits of tourism provide the greatest incentives for its development in many countries (Mathieson and Wall, 1982). These benefits include foreign exchange earnings (for international tourism), employment creation and generation of internal revenue for national

development. Global figures provided below for 2006 attest to this assertion (World Tourism Organisation (UNWTO), 2006).

Globally, international tourist arrivals totaled 846 million in 2006, with accompanying receipts of US\$ 733 billion a day. It is forecasted that international tourist arrivals will reach 1.6 billion by 2020. Tourism also accounted for about 30% of the world's exports of the services and over 70% in the least developed countries (LDCs). Apart from its economic benefits, tourism development generates environmental and socio-cultural benefits as well. It can be used, for example, to rationalize the conservation of certain natural and cultural resources for which funds might otherwise not be available.

According to French (1997), the coastal zone is important for a number of reasons, including its great appeal to a large transitory population who use the coast for leisure and recreational needs. Among the features that characterise tourism along the coast from other areas is the significance of the natural resources -sun, sea and sand. Hence, worldwide, coastal communities play essential roles in tourism development (Colt and Lee, 2000). These include coastal tourism developments (hotels, resorts, restaurants, food industry, vacation homes) and the infrastructure supporting these operations (Anon, 1998). The relationship between the coastal environment and tourism is a symbiotic one. Coastal tourism thrives in a clean, undegraded environment, and in the absence of an attractive environment there is little or no tourism (Miller and Auyong, 1991).

Since the late 1980s, tourism has received significant consideration in the economic development strategy of Ghana, with the coastal zone playing a crucial role in attracting both local and international tourists (Kuma, 2004). In addition to the presence of historic, cultural and natural resources and assets along the coast or close to it, national development efforts, especially in terms of infrastructural development have been overly concentrated here. This adds up to the attractiveness of coastal areas to receive tourists.

As a corollary therefore there is the concentration of tourism research efforts in coastal areas with particular focus on the assessment of economic impacts of tourism (Asiedu, 2004). Other non-economic issues associated with coastal tourism as well as studies into tourism development outside coastal regions have received limited research

attention. In this regard pertinent issues like environmental/physical and socio-cultural concerns are relegated to the background and therefore do not feature readily in decision making on the industry.

This study attempts to contribute towards filling this research void by investigating the motivations and perceptions of hosts and guests within these destinations as a way of incorporating their views into the planning and management of these very sensitive environments. This obviously is the surest way of ensuring the sustainable development of the industry and the realization of more benefits from it. Infusing the viewpoints of the resident population who tend to bear the brunt of any adverse impacts of tourism on tourism plan formulation and implementation facilitates the realization of sustainable results.

In the light of the preceding discussion, this paper examines the tourism development experience in Ghana's coastal zone using the two Ghanaian towns of Ada and Elmina. It has three main objectives, namely:

- To identify the socio-economic characteristics of both tourists and local residents;
- To examine the motivations of tourists;
- To assess the perceptions of local residents and tourists towards tourism development in the two study areas.

Finally, the paper concludes by recommending some strategies towards the encouragement of local community participation in coastal tourism development. This could be one very effective way for developing a symbiotic relationship between tourism and the use and conservation of coastal natural resources.

In this paper, tourism encompasses both international and domestic tourism and no attempt has been made to highlight the differences. The rest of the paper is structured as follows: the next section reviews some literature on coastal tourism, including motivations of visitors and perceptions of visitors as well as local residents to tourism development. Section 3 dwells on tourism development initiatives in Ghana whilst Section 4 is on tourism assets and resources within the study areas. Section 5 deals with the study methodology and findings while the final section is devoted to conclusions and recommendations.

## Literature Review

The biophysical environment, be it predominantly natural or largely man-made, is one of the most basic resources for tourism development. Its quality or some particular feature of it is frequently the primary attraction for tourists (Ceballos-Lasecurain, 2001). As confirmed by Burnmeister (1977), the biophysical environment of the host region is an attraction to the tourist. It offers the attractions and services the tourist is looking for and needs. The coastal zone with its rich and unique ecosystems is no exception. It is therefore not surprising that in many parts of Africa, tourist attractions are combinations of natural, historical and built environments (Table 1). A significant number of these attractions are located either along the coast or close to it.

Table 1: Selected Destinations in Africa and Their Attractions

Tourist Destination	Tourist Motivation	Potential Attractions
EGYPT	Historical Religious	<ul style="list-style-type: none"> <li>• Birthplace of the great civilisation of the world</li> <li>• Exploration of the Pyramids, Egyptian museums and the exploration of the pharoanic treasures.</li> <li>• Mountain Sinai where Moses received the Ten Commandments</li> </ul>
GHANA	Historical (slavery) Fauna and Flora Cultural	<ul style="list-style-type: none"> <li>• Exploration of the slave route along the coast</li> <li>• Games viewing</li> <li>• Eco-tourism</li> <li>• Festivals</li> </ul>
NIGERIA	Historical Cultural Political Geographical Economic	<ul style="list-style-type: none"> <li>• Badagry of the Slave Route</li> <li>• Usman da-Fodjo Tomb</li> <li>• Bussa Falls</li> <li>• Mungo Park death place</li> <li>• Wildlife of forest reserves</li> <li>• Ecological diversity and polarisation of culture</li> </ul>
KENYA	Geographical Ecology-Flora and Fauna Cultural	<ul style="list-style-type: none"> <li>• Mountain Kenya</li> <li>• Safari tourism (Wildlife)</li> <li>• Mombassa coasts and cultural assets</li> </ul>

Source: Adopted from Adejuwon, 2001

A perusal of available literature shows that tourism has positive and negative impacts on both the physical environment and the people in the destination areas. For example, Wong (1986, cited in Asiedu 1996), in his study on peninsular Malaysia, recounts the relative importance of coastal regions and domestic tourists in the sequence of tourism development in Malaysia. Almost invariably, it has been noted that tourism development commences in coastal regions of developing nations before penetrating inland. In most cases, it is in such areas that both basic and allied infrastructure, which are essential inputs in any tourism development initiative, are widely available. A number of studies on the Caribbean and Pacific Islands seem to portray similar findings (Mathews, 1977). Conservation of important natural areas, improvement of environmental quality and infrastructure, conservation of cultural heritage and some economic benefits have generally been identified with the positive impacts of tourism on destination areas. On the other hand, the negative impacts include the exacerbation of coastal erosion, pollution and wave action, ecological disruption, economic and employment distortions, overcrowding and loss of amenities for residents. Others include socio-cultural problems such as cultural adulteration and religious conflicts, resource use conflicts and urban land degradation.

The difficulty in establishing baseline data for future change detection and the complexity associated with interaction of tourism phenomena make the complete assessment of impacts difficult (Mathieson and Wall, 1982). Hence, Theobald (1994) believes that part of the difficulty in quantifying the impacts has delayed the development of impact methodologies. There is no doubt, however, that the relationship between the natural environment and tourism is a symbiotic one. An increase in the intensity of the adverse impacts of tourism causes a deterioration of conditions in the destination areas, which de-motivates tourists and visitors. This creates discontentment among the hosts and guests and eventually leads to the demise of the industry (Butler, 1980). Periodic evaluation of the perceptions of hosts and guests is likely to provide useful insights on deteriorating conditions in destination areas and thereby help arrest them.

Despite its central role in the decision making process, the area of motivation is one of the under researched areas in tourism literature. There is, for example, little empirical research that reveals the reasons people travel (Lundberg, 1990). Tourists' motives are varied and a decision to

visit a particular location is often triggered by a particular stimulus present there. To be able to satisfy the needs of tourists and monitor their satisfaction, there should be knowledge of the needs which the visitor wants to satisfy. Identifying and prioritising motives is key to understanding visitors' decision processes (Wall, 1996). On the part of tourists, the tourism literature has long recognised that a pleasure trip is rarely the result of a single motive and that tourists' motives are mostly multiple (Pearce, 1982). Crompton and McKay (1997) emphasise three reasons why efforts must be made to investigate the motives of tourists for visiting a destination. The first is to help design offerings for tourists. If motives are identified, then practical settings and contexts can be altered to suit them. Secondly, the better understanding of motives lies in examining their close relationship with satisfaction. Finally, identifying and prioritizing motives is a key ingredient in understanding visitors' decision processes. This, in turn, facilitates the effectiveness of marketing activities.

In general, there is substantial literature on the attitudes of local residents in tourism development. Wall (1996) demonstrates that the attitudes of indigenous residents of selected villages in Bali, (Indonesia) while generally positive, varied in accordance with distance from tourism centres and familiarity with tourism. These findings are supported by other studies such as Butler (1980) and Simmons (1989). Factors that have been shown to influence residents' perceptions and attitudes include the type and extent of host-guest interactions, the importance of the industry to the community, the extent of individuals' reliance on the industry and the overall level of tourism development in the community (Murphy 1985, cited in Teye *et al.* 2002). However, the majority of these studies have concentrated on destinations outside Africa. Hence, Teye *et al.* (2002) examined the attitudes of local residents in two communities in Ghana, against the background of the social exchange theory. This theory stipulates that local residents seek benefits in exchange for something estimated as equal to the benefits they offer in return. These include resources provided for tourism developers, tour operators and tourists. His findings dilate on a number of conditions which are essential to the understanding of residents' attitudes. In addition, some degree of resentment among significant sections of the residents was also identified and described.

This paper, on the other hand, highlights the peculiar nature of the coastal zone and, by extension, the unique nature of coastal tourism development

It compares the perceptions of the local residents in two communities that are in different administrative regions in Ghana and at different stages of the tourism development experience. It also analyses the differences in perceptions between the local residents and the tourists on the impacts of tourism on these areas. Based on these insights, some policy recommendations for developing these sites along sustainable lines have been suggested.

## **Tourism Development in Ghana**

The Government of Ghana identified tourism in 1985 as one of the key sectors for development under the Economic Recovery Programme (ERP). This was part of an attempt to diversify the base for export earnings, from the traditional over-reliance on cocoa and minerals, to non-traditional sources. Since the late 1980s, tourism has received considerable attention in the economic development strategy of Ghana. The number of tourist arrivals and amount of tourists' expenditure has steadily increased, while both public and private investment activities in various tourism sub-sectors have expanded (Table 2). According to Teye (2000), the rationale for tourism development is primarily economic and at two levels: macro or national and micro or local. At the macro level, tourism is expected to promote economic growth by generating foreign exchange as well as increase various forms of government revenue. At the micro level, tourism is expected to facilitate job creation, income and revenue distribution, and a balanced regional development. In recognition of Ghana's immense potential for tourism, a number of interventions have been laid out by the Government of Ghana to revamp the sector in order to develop and promote the country's ecological, cultural and historical heritage.

This is aimed at attracting both international and domestic leisure and business tourists, including those attending international conferences, conventions and seminars. These efforts have led to an increase in international arrivals of over 580,000 in 2004 with a corresponding increase in foreign exchange receipt estimated over US\$640 million. Some decreases were however experienced in the levels of tourist arrivals in 2005 and 2006 following the adoption of an improved system for determining arrivals and receipts in Ghana. This figure however shot up by about 90,000 to 586,612 in 2007, yielding receipts of about 1.17 billion US dollars. Tourism has thus in recent years become the number four

largest foreign exchange earner for the country after cocoa, gold and remittances from abroad. Ghana's main markets include:

- Europe (United Kingdom, Germany, France, Netherlands);
- The Americas (significant market being African-American market) and Africans from the Caribbean;
- Ghanaians in the Diaspora;
- The Economic Community of West Africa States (ECOWAS members, especially those from Cote D'Ivoire, Nigeria and Togo)

Table 2 -- International Tourist Arrivals and Receipts in Ghana (1988-2007)

<b>Year</b>	<b>Arrivals</b>	<b>Receipts (US\$M)</b>
1988	113,784	55.34
1989	125,162	72.09
1990	145,780	80.83
1991	172,464	117.70
1992	213,316	166.90
1993	256,680	205.62
1994	271,310	227.60
1995	286,000	233.20
1996	304,860	248.80
1997	325,438	265.59
1998	347,952	284.96
1999	372,853	304.12
2000	399,000	386.00
2001	438,833	448.00
2002	482,643	519.00
2003	530,827	602.80
2004	583,821	649.37
2005	428,533	836.09
2006	497,129	986.80
2007	586,612	1,172.00

Source: Ghana Tourist Board, 2008

The principal market segments include business travellers attending meetings and conferences, visiting friends and relatives (VFR) and individuals on official missions and vacations (Christie and Crompton, 2001). The current tourism policy is detailed in the 15-year Integrated Tourism Development Plan (1996-2010). At the end of



the 15-year period. Ghana is projected to receive annually 1,062,000 arrivals with corresponding receipts of US\$ 1.5 billion and a net contribution of 6 percent to the nation's G.D.P (GTB, 1998). This plan will establish investments in infrastructure and concentration on heritage, cultural, ecological, and recreational and conference tourism.

Furthermore, Ghana's basic tourism policy objectives are to:

- Develop tourism on a sustainable basis;
- Plan, develop and manage tourism carefully so as to maximise socio-economic benefits;
- Conserve the country's historic, cultural and environmental heritage;
- Integrate tourism development policy, planning and programming into the overall national, regional and local development policy;
- Define and enhance the respective roles of the public and private sectors in planning, developing, promoting and managing tourism.

The country's tourist products are among five broad categories of tourist products which will be preferred by tourists the world over in the next decade as a result of a gradual shift in tourist interests from high-density activity to more personalized activities such as exploration of historical, cultural and ecological heritage, in which Ghana is richly endowed (Ghana Tourist Board (GTB), 2000). In this strategy, the coastal zone plays an important part. According to Asiedu (1996), the existing coastal resources create opportunities for the development and promotion of five main types of tourism. These tourism types offer the following touring motivations:

- Cultural and Heritage tourism- Traditional festivals celebrated along the coast during the various times of the year by the numerous ethnic groups inhabiting the coastal area. It also includes the local architecture and the numerous forts and castles dotting the coastal zone;
- Ecotourism- This type of tourism is based on the area's unique ecological sites. These include the wetlands (six of which are designated as Ramsar sites), and the plant and animal life found along the coast;

- Beach tourism- This is unique to the coastal zone. Beach and estuary sporting activities like swimming, surfing, pedal boating, sailing, water skiing, scuba diving and high sea fishing are some of the pursuits under this type of tourism:
- Conference or Business tourism -. Many of the hotels and beach resorts along the coast have meeting and conference facilities and are preferred for meetings due to the serene views:
- Urban tourism- Urban areas serve as destinations for a large number of tourists as they have multifaceted tourist attractions. The possession of a wide range of facilities including museums, art galleries, international airports, theatres, restaurants and shopping facilities have engendered this touristic activity in major coastal towns like Accra, Tema, Sekondi-Takoradi, Cape Coast and Elmina.

It is therefore not surprising that the coastal areas of Ghana, especially the coastline of the Central Region and some parts of the Greater Accra Region, have in recent years attracted a lot of tourism development attention. However, the environmentally sensitive nature of the coastal zone means that tourism needs to be planned and managed more effectively and along sustainable lines (Inskeep, 1991; Theobald, 1994; Glover and Kofiga, 1998).

### **Tourism Assets and Resources within Study Areas**

#### **Ada**

Ada occupies the shores of the Gulf of Guinea and the Volta Estuary. The Ada traditional area forms part of the Dangme East District and is located in the eastern portion of the Greater Accra region, about 112 kilometres east of Accra. Ada is a twin town consisting of Big Ada and Ada-Foah, the two towns being about 1.5 kilometres apart. It lies some 15 kilometres off the main Accra–Lome highway (Kisseih, 1996).

The main economic activities are fishing, farming and salt winning. Fishing is done on all days except on Tuesdays. Fishing vessels used are mainly wooden dug out canoes, most of which are powered by out-board motors. Fishing gears used include beach seine nets and cast nets. The farmers produce vegetables such as okro, tomatoes, pepper and watermelon. In recent times the salt industry within the catchment area of the Songor Lagoon in the Ada Traditional Area has attracted a lot of attention.

However, the general lack of investment and employment opportunities has driven many young people out of the town to find employment in Accra, Ashaiman and Tema.

The major tourist attractions here include the following-

- *Wildlife:* Between the months of March and August migratory birds, including Arctic terns and other types of sea gulls migrate in large numbers from countries such as Germany, Holland and Northern Europe to Ada. The rich bird life of the Songor wetlands has been identified as a potential tourist attraction (Ntiamoah Baidoo and Gordon, 1991). Ada-Foah is also an important nesting site for marine turtles during the months of November to March. Two marine turtle surveys conducted in 1974 and 1994 by the Ghana Wild Life Department show the occurrence of the Leatherback, Olive ridely, Green turtle, Loggerhead and Hawksbill marine turtles in Ada. Manatees (sea cows) have also been sighted at Ada and its islands, and manatee surveys, including data collection on the species, habitat, and community consultations are used to seek more information about them. However, no live manatees have been sighted in Ada in recent years.
- *Volta Estuary:* The sand dune system in Ada ranges from the fine to coarser grain types. Along the beaches are coconut trees, which provide shade for visitors. There are about twelve islands found in the Volta Estuary at Ada. These islands, which include Azizakope and Alokpem, are remarkable locations for bird watching or relaxing. Life here is quite untouched and many bird roosting and nesting sites can be found. Manatees have also been sited here. Other animals found here include marine turtles, fish, crabs and shrimps. The turtle and bird nesting sites on these islands have great potential for tourism development, provided it is done sustainably, in consonance with the regulations of Wildlife Division of the Forestry Commission. Water sport has always been an important feature of tourism in Ada. It attracts both domestic and international tourists. There are chalets and private yacht clubs

owned by expatriates, companies and a few local wealthy individuals along the Volta Estuary in Ada.

- *Physical Infrastructure:* There are a number of hotels and beach resorts in Ada. The Manet Paradise Beach Resort is sited on the bank of the Volta Estuary. The Cocoloko Beach Camp Resort Ltd is a new beach resort built barely two years ago. It is found along the Atlantic Ocean near Otrokpe in Ada-Foah. Other hotels and beach resorts in Ada include the Manet Ada Hotel, the Mizpah Guesthouse and a few smaller beach camps. Another attraction is the Fort Kongengenstein. This fort was built by the Portuguese in the 16<sup>th</sup> Century as a trading post. Although its potential as a tourist attraction has not been fully developed, it still attracts some tourists.
- *Cultural Events:* An aspect of its rich culture is the celebration of the *Asafutufiam* festival which is well attended by both domestic and international tourists.

## Elmina

Elmina is the capital of the Komenda-Edina-Eguafo-Abrem (KEEA) District found in the Central region of Ghana. It is bound in the south by the Gulf of Guinea, in the east by the Cape Coast Municipal Area, in the west by the Western Region and in the north by Cape Coast Municipality and the Twifu Heman Lower Denkyira District. The physical environment has played a crucial role in its growth and history. The historic township of *Edina*, as Elmina was called, occupies a very strategic position. To the east the sea offers a landing place for ships, on the southwest the Benya harbours boats and ships whilst forming a natural defence. Elmina is drained by two streams – the Kakum and the Benya, which enter the Atlantic Ocean. The Anwim and Sweet rivers are seaward and are liable to flooding in the rainy season. Most of Elmina is low lying and most of the land is covered with ancient sedimentary rocks called the *Sekondi Series*. However, there are three hills – Java hill (26 m above sea level), St Joseph's Hill (32m) and St. Jago (23m).

The KEEA district does not have any large industrial establishments. However, there are several small-scale enterprises located throughout the district which offer employment opportunities to people. These

include boat making, fishing, salt winning and tourism. Although the number of people engaged in fishing has diminished over the years, the industry still employs a large number. Other related enterprises include fish smoking and fish mongering. Two main types of fishing are practised. These are marine and inland or freshwater fishing. Two main fishing fleets engage in marine fishing. These together have a fleet of over 760 canoes and fishing vessels. The first group comprises 763 wooden dug out canoes, half of them motorised, operating from 9 fishing villages and towns. The second group comprises about 25 diesel engine inshore vessels using mainly light bottom trawl and purse seine nets. Targeted species are sardines, some demersal species and crustaceans. Fishing gears used in both the marine and inland fishing are trawl for fishing vessels, dragnets for large canoes, set net for small and medium sized canoes and the beach seine net for both inland and marine fishing. Elmina is the only fishing town in the district with a fish landing base, which offers berthing and landing facilities for both inshore and canoe fleet. Fish landed by the canoes is sold directly to the fishmongers who smoke the bulk of it. The rest is sold as fresh fish or sun dried or salted. There are two cold storage facilities at Elmina but no ice making plant. This has led to the pervasive fish smoking along the coastal zone (World Bank, 1993).

Salt pans are also found in Elmina. The Benya River flows into the sea and the outlying lands near the river are dug into shallow ponds which collect saturated salt water, which is sun dried into salt. In terms of farming, the major food crops cultivated in the district include maize, cassava, yam, coco yam, pepper and pineapple. Tourism thrives mainly on expatriate tours to the Elmina Castle and the Fort St. Jago. There are a number of hotels such as the Elmina Beach Resort and the Coconut Grove Hotel, which attract a considerable number of people to Elmina. Specific details on these attractions are as follows-

- *The Beaches:* Most of the beaches in Elmina are rocky and do not make swimming and beach tourism attractive to tourists. However, they still attract some tourists who go there to relax and enjoy the sea breeze.
- *Physical infrastructure:* Built in 1482, the Elmina Castle is one of the most visited in West Africa. The Elmina Castle and the Fort St. Jago are two historical monuments designated as World Heritage Monuments by the World Heritage Foundation under UNESCO. Interviews conducted showed that during the peak

season there are about 1500 people a day visiting the Elmina Castle on individual and group tours. There are a number of hotels and beach resorts in Elmina. These include the Harmony Beach Resort, the Coconut Grove Hotel, the Elmina Beach Resort and the Oyster Bay Hotel.

- *Festivals:* The main festival in the Elmina Traditional area is the *Bakatue*. *Bakatue* means the opening of the Benya lagoon into the sea and symbolises the beginning of the fishing season for the people of Elmina. Other festivals include the Edina Buronya.

## Study Methodology and Results

### Study methodology

Both primary and secondary data were used in the study. The methodology used for the study comprised two (2) major approaches. The first approach was the water quality assessment and soil bacteriological studies to determine the level and extent of water and soil pollution at the study areas. The second approach whose results have been reported and discussed in this writeup was a socio-economic survey of residents within the destination communities. Specific issues investigated included residents' views on changes in the destination ecosystem and the perceptions and socio-economic profiles of residents in the host communities and the incoming tourists (guests). The questionnaire was administered in two local languages, Ga and Fante, and also in English. In Ada, the help of an interpreter was sought to translate the questions into two local dialects of Ewe and Ada. For all the other respondents in both areas Ga, Fante and English were used. Literate respondents however filled the questionnaires themselves. Respondents were located in their houses, on the streets, at their work places and at the beaches. In all, 160 residents were chosen for the questionnaire survey, with a total of twenty from each site. 40 tourists were also interviewed. Sampling was by a disproportionate stratified random sampling method. The sample was stratified to ensure that each of the characteristics considered in the study was represented in the sample (Kotey, 1998). It is random because every individual in the sample had an equal chance of being selected so that the findings could represent the views of the whole community. The attitudes were measured using a Likert-rating scale shown below. Researchers including Cohen (1973) and Kotey (1998) support the use of a rating scale in the determination of people's attitudes.

Table 3: Rating Scale for Respondents' Attitude and Perception



Table 3: Rating Scale for Respondents' Attitude and Perception

Attitudes/Perceptions	Ratings Scale
"Strongly agree"	-5 points
"Agree"	-4 points
"Indifferent"	-3 points
"Disagree"	-2 points
"Strongly disagree"	-1 point

Source: Field Survey, 2004

A Chi square analytical technique was used to determine any significant difference between the perceptions of the residents in Ada and Elmina. A total of eight sites were chosen for the study. They were strategically chosen based on their location along the coast and their existing or future potential as tourist destinations.

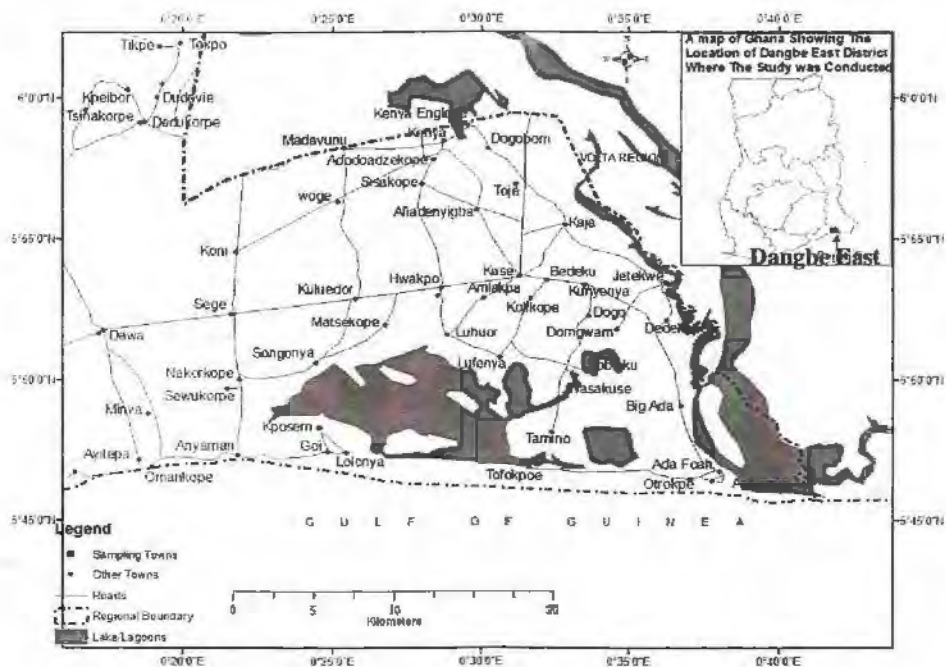


Figure 1: Map of Ada showing sample sites

The four sampling sites selected in Ada (Figure 1) were-

- The Manet Paradise Beach Resort area - The Manet Paradise Beach Resort is one of the main tourist attractions in Ada.

Azizanya is located at the Volta Estuary, between the Lower Volta River and the Gulf of Guinea.

- The Cocoloko Beach Resort area - This tourist destination is found near Otrokpe. Otrokpe is located about 200m from the Dangme East District Assembly (DEDA). It is also a fishing community and the beaches serve as nesting sites for marine turtles.
- Totokpoe - This community is found in the core area of the Songor Ramsar site. Residents are mainly fishermen, fishmongers, mat weavers and farmers. It has immense potential for ecotourism development.
- Lolonya - This village is also found in the core area of the Songor Ramsar site. Marine turtles, crabs, crustaceans and migratory birds can be found here. It also has immense potential for ecotourism development.

Four sampling sites were also selected in Elmina (Figure 2). These are-

- Elmina Beach Hotel Resort area - This sampling site is located within the vicinity of the Elmina Beach Hotel Resort. The residents here fall within the middle to high-income groups. It is one of the few relatively well-planned communities within the study area.
- Elmina Castle area A - This site is found to the east of the Elmina castle, in a community called *Nsamanpom*. Here the Benya River flows into the Atlantic Ocean. Many of the houses found here are old, built in the colonial era. The residents are mainly fishermen, fishmongers and traders.
- Elmina Castle area B - This area is found to the west of the Elmina castle. Most of the trees here are mangroves, coconut trees and a few terrestrial species. This area is very important to the Elmina township because of the presence of a fish market. The residents are mainly fishermen and fishmongers.
- Coconut Grove Hotel area - Salt winning, trading and fishing are the main occupations of the community. Trading and pottery also form an important part of the local economy.



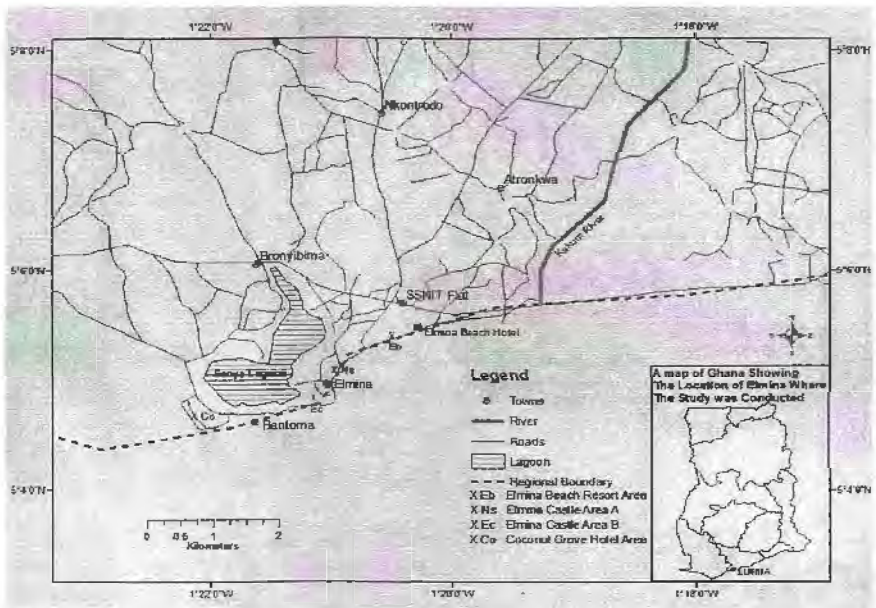


Figure 2: Map of Elmina showing sample sites

## Perspectives of Host Community Residents

This section on the discussion of study results looks at (i) the socio-economic profile of destination residents (ii) residents' perception of some environmental issues and (iii) perception of residents towards tourism.

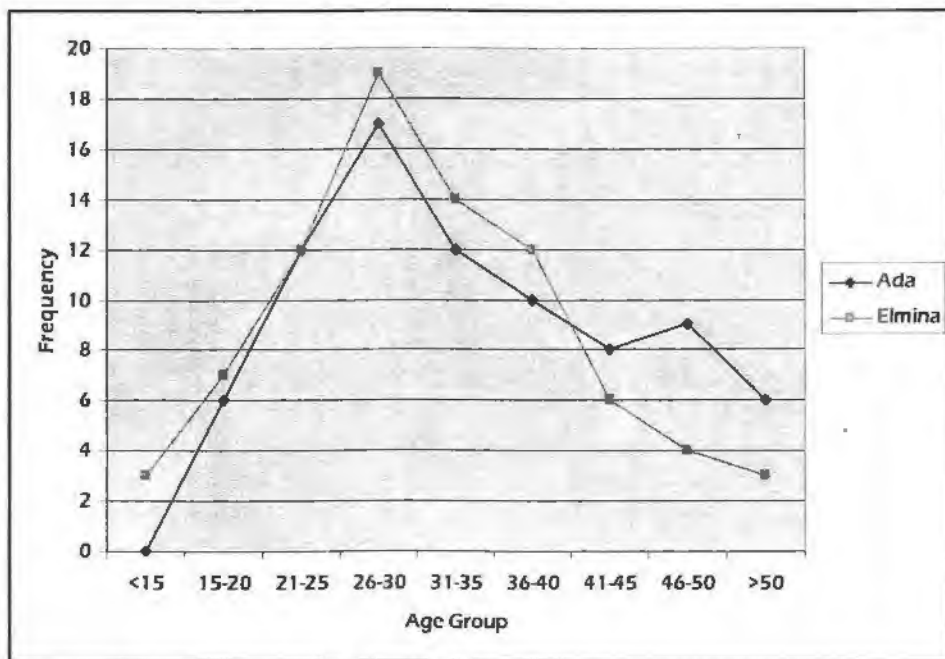
### (i) Socio-Economic Profile of Respondents in Host Communities

The higher number of female respondents in Elmina was due to the fact that most of the women encountered in Ada had no desire to be interviewed and rather called their husbands to answer the questions (Table 5). The majority of respondents belonged to the 21-40 age group. This group represented 51 % of the total respondents from Ada and 57 % from Elmina (Figure 5).

Table 4 – Sex composition of respondents

Community	Sex		Total
	Female	Male	
Ada	28 (35.05%)	52 (65.0%)	80 (100)
Elmina	35 (43.8%)	45 (56.2%)	80 (100)

Source: Fieldwork, 2004



Source: Fieldwork, 2004

Figure 3: Age Distribution of Respondents in Ada and Elmina

On educational attainment, only 6.3% of respondents at Ada as compared to 21.3% in Elmina had some form of post-secondary education. More people were employed in the tourism industry at Elmina (6%) than at Ada (1.25%). In both destinations, however, employment in tourism was limited to only tour guiding and the provision of services like driving, cleaning and front office operations.

#### (ii) Residents' Perception on Selected Environmental Issues

The aim of assessing the environmental issues in the study areas is to bring to the fore residents' perceptions of the physical environment in which tourism is developed. The following environmental elements were considered to have a direct bearing on tourism development in these areas (Table 4).

Table 4- Cited Environmental problems in Ada and Elmina

Environmental Problems	Ada (%)	Elmina (%)
Erosion	32.5	11.0
Sanitation	30.0	42.0
Degradation of fisheries	12.5	16.0
Degradation of mangroves	7.5	12.0
Decrease in birds and turtles	10.0	4.0
Degradation of reeds	5.0	0.0
Water pollution	2.5	15.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: Field work, 2004

### *Erosion*

The issue of erosion is close to the hearts of many respondents, especially in Ada. It is not surprising therefore that the majority of respondents (32.5%) believe it is the most critical environmental issue in Ada. Indeed, according to Laing (1994), the Ada-Foah beach is one of the areas in Ghana where erosion exceeds 1.5 metres per annum. The causes of erosion include the nature of the shoreline and sand winning for construction which, though prohibited, is quite prevalent. In Elmina, erosion did not seem to be a critical environmental issue to the residents. This could be because many of the beaches in Elmina are rocky and therefore not easily eroded. It is, however, not suitable for the development of beach tourism.

### *Sanitation*

Pollution from solid waste is critical along the beaches of both Ada and Elmina. The solid waste is mainly from domestic sources, with the beaches being the preferred areas for disposal of solid waste. The beaches are littered with refuse, and sometimes human excreta. Poor sanitation not only affects the residents and biodiversity but also has adverse effects on coastal tourism promotion. According to the Ghana Environmental Action Plan Vol. 1 (Laing, 1991) and the Ghana Poverty Reduction Strategy

(GoG, 2003), a fundamental principle from the environmental standpoint should be that water must be available in a potable form to the entire population, and that its availability on a sustainable basis should be guaranteed. Unfortunately, this is not the case in many of the communities, especially Ada. Twenty percent (20%) of respondents obtained water from boreholes believed to have been drilled by the Dangme East District Assembly (DEDA) whilst 17.5 % depended on hand dug wells. Respondents in Elmina had better access to more regular potable water as compared to those from Ada. It is not surprising, therefore, that more tourists in Ada complained about intermittent water supply as compared to Elmina (Table 8).

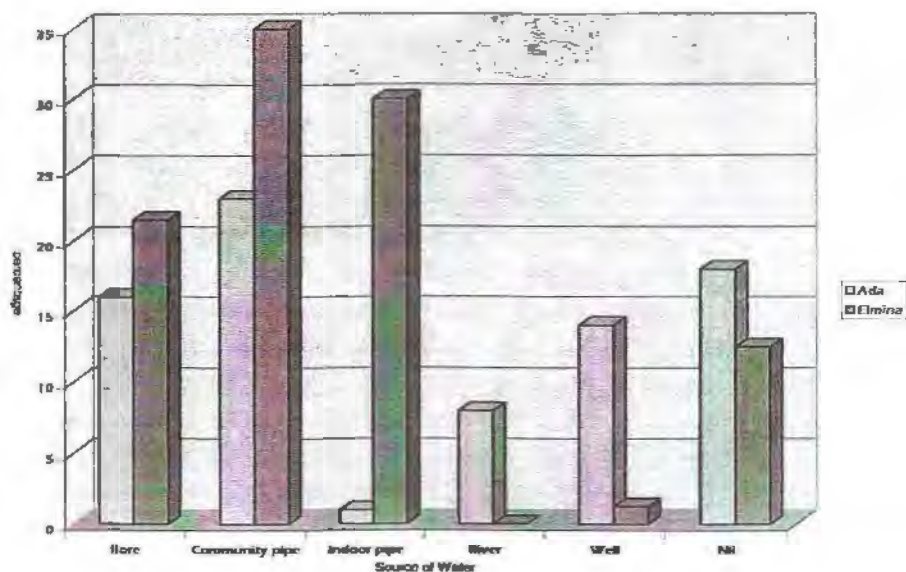
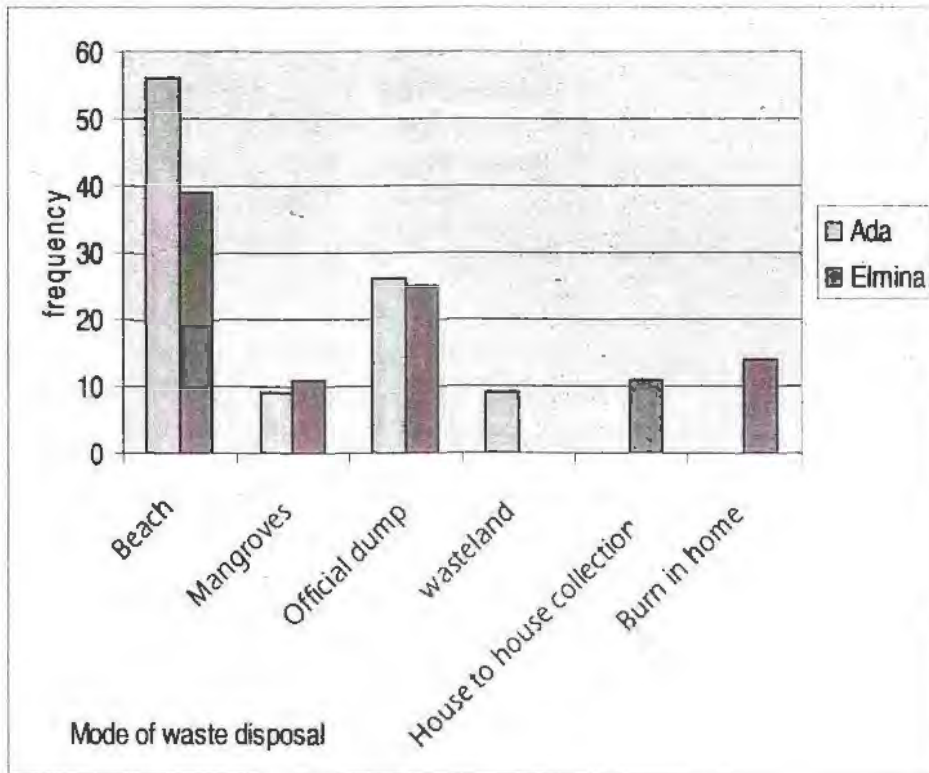


Figure 4: Access to water by respondents in Ada and Elmina

The deplorable sanitary conditions in coastal zones have long been attributed to the lack of facilities such as toilets and adequate waste disposal systems (Armah and Amlalo, 1998), and also to poverty. However, according to Tweneboah (2001), the attitude of the respondents towards the environment was generally negative. This is a major contributing factor to the way waste is disposed of (Figure 5). House to house rubbish collection and the practice of burning household refuse in homes was higher in Elmina, yet the general sanitation in the area was almost as bad as that in the sampling sites in Ada.





Source: Fieldwork, 2004

Figure 5: Areas of Waste Disposal in Ada and Elmina

Free-range defecation was easily visible along the rocky beaches not too far from the Elmina castle. This is most unfortunate and does not paint a good picture to either domestic or international tourists. Many of the respondents in both Ada and Elmina failed to perceive the link between the poor sanitation, health and coastal conservation. As a result, the total and faecal coliform counts exceeded that for recreational waters- 200 MPN coliforms (Clark, 1992). In Ada, the average total coliform counts per 100ml of seawater were 600MPN coliforms whilst that of Elmina was 350 MPN coliforms. These seemingly lower figures in Elmina could be attributed to the fact that some of the sampling sites in Elmina were hotels, which kept their seafronts clean. In fact, at some hotels, the MPN values were almost negligible. In Ada, the Manet Paradise Beach Resort faced difficulty in keeping their seafront clean due to existing conflicts with the local residents.

### *Loss of Fisheries*

Respondents reported more juvenile fish being brought in by the fishermen and also rising fish prices. This was attributed to the increase in the number of nets and fishing boats. In Ada-Foah, the creation of a sand bar across the Volta Estuary has led to a loss of fish nursery areas due to a change from a predominantly tidal and brackish water environment to a more fluvial and fresh water system. It has also affected a once booming shell fish industry. This is a result of hydrological changes that are linked to the damming of the Volta River at Akosombo (Gordon and Ametekpor, 1999). Still, about 3.5% more residents in Elmina as compared to Ada cited the loss of fisheries as being a critical environmental problem. In an attempt to increase their catches, some fishermen use illegal, undersized nets (mesh size < 25mm), placing further strain on natural resources as non-target species are discarded.

### *Loss of Wetlands, Mangroves and Reeds*

Though there was a clear appreciation of the value of mangroves as a source of fuel wood especially for women, there was very little knowledge about the various functions of mangroves such as shoreline protection and habitat creation. Only 7.5% of the total respondents in Ada as compared to 12.0% in Elmina cited the degradation of mangroves as a critical environmental problem. Yet stretches of mangroves in both Ada and Elmina have been destroyed as a result of their indiscriminate felling. Reeds (*Typha sp*) are also important for the respondents in Ada. They are used for building and weaving and as a source of income to some residents in the community. Like mangroves, there has been a drastic decrease in their availability. In some countries, wetlands and their associated animal and plant resources have been harnessed for tourism development. Tourism could give local residents in both Ada and Elmina further impetus to conserve these very important resources.

### *Decrease in Numbers of Birds and Turtles*

Some of the respondents (10.0% and 4.0% in Ada and Elmina respectively) saw an apparent decrease in shore birds and marine turtles. In Elmina, respondents attributed this decrease to the degradation of the sources of food and habitats of the birds. For most of the residents in Ada

turtles are a taboo species and were in the past protected. However, in recent times they are being hunted for their meat by some residents. The educational activities of the Wildlife Division of the Forestry Commission and some NGOs in Ada have helped to curb this activity. Generally, the decrease in animal life is not a critical environmental issue to the respondents in either Ada or Elmina, most likely because they did not see any economic benefits in preserving them.

### *Industrial and Water Pollution*

Many residents believe industrial pollution is not an immediate environmental problem. The main industries in the area are associated with the exploitation of salt using evaporation pans. The discharge of non sodium salts after the evaporation process is a potential major environmental hazard. 2.5% of the total respondents in Ada as compared to 15.0 % in Elmina cited water pollution as an environmental issue.

### **Perception of Tourism by Host Community**

One objective of the study was to determine the kind of perception the local residents had of tourism. A comparative analysis of the perception of residents in Ada and Elmina can be found in Table 6. The statistical test used was chi-square ( $X^2$ ) and the decision rule was that differences in perception were significant if the computed  $p$  is less than 0.05. From the chi-square value on Table 6 the computed  $p=0.00183370$ . This means that the computed  $p < 0.05$ . Hence it can be said that there was a significant difference between the perception of tourism by the local residents in Ada and Elmina. The respondents from Elmina had a more favourable perception of tourism. For example, 57.5 % of residents were satisfied with the development of tourism in Elmina as compared to 26.0 % in Ada (See Table 6).

In Ada, as much as 24.0 % of residents were indifferent towards tourism development. Others have heard nothing about it. This could be because most of the residents of Ada seemed to have few links with the industry. Some, however, associate tourism with foreigners. Others also felt that tourism could lead to an overnight transformation in local economies- the provision of toilets and potable water and the construction of a sea defence wall. They are thus disillusioned because this is not happening at the pace that they anticipated.

Table 6- Statistical Analysis of the Perception of Host Community Towards Tourism

Perception	Ada		Elmina	
	Number	%	Number	%
Highly satisfied	8	10.0	20	25.0
Satisfied	13	16.0	26	32.5
Dissatisfied	28	35.0	14	17.5
Very dissatisfied	12	15.0	10	12.5
Indifferent	19	24.0	10	12.5
Total	80.0	100.0	80.0	100.0

Chi Square 17.12 - 0.00183370

Source: Fieldwork, 2004

Some existing literature has suggested that the attitudes of host communities towards tourism are correlated with such factors such as distance from tourism areas, degree of involvement in the industry and a variety of socioeconomic factors, and the stage of touristic development (Wall, 1996; Butler, 1980). In Ada, the areas with the highest interaction with tourists were Azizanya and Otrokpe (Figure 1). Yet these areas had the highest level of resentment towards tourism development. This may be due to the existing conflicts between the local people and some tourism plant developers. There was also very little interaction between the tourists and the hosts. However, the converse was true in Elmina. The areas around the Elmina castle where tourism interaction was highest also had the highest levels of satisfaction. It was clear that here the incidence of host-tourist interaction was higher and hosts seemed to derive some direct and indirect benefits and satisfaction from the tourists. Some of these include additional sources of income and improved infrastructure. However, over 30.0 % of respondents here were also unhappy with the way tourism was being developed in the area. These respondents appear to include a significant number of those who have no direct relationship with the industry.

Doxey (1976) suggests that as tourism evolves and intensifies, the host population goes through stages of euphoria, apathy, irritation and antagonism. The two destination areas seem to be at different stages of the evolutionary process. Elmina was generally euphoric while apathy seems to dominate the scene at Ada. It is clear from the above insights that these two destinations provide manifestations of early stages of development of the industry in the country. This development stage is akin to the involvement and development stages of Butler's Cycle on the evolution of



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tourist destinations (Butler, 1980). There is the need for more education on the real meaning of tourism, especially in Ada and a simultaneous putting in place of measures to mitigate the negative impacts.

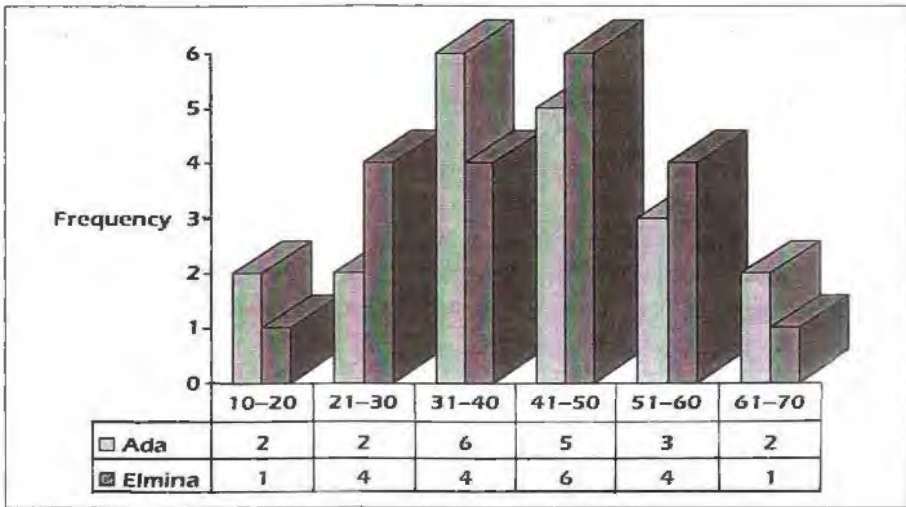
### **Perspectives of Guests/Tourists**

This section dilates on the following issues (i) socio-economic profile of tourists (ii) travel motivations of tourists (iii) problems faced by tourists within destination areas and (iv) perceptions and attitudes of guests towards tourism at Ada and Elmina.

#### *(i) Socio Economic Profile of Guests*

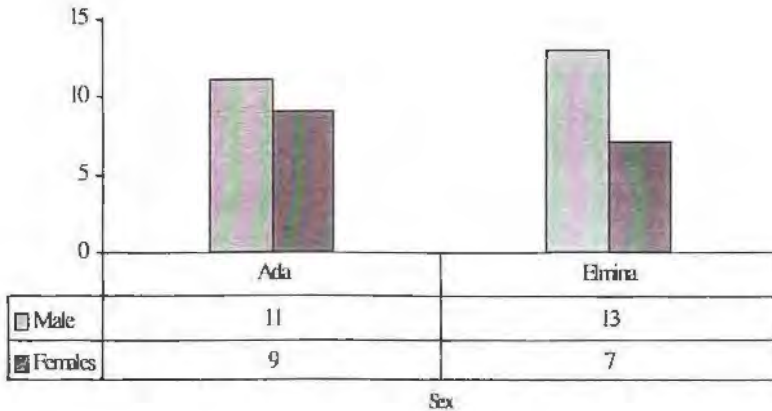
The age and sex distribution of the tourists can be found in Figures 8 and 9 respectively. For Ada, the age group with the highest representation was the 31-40 age group whilst in Elmina it was the 41-50 age groups. In both Ada and Elmina, there were more male tourists than females. The majority of tourists interviewed held white-collar jobs. This could be because generally people with white-collar jobs earn more and can afford the cost of leisure activities. Most of the students at the tourist sites were either on organised field trips or foreign students in Ghana.

Whilst there has been a lot of effort by both Governmental and Non Governmental Organisations (NGOs) to develop international tourism, obviously because of its foreign exchange potential, much attention has not been given to domestic tourism in Ghana. It is not surprising therefore that the number of Ghanaians visiting Ada and Elmina for the purpose of tourism was quite low (Table 8). These low levels are a reflection of the attitude of many Ghanaians towards leisure and recreation. This could be attributed to the generally low-income levels of most Ghanaians. To most Ghanaians tourism constitutes a very expensive pastime. The United Kingdom had the highest number of nationals visiting Ada for the purpose of tourism, whilst in Elmina it was the United States of America (USA).



Source: Fieldwork, 2004

Figure 6: Age Distribution of Tourists in Ada and Elmina



Source: Fieldwork, 2004

Figure 7: Sex Distribution of Tourists in Ada and Elmina

From the study, the number of tourists from the other African countries was quite low with Nigeria, Egypt and South Africa together contributing only 10.0 % and 15.0 % in Ada and Elmina respectively. It could be a good portrayal of the current economic difficulties affecting the African continent as a whole.

Table 7- Nationality of tourists in Ada and Elmina

Country	Ada		Elmina	
	N	%	N	%
Ghana	3	15.0	5	25.0
Germany	2	10.0	2	10.0
USA	4	20.0	6	30.0
United Kingdom	5	25.0	4	20.0
Israel	1	5.0	0	0.0
Netherlands	1	5.0	0	0.0
Denmark	1	5.0	0	0.0
Egypt	1	5.0	0	0.0
South Africa	0	0.0	1	5.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	<b>20</b>	<b>100.0</b>

Source: Fieldwork, 2004

### (ii) Travel Motivations of Tourists

A motive is an internal factor that arouses, directs and integrates person's behaviour (Iso-Ahola, 1980, in Crompton and McKay, 1997). The motivation for choosing a particular tourist site varied among the tourists. The choice of a particular tourist site depended on the reasons for the visit. For some tourists it was physical-for pleasure and refreshment, or cultural-out of interest in the host community, their traditions and historical places.

As is evident from the study, 45.0 % of tourists interviewed in Ada selected the Manet Paradise Beach Resort as the main motivation for visiting the community (Figure 7). Some of the reasons cited by the tourists for choosing this beach resort over the others were the "good hotel facilities in a remote and rustic environment", the Volta Estuary and the picturesque environment created by the hotel management. The increased popularity of this beach resort has been through word of mouth as visitors

return home with positive narrations about their experiences at the resort to friends and relatives. According to the management of the beach resort, a lot of money is also spent every year to pay for advertisements in foreign newspapers and on television stations.

The Volta Estuary and the islands in Ada motivated 25% of the domestic and international tourists to visit Ada. At the estuary, tourists observed the Volta River entering the Atlantic Ocean. Trips to the islands are organised by the Manet Paradise Beach Resort, the Ada Tourist Club and also by the local residents in canoes and smaller boats for a fee. At the Manet Paradise Beach Resort, a thirty-minute boat ride to the estuary and islands costs about 10 Ghana Cedis. Undeniably, many knew little about the existence of marine turtles and migratory birds in Ada. Although the management of some of the beach resorts occasionally organise turtle watch nights, no formal permission has been sought from the office of the Wildlife Division of the Forestry Commission in Ada. This makes such expeditions not only illegal but also unsafe for the marine turtles. It also defeats the ideals behind ecotourism development and reiterates the need for a working relationship between the tourist developers and the agencies concerned with biodiversity conservation.

From the study, the Elmina Castle was the main motivation for tourists visiting Elmina (50.0%) (Figure 8). This is not surprising, considering the efforts made by the government to promote the Elmina Castle as a major tourist attraction in Elmina. Major tourism conventions and festivals such as the Pan African Theatre and Arts Festival (PANAFEST) all have the Elmina Castle, which is one of the oldest in West Africa, as one of the major sites.



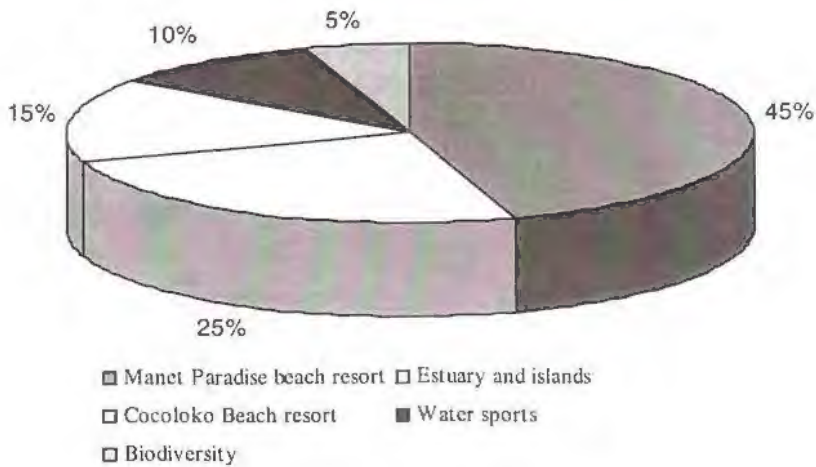


Figure 8: Reasons for Visiting Ada

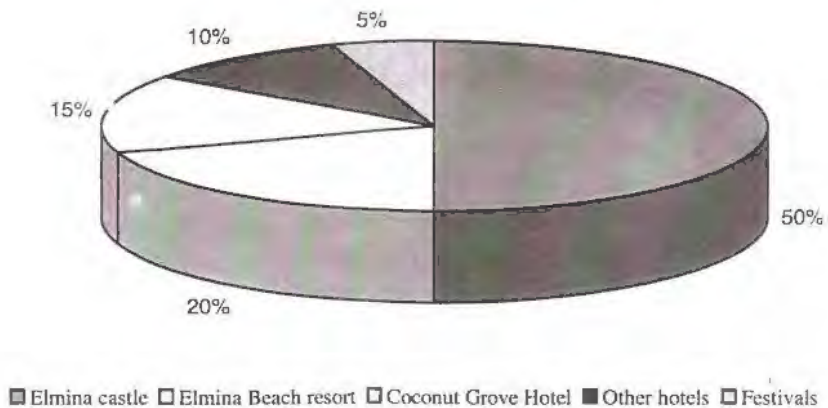


Figure 9: Reasons for Visiting Elmina

### (iii) Problems Faced by Tourists/Guests

Moving to a different location outside one's area of residence, even in the same region or country, is not without problems. The study identified some problems faced by the tourists in Ada and Elmina and these can be

found in Table 9 above. The most prominent among these problems for both Ada and Elmina was the issue of sanitation.

Table 9- Problems Faced by Tourists in Ada and Elmina

<b>Problem Identified</b>	<b>Ada (% of total )</b>	<b>Elmina (% of total)</b>
• Poor sanitation and dirty environment	30.0	40.0
• Expensive accommodation	15.0	20.0
• Intermittent electricity and water supply	20.0	10.0
• Attitude of Local residents	15.0	20.0
• Bad roads	10.0	5.0
• Poor telephone facilities	5.0	5.0
• Poor health facilities	5.0	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: Fieldwork, 2004

In Ada, 30.0 % of the tourists as compared to 40.0 % in Elmina complained of the poor sanitary conditions in the communities. The beaches in both communities were littered with domestic waste and human excreta, making swimming and strolling difficult. The open drains were also receptacles for sillage and liquid waste, worsening the already critical sanitation problems in the communities. Regarding the cost of the accommodation available, some tourists indicated that they could get better accommodation in East Africa, Northern America or Europe for the same rates they were charged here. As a result, they sometimes preferred to enjoy the food and other facilities at the hotels but sleep in cheaper guesthouses and hotels. There were others who preferred to return to Accra to avoid paying these expensive hotel rates. This means that the multiplier effect of tourist expenditures is considerably lower since there is a leakage of money out of the local economy into other areas such as Accra and Tema.

#### *(iv) Perceptions of Tourism by Guests*

Due to the problems such as poor sanitation faced by the tourists to Ada and Elmina, another objective of the study was to determine if these problems affected the attitudes/perceptions of the tourists towards tourism in Ada and Elmina.



Table 10: Attitude of Tourists Toward Tourism at Ada and Elmina

Attitude	Ada		Elmina	
	Number	% involved	Number	% Involved
Negative	6	30.0	2	10.0
Positive	14	70.0	18	90.0
<b>Total</b>	<b>20</b>	<b>100.0</b>	<b>20</b>	<b>100.0</b>

Source: Fieldwork, 2004

As evident from Table 10, tourists to Ada and Elmina generally had an overwhelming positive attitude towards tourism in these destinations. It is heart warming to note that on the whole, most of the tourists had a positive attitude towards tourism in Ghana. They voiced the opinion that the industry had a lot of potential if the issues aforementioned were dealt with. Apparently, the dissatisfaction was mostly linked to the problems such as the poor sanitary conditions mentioned in Table 9. However, more tourists had a positive attitude towards tourism in Elmina than in Ada. This could be because Elmina is better developed as a tourist destination than Ada. The results of the attitude test were then analysed statistically to determine whether there was any significant difference in perception of tourism between tourists in Ada and Elmina. The results can be found in Table 11. The percentages can be found in Table 12.

The Null Hypothesis ( $H_0$ ) tested was that there is no significant difference in the perception of tourists in Ada and Elmina towards tourism, while the Alternate Hypothesis ( $H_A$ ) was that there is a significant difference in the perception of tourists towards tourism in Ada and Elmina.

Table 11 – Statistical analysis of the perception of tourism by tourists in Ada and Elmina

Community	Highly dissatisfied	Dissatisfied	Satisfied	Highly satisfied	Total
Ada	1	5	10	4	20
Elmina	0	2	10	8	20
<b>Total</b>	<b>1</b>	<b>7</b>	<b>20</b>	<b>12</b>	<b>40</b>

Chi square – 3.62, p- value 0.3056709

Source- Field work, 2004

Table 12- Perception of tourism by tourists in Ada and Elmina (%)

Level of satisfaction	Community (%)	
	Ada	Elmina
Highly satisfied	20.0	40.0
Satisfied	50.0	50.0
Dissatisfied	25.0	10.0
Highly Dissatisfied	5.0	0.0

Source: Field work, 2004.

The statistical test used was chi-square ( $X^2$ ) and the decision rule was that differences in perception were significant if the computed  $p$  is less than 0.05. From the chi-square Table (Table 11), computed  $p=0.3056709$ . This means that the computed  $p > 0.05$ . Therefore  $H_0$  is accepted and the  $H_A$  is rejected. The results showed there is no significant difference in the perception of the tourists towards tourism in Ada and Elmina. The high positive attitude of tourists indicated the high rating of both Ada and Elmina as tourist sites. Most of the tourists were willing to make return visits to these tourist destinations despite the problems they encountered.

## Conclusion and Recommendations

It is obvious that the coastal zone holds immense potential for tourism development in Ghana. Unfortunately, the zone experiences many environmental problems such as erosion, poor sanitation, loss of wetlands, mangroves and fisheries and animal life. In spite of these, resources such as beach resorts, animal life, colonial forts and castles, continue to serve as incentives, important attractions, and motivators for tourism development and visitations.

One remarkable finding of the study is that whilst the majority of the tourists are satisfied with tourism, many of the local residents are not. Apparently, the high expectations of tourism as a vehicle for economic development have not been realised. This is in harmony with the findings made by Teye *et al* (2002). These findings have both theoretical and practical significance.

According to Wall (1996) and Butler (1980), the attitudes of the host community towards tourism are correlated with factors such as distance from tourism areas, degree of involvement in the industry and a variety of socioeconomic factors, and the stage of touristic development. The results

revealed that whilst this was true in some areas. It was not a general phenomenon. However, whilst it is heartening to know that the attitudes of residents in both Ada and Elmina towards tourists had not reached extreme levels of irritation and apathy (Doxey, 1976), it is still important to institute mechanisms that will prevent this from happening. From a practical perspective, the findings provide the basis for arguing for a greater participation of local residents in tourism development within destination areas. To this effect, a number of recommendations have been made by the study:

First, the current trend in many countries is for a limited role by government in tourism development. Government acts as facilitator for the private sector to operate optimally. For certain obvious reasons, however, the government in Ghana still plays a major role in tourism development. The Ministry of Tourism is the policymaking body of the tourism sector and its implementing agencies are the Ghana Tourist Board (GTB), the Ghana Tourist Development Company (GTDC) and the Hotel, Catering and Tourism Training Institute (HOTCATT). It is recommended that the government and its agencies ensure that tourism is planned and managed in a manner that minimises damage to the natural environment. This could be done through developing tourism with an integrated or holistic approach, taking into consideration not only socio-economic issues but also the implementation and maintenance of appropriate environmental standards and principles. In the study area, this involves integrating tourism into coastal zone management. Conservation and preservation of resources; respect for local norms and practices and mutual coexistence between hosts and guests should be seen as some of the most critical sustainable development issues. Equally important is the continuous monitoring of the physical/environmental, economic and socio-cultural impacts of these developments with a view of enhancing their positive outcomes and minimising their disbenefits. Local involvement in the planning and management of these destinations is highly recommended to provide avenues for regular interaction between developers and the local people. Mutual trust and confidence building resulting from these interactions could facilitate smooth and sustainable operations of facilities.

There should also be mechanisms to plough back some of the benefits of tourism into the communities. The people in the community and the natural environments within these communities should be seen as

benefiting from dividends accruing from tourism development. Tourist sites should not be operated as “enclaves” to the host community. Ways must be found to increase access to these sites by local residents. It is apparent that some of the disagreements between the residents and tourists/tourism developers were as a result of this protectiveness. In this regard, mutual coexistence between the various stakeholders should be deemed as the guiding principle that could facilitate the sustainable development of tourism within the coastal regions.

Incentives such as reducing admission fees for local residents can be considered. This will further improve the relationship between the residents and facility providers. There is the need to educate residents about the concepts, benefits and problems of tourism development through the use of popular media such as radio, T.V., newspapers and magazines, and even village meetings. This will enable them have a more realistic view of tourism development within their communities.

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