

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF BUSINESS, KNUST

**ASSESSING THE SOCIO-ECONOMIC IMPACTS OF COMMUNITY-BASED
ECOTOURISM IN SOME SELECTED COMMUNITIES IN THE ASHANTI
REGION**

BY

JONES OPOKU BOAMAH

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION IN
STRATEGIC MANAGEMENT AND CONSULTING TO THE DEPARTMENT OF
MARKETING AND CORPORATE STRATEGY, KNUST SCHOOL OF BUSINESS.**

AUGUST, 2016

DECLARATION

I hereby declare that, this thesis entitled: **Assessing the Socio-Economic Impacts of Community-Based Ecotourism in some selected communities in the Ashanti Region** is the result of my own research under constant supervision. This was done in accordance with the requirements of the University for the Award of Master of Business Administration (MBA). Nonetheless, the works of other authors that were consulted and adapted into this document have been duly acknowledged. This thesis is therefore not a duplicate of an original ever presented for the award of a degree.

Jones Opoku Boamah
(PG2109014)
Name of Student

.....
Signature

.....
Date

Madam Mariama Zakari
Name of Supervisor

.....
Signature

.....
Date

Certified by:

Dr. Wilberforce Owusu Ansah
Head of Department

.....
Signature

.....
Date

DEDICATION

With much love I dedicate this work to my ardent wife and daughter, Mrs. Ruth Opoku Boamah and Yaa Opoku Boama Boatemaa for their understanding, care and support.

and

All those that have the will to continue making our local communities a better place to live in

ACKNOWLEDGEMENT

First and foremost, I would like to give thanks to the Lord God Almighty for his immaculate guidance and His unmerited grace in my life. Am most grateful for how far He has brought me. I would also like to extend my gratitude to my supervisor Madam Mariama Zakari, for her critical feedbacks, guidance and helpful comments throughout this thesis. Again an important appreciation goes to all professors, lecturers, staff and fellow students at the KNUST Business School especially MBA Strategic Management and Consulting Class. Indeed, you guys have made my two-year studies at KSB a success in particular, Mr. Isaac Owusu Brenya, I say God richly bless you.

This thesis was made possible by the ardent input of the people of Kubease, Kumawu and Owabi / Esaase especially Nana Osei Kofi the Chief of Kubease and all the community members who sacrificed their time volunteer responses during data collection.

My sincere gratitude also goes to Forestry Research Institute of Ghana (FORIG), Ghana Tourism Authority (GTA) and Wildlife Division of the Forestry Commission for granting me audience during my interview section. Special thanks goes to Mr. Kwadwo Amoah and Mr. James Oppong of Owabi Wildlife and FORIG respectively for their enthusiastic support, may God richly bless you. To Jocelyn Adom Frimpong, I say may God replenish everything you have invested towards the success of this dissertation.

Finally, this gratitude cannot be completed without extending it to my beautiful family which has always been strength of character to my accomplishment and I cannot thank them enough for all the encouragement and readiness to support.

ABSTRACT

The Community Based Ecotourism destination of the selected communities in the Ashanti region has witness tremendous attraction over the years from both domestic and international tourist. This paper critically assesses the socio-economic implications of the ecotourism development in the lives of the people in the selected communities. In particular, the level of public awareness, major contributing factors to the socio-economic impact of ecotourism and the level of local participation of the residents towards ecotourism development were examined. Data were collected by the combination of structured questionnaires, direct field observation and interview from key stakeholders including, the host communities, tourists, wildlife division of the Forestry Commission, Ghana Tourism Authority and FORIG. In all, one hundred and fifty (150) respondents were contacted. The study involved the use of both qualitative and quantitative design to gather the information. Although, findings reveals that, level of awareness is high in the community but below average outside the locality. The results from the regression analyses carried out on the impact of participation on the social and economic wellbeing of community members within the ecotourism sites show that the wellbeing of the members have improved. Also, ecotourism potentials within the three areas have the capacity for job creation, poverty reduction, economic growth and general transformation of the area if all the stakeholders such as the government, NGOs, individual and the general public are committed to the development of this worthy industry by improving the existing infrastructure, enhance image of the destination and intensify the level of awareness. The study recommends that stakeholders must initiate the promotion of tourism awareness programmes in the region; an expansion in the local tourism industry to ensuring massive community participation and the development of attraction sites.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS AND ACRONYMS	xii
CHAPTER ONE	1
GENERAL INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Problem Statement.....	5
1.3 Research Objective	6
1.3.1 Specific Objectives	6
1.4 Research Questions.....	6
1.5 Justification of the Study	7
1.6 Scope of Study	8
1.7 Limitations of the Study.....	8
1.8 Organization of Study	9
CHAPTER TWO	10
LITERATURE REVIEW	10
2.1 Introduction.....	10
2.2 Global Tourism Overview	10
2.3 Tourism in Ghana	12
2.4 Community-Based Ecotourism.....	13
2.5 Conceptual Framework of Community-Based Ecotourism.....	14
2.6 The Impacts of Ecotourism.....	14
2.6.1 Social impacts of Ecotourism	16
2.6.2 Economic Impacts of Ecotourism.....	19
2.7 Typologies and Levels of Community Participation.	20

2.8	Unravelling Ecotourism Meaning.....	21
2.9	Involvement of Community Stakeholders in Ecotourism.....	23
2.10	Community-Based Participation in Ecotourism	23
CHAPTER THREE		26
RESEARCH METHODOLOGY		26
3.1	Introduction.....	26
3.2	Research design (Case Study).....	26
3.2.1	Mixed Methods Research: Merging Qualitative and Quantitative Research.....	27
3.3	Population of the Study.....	28
3.4	Sampling Technique and Sample Size.....	29
3.5	Sources of data.....	31
3.6	Data Collection methods.....	32
3.6.1.	Primary Data	32
3.7	Qualitative Method of Data Collection.....	33
3.7.1	Qualitative Interviewing (Semi-Structured Interviews).....	33
3.7.2.	Quantitative Methods.....	34
3.7.3	Self-Completion Questionnaire	34
3.7.4	Observation	35
3.8	Secondary Data	36
3.8.1	Document Analysis	36
3.9	Pre-testing	37
3.10	Data analysis	37
3.11	Ethical Consideration.....	38
3.12	Profile of the Study Area	39
3.12.1	Physical Features	40
3.12.2	Tourist Attractions	40
3.12.3	Population of the Region	41
CHAPTER FOUR.....		42
ANALYSIS OF DATA AND DISCUSSION OF FINDINGS		42
4.1	Introduction.....	42
4.2	Demographic Information of Respondents.....	42
4.2.1	Gender.....	44

4.2.2	Age.....	44
4.2.3	Religious Affiliation	44
4.2.4	Education	45
4.2.5	Occupation	45
4.3	Public Awareness and Interest	47
4.3.1	Motivations in visiting Ecotourism Sites	48
4.3.2	Assessment of Level of Satisfaction to Ecotourism Site by local Residents	49
4.3.3	Recommendation of the Ecotourism site to other People	50
4.4	Participation of Local Residents in the Development, Preservation and Management of Ecotourism.	51
4.4.1	Reasons for Non-Involvement of Local People in the Development, Management and Preservation of the Site.	52
4.5	Social and Economic Impact of Community Based Eco-tourism.	53
4.5.1	Socio- Economic Situation of the Community Before the Establishment of the Community Based Ecotourism Site	53
4.5.2	The Current State of Social and Economic activities of Ecotourism in the lives of the People and the Community.	54
4.6	Ecotourism Impacts on the Lives of the People in the Community	57
4.7	Empirical Results on the Impact of Participation on Social and Economic Wellbeing.....	59
4.7.1	Model Summary of Regression for Social impact (Response) against Level of Participation (Predictor) of Community Members in Ecotourism	61
4.7.2	Model Summary of Regression for Economic impact (Response) against Level of Participation (Predictor) of Community Members in Ecotourism	63
4.8	The impact of Participation on the Social and Economic Wellbeing of Communities within which Ecotourism sites are Located.....	64
4.9	Major Contributing Factors toward Ecotourism Development	64
CHAPTER FIVE		67
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS		67
5.1	Introduction.....	67
5.2	Summary of Findings.....	67
5.2.1	The Level of Public Awareness and Interest of Ecotourism in the Community	69
5.2.2	Participation of Local Residents towards the Development and Management of Ecotourism in the Community	69

5.2.3	The State of Social and Economic Impact of Ecotourism in the Region.....	70
5.2.4	Factors Contribute to the Social and Economic Impact of Tourism in the Community as a Preferred Tourist Destination	72
5.3	Conclusion	73
5.4	Recommendations.....	76
5.5	Suggestion for further Research.....	77
REFERENCE		78
APPENDICES		85

LIST OF TABLES

Table 2.1:	Social Impacts of Ecotourism	18
Table 2.2	Economic impacts of Ecotourism	19
Table 2.4:	Visitation to Kakum National Park Canopy Walkway -.....	25
Table 4.2:	Occupational Activities of Respondents	45
Table 4.3:	Length of Stay in the Communities	46
Table 4.4:	Level of Awareness of Community- Based Ecotourism in the Community	47
Table 4.5	Motivation to Visit Ecotourism Site (Reasons)	48
Table 4.6:	Assessment of the level of Local Satisfaction to Ecotourism Site.....	49
Table 4.7:	Level of Participation of Respondent in Ecotourism Activities	51
Table 4.8	Reasons for Local Residents not Participating in the Development, Preservation and Management of the Site	52
Table 4.9:	Socio-Economic situation of the Community before the Establishment of the Community-Based Ecotourism Site.....	54
Table 4.10:	Social Impact of Ecotourism on the Residents and the Community	56
Table 4.11:	Economic Impact of Ecotourism on the Residents and the Community	57
Table 4.13:	Social Impact against Community member's Participation Level	61
Table 4.14	Economic impact against community member participation level.....	63
Table 4.15:	Major Factors Contributing to the Economic Impacts of Ecotourism.....	65

LIST OF FIGURES

Figure 4.1: Recommendation of the Site	50
Figure 4.2: Current States of Social and Economic activities of Ecotourism in the Lives of the People and the Community	55

LIST OF ABBREVIATIONS AND ACRONYMS

BFBS	Bobiri Forest and Butterfly Sanctuary
CBE	Community-Based Ecotourism
CEO	Chief Executive Officer
FORIG	Forestry Research Institute of Ghana
GDP	Gross Domestic Product
GSS	Ghana Statistical Service
GTA	Ghana Tourism Authority
LDCs	Less Developed Countries
KNUST	Kwame Nkrumah University of Science and Technology
NGO	Non- Governmental Organization
NTDP	National Tourism Development Plan
OECD	Organization for Economic Co-operation and Development
PPT	Pro – Poor Tourism
SPSS	Statistical Package for the Social Sciences
TG	Tour Guide
TIES	The International Ecotourism Society
USAID	United States Agency for International Development
UNWTO	United Nations World tourism Organization
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization
WWF	The World Wide Fund for Nature

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Introduction

Over the years, tourism as a global phenomenon has experienced an accelerated growth and expanded in diversity as one of the fastest developing industry in the world particularly in the developed economies. Tourism is therefore not a new phenomenon. Smith (2004) cited by Stephen J. Page in his book, *Tourism, a Modern Synthesis* (2009) states that, tourism and travel have been part of the human experience for millennia. Modern tourism is deeply connected to advancement and encompasses a developing number of new destinations. These changes have moved tourism toward vital components of social and economic advancement (UNWTO, 2008).

According to the World Travel and Tourism Council (WTTC), (2010) tourism has become one of the major players in international commerce and represented at the same time one of the main sources of income for many countries especially the developing nations. This development runs as an inseparable unit with a increasing expansion and competition among destinations.

Tourism is one of the leading sectors in the world and employs 127 million people (one in fifteen workers around the world). Tourism creates huge income and accounts for 12 percent of the world gross domestic product (GDP) and can in this manner be the main thrust for economic improvement of communities or groups that would some way or another have restricted advancement opportunity (Amelie and Damien, 2014). It is interesting how tourism gradually is becoming a reliable tool for developing countries especially in terms of social and economic and environmental development with nature-based tourism leading the path.

Beginning in the 1980s, efforts were made to transform mass tourism into a more sustainable and beneficial force both for the environment and the communities. Subsequently, concerns with environmental degradation, global warming and growing disparities between the haves and the have-nots led to a new paradigm within tourism and gave rise to the 'greening' of this industry in the late 1980s Martain-Haverbeck, (2006). "This new paradigm produced a host of more 'ethical' tourism such as sustainable tourism, green tourism, pro-poor tourism, ecotourism, cultural tourism, responsible tourism, volunteer tourism and community-based ecotourism" (Miller, 2008:2). These seek to sustain tourism resources, protect the environment and provide benefits for the local people and most importantly empower local community.

Ecotourism, on the other hand as a concept and practice, has come as paradigms of ecological transformation and sustainable development over the last three decades. Community- Based Ecotourism (CBE) has come as one of the most promising methods of integrating natural resource conservation, local income generation and cultural conservation in the developing world (Miller, 2008).

In Community-Based Ecotourism, it is the local people who take control over the management and development of tourism hence the empowerment of the local community. Among several countries worldwide where tourism aimed at engaging local people in the management of tourism at destinations is Ghana. CBE in Ghana came to the public domain in 1996 towards developing economically and socially sensitive areas in rural parts of the nation (UNWTO, 2001). It's essential philosophy is to minimize the negative effect on nature, stand for local culture and effectively adding to the economic wealth of the host communities as well as relevant stakeholders concerned.

Ecotourism is another preferred type of tourism that is reliably picking up grounds on a worldwide scale during the past few years (UNWTO, 2001). The development of community-based ecotourism for instance in the Ashanti region has been the most grounded in the domestic market in the past ten years because of the positive economic impacts it brings to the people in the region. The numerous economic advantages it brings to the local communities have made it an undeniably essential industry in Ghana, East and Southern Africa (UNWTO, 2001).

Tourism has the potential to contribute to a high level of economic and social development. Nonetheless, if tourism development is not properly planned and managed, the resulting outcome will surely exceed the generally usefulness of its development, especially the danger of anguish from spontaneous or ill-conceived tourism incorporate coastal regions, little islands, mangroves, beaches, mountain territories and desert locales.

However, tourism itself creates a bunch of negative impacts. It is a shaky wellspring of pay to a large extent impacted by components, for example, political instability and climate (Boo, 1990). The industry is frequently responsible for damaging the environment and local cultures. A portion of the ecological effects of tourism include aircraft emission, noise commotion, stretched out water utilization, water contamination by sewage and litter, and increased stress on endangered species (Goodwin, 2000). Appropriate planning assumes a key part in the fruitful improvement of tourism. The main challenges confronting eco-tourism destinations in most developing countries are; absence of framework, difficulties in access, political weakness, ineffective marketing and absence of readily visible natural features (Honey, 2008) of which Ghana is no exception.

Ecotourism has the potential to turn into a driver of sustainable tourism improvement and also grant the opportunity for the advancement of the stalled, marginalized and rural areas

leading to poverty alleviation. It stimulates economic growth and community wellbeing of the people and at the same time preserving the natural environment as well as cultural tradition through awareness creation.

Community-Based Ecotourism provides better linkages, reduce leakages of benefits out of a destination, creates local employment, creates multiplier effects and fosters sustainable development (Khan, 1997; Belsky, 1999). The benefits from community-based ecotourism obviously range from individual through community to national in terms of employment creation, foreign exchange earnings and hence improving the welfare of the local people.

Ecotourism has both positive and negative consequences, along these lines local communities who bear the weight of such responsibilities ought to be at the centre of ecotourism investigation (Gilbert, 2007). Nonetheless, existing research in Ghana to a great extent ignores the effect of socio-economic development of ecotourism in the lives of the host communities. It creates monetary opportunities for both the formal and informal sectors of the economy. For instance, the collective rights conceded along with the establishment of Bobiri Forest Reserve give the general population of Kubease access to utilize the forest resources to meet their livelihood needs.

According to Forestry Research Institute of Ghana (FORIG), (2011) these rights make it basic to include the community in the preservation and sustainable management of the forest resources. This goes a long way to guarantee the support of ecological strength and the continuous flow of the optimal benefits from the socio-economic goods and services that the reserve provides to the resource managers and users, now and in the future.

With reference to this benefit, poverty is still a challenge to some residents of these communities because of diverse range of reasons. This means that some people in the communities are still unprotected even with the development of ecotourism sites.

Some still perhaps view tourism as a threat to their livelihood rather than being beneficial. Therefore to maximize such benefits, there is the need to carry out an assessment on the social and economic impact of ecotourism development in the communities in order to project the way forward in the region for tourism.

1.2 Problem Statement

Ecotourism, simply like any other type of tourism has for some time been considered as a potential means for socio-economic development and restoration of rural areas particularly in communities that are affected by the decline of traditional agricultural activities. The issue of poverty is enormous in several communities in Ghana particularly in rural areas where accessibility in terms of finance is poor (Eshun and Tonto, 2014)

The development of ecotourism sites in Ashanti region particularly, Bobiri Forest and Butterfly Sanctuary at Kubease, Owabi Wildlife & Birds Sanctuary at Owabi and Bomfobiri Wildlife Sanctuary in Kumawu in the poverty-stricken communities among others is to mitigate the level poverty and further enhance economic lives of the people in the various catchment areas so as to improve the living standards of these communities (Forest Services Division, 2012).

It is also largely for this reason that the community based ecotourism concept was created by the International Ecotourism Society (TIES), (2012) to advance the course of socio-economic conditions of the rural people. Having operated for a number of years, it is only justifiable and imperative to assess its impact in the lives of the people in the some communities. The central objective of this research work is therefore to assess the extent to which the existence of community based- ecotourism has impacted on the socio-economic lives of the people in the host communities.

1.3 Research Objective

The main objective of this study is to assess the socio-economic impacts of ecotourism in the lives of the local residents in the selected communities in the region.

1.3.1 Specific Objectives

To pursue the objective of this study, the following specific objectives were also set.

1. To examine the level of public awareness and interest of ecotourism in the community.
2. To determine the state of participation of local residents towards the development and management of ecotourism in the community.
3. To assess the level of social and economic impact of ecotourism in the community.
4. To identify factors that contributes to the social and economic impact of ecotourism in the region as a preferred tourist destination.

1.4 Research Questions

This research seeks to provide answers for the following questions;

1. What is the level of public awareness and interest of ecotourism in the community?
2. How has the participation of local residents towards the development and management of ecotourism been in the community?
3. What is the level of social and economic impact of ecotourism in the region?
4. What factors account for the contribution of socio - economic impact of tourism in the region as a preferred tourist destination?

The Null and alternative hypotheses of this study are presented as follows:

Social impact

H₀: There is no linear relationship between social wellbeing and participation level

H₁: There is linear relationship between social wellbeing and participation level

Economic impact

H₀: There is no linear relationship between economic wellbeing and participation level

H₁: There is linear relationship between economic wellbeing and participation level

1.5 Justification of the Study

The contribution of community-based ecotourism to the socio-economic development of the local and host community are remarkable. Therefore it receives funding from donor agencies such as USAID, the World Bank, UNWTO among other (GTA, 2006). This research is justifiable because, the outcome of the study will be used by the Metropolitan, Municipal and District Assemblies (MMDAs), Non-Governmental Organisation (NGOs), Government and other tourism development agencies in their planning and decision making process so that a well- informed decision and policymaking can be made. The management of the area under study and its stakeholders can also fall on the outcome of this study as a policy document to enhance their future set goals.

The findings of the study will add to the existing literature on Community Based Ecotourism in the country. It will also help educate and enlighten people who have little or no knowledge about the concepts of community based ecotourism and their contribution to the socio-economic development of a community in particular and the country as a whole.

1.6 Scope of Study

The scope of study looked at communities with ecotourism development in the Ashanti region. It focused on three major sites. They are; Bobiri Forest and Butterfly Sanctuary at Kubease in the Ejisu Juaben Municipality, Bomfobiri Wildlife Sanctuary at Kumawu in the Sekyere Afram Plain District and Owabi Wildlife and Birds Sanctuary at Owabi near Akropong in the Atwima Nwabiagya District of Ashanti.

1.7 Limitations of the Study

This study could not cover the entire region because of a number of limitations which include the following; first of all, the respondents including “villagers”, shopkeepers, taxi drivers and community leaders do not keep any documented records. Their answers provided during interview were based on their assessment of the situation and recall memory.

Secondly, the investigator of the study has limited resources in terms of time, manpower, money and language to meet the time frame allocated to this research by the school academic board which thus requires extra effort from the researcher to strategically plan to get optimum results within the required time period.

Thirdly, the Government officials in the service of the state have to abide by certain set of service rules and regulations. Hence, any question put before them through the questionnaire, having political nature or the one that exposes the government makes them evasive or unwilling to answer very closer to the truth, especially in the open ended questions.

Furthermore, the location of the case study, BFBS in the Ejisu – Juaben Municipality, Owabi Wildlife Birds sanctuary at Owabi near Akropong and Bomfobiri Wildlife Sanctuary at Kumawu are quite a distance from the researcher’s current location in the region. It thus

involves a lot of money not only for transportation but also providing sufficient questionnaires for each sample of the population.

1.8 Organization of Study

The research is logically organised and grouped into chapters, appendices and references. Chapter One consists of the background of the study, statement of problem, research objectives, research questions, justification of the study and limitations of the research.

The Second Chapter reviewed related works from other authors as well as books, quotes, journals and similar literature done in this area of study. It also included the theoretical and conceptual frameworks that were used by the researcher for the study. It highlights on Global Tourism overview, Tourism in Ghana, the impacts of ecotourism and the stakeholders involvement or participation.

Chapter Three comprised the detailed information of the methodology used for conducting the research and the study area under consideration. It included the research design, population of the Study, sampling techniques and sample size and method of data collection.

The analysis and presentation of data were presented in Chapter Four.

The Final Chapter of this study is made up of summary of the research; discussion of the findings, conclusion and presentation of recommendations that were made by the researcher.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed materials on Global Tourism overview, Tourism in Ghana, Conceptual Framework of ecotourism, the impacts of Community-Based Ecotourism. Also included in this chapter are, Definition of Terms, Stakeholder participation and information on other Ecotourism Sites in the Ashanti Region, among others.

2.2 Global Tourism Overview

Tourism has become a global and profoundly socio-economic and environmental activity in both developed and developing countries. It has become the fastest and highest growing sector globally, and stimulated other sectors such as agriculture, finance and manufacturing (WTTC, 2014). The President and Chief Executive Officer (CEO) of World Travel and Tourism Council, Mr. David Scowsill has stated that the measure of money spent by international tourists, rose by 3.9% at a global level year on year basis to US\$1.3trillion in 2013. Travel & Tourism total contribution to the global economy rose by 9.5% to US \$7 trillion, not only outpacing the wider economy but also growing faster than other significant sectors such as financial and business services, transport and manufacturing. He explained further that in total, nearly 266 million jobs were created by Travel & Tourism in 2013 with a predicted growth rate of over 4% annually. The industry is very viable therefore investors and practitioners are encouraged to see the tourism sector as a boost in growth and development for many countries. This development has really motivated lots of countries and communities who have the potentials and the economic foresight to capitalise on this to earn more revenue to their economy.

In Nepal, tourism is one of the biggest foreign exchange earners with total earning of USD330 million in 2010, whereby average income per tourist per day is USD43.2. The average length of stay per tourist is 12.67 days and despite this huge amount of money, tourism is not creating the expected positive impact in Nepal rather the negative impacts are more glaring due to the diversion of the revenue generated by tourism into other matters outside the development of the communities. Tourism is not contributing much to the development of larger communities, rather inducing many negative impacts on them. Several studies in Nepal pointed out that “unplanned or ill- planned tourism development is responsible for the numerous problems of environmental degradation, waste generation, pollution, and loss of socio-cultural values and traditions” (Chan & Bhatta, 2013 P. 70 - 71).

Also in Nigeria, official records estimated that, the revenue generated from tourism is about N1, 232.2 billion equivalents to 3.3percent of the country’s GDP in 2011(Tunde, 2012).

According to Javier and Elazigue (2011) the Philippine tourism sector has been contributing to poverty alleviation through the creation of rural employment. Tourism direct contribution to Philippine’s GDP is around 2% and employment generated is around 1.5 million jobs in 2006. There were over 3.49 million people directly and indirectly employed in the tourism sector alone.

In Trinidad and Tobago, the government efforts to develop tourism were highly encouraged. They focused on a new approach to tourism which they named “pro-poor tourism”, which looked at unlocking opportunities for specific groups within the society (Lewis & Brown, 2004). Pro-poor tourism (PPT) is defined as tourism that generates net benefits for the poor (Ashley et al, 2001). Despite the oil revenue which is the main stay of the economy, records has it that poverty and unemployment are still high in this small Island and the government is extending her tentacles to curbing these social ills. The importance placed on tourism as an

enabling sector to reposition Trinidad and Tobago was emphasized in their Vision 2020 tourism development plan document which stated that by the year 2020, the Trinidad and Tobago tourism product will be a significant economic sector contributing significantly to the nation's GDP, through job creation and increased revenues, driven by a uniquely differentiated, internationally competitive product, complemented by comprehensive, fully functional physical infrastructure, modern, competitive institutional framework and supported by the people of Trinidad and Tobago (Lewis & Brown, 2004).

According to the World Travel and Tourism Council (WTTC, 2010) in Kenya, the direct contribution of Travel and Tourism to GDP was KES167.6 billion equivalent to 5.7% of the country's GDP in 2011 and 13.7% when it reaches her full impact level.

In Sri Lanka, the contribution of Travel & Tourism to Gross Domestic Product (GDP) was 7.5% (LKR407.5bn or US\$3,388.1mn) and created 503,000 jobs in 2009 (Ranasinghe and Deyshappriya, 2009).

2.3 Tourism in Ghana

Tourism in Ghana has turned into a major socio-economic activity and a prominent amongst the most imperative yet fastest developing sectors of the Ghanaian economy. Ghana's economy which is to a large extent an agro-based was in the past seen as the main stay of the economy is declining in foreign reserves, depreciation of the cedi and fluctuating growth. Over 32 out of the 55 World Bank-financed projects that upheld protection activities in Africa between 1988 and 2003 included Community Based Ecotourism Sites (CBEs) (Kiss, 2004). Ghana remains a pioneer in the field of CBE in Western Africa in terms of both mitigating neediness and checking resource consumption (Eshun and Tonto, 2014).

Ghana has more than twenty-three (23) protected areas as national parks, resource reserves, wildlife sanctuaries and wetland sites. Tourism is one of the vital sectors of the Ghanaian economy. Traditionally, the major foreign exchange earners of the Ghanaian economy were gold, timber and cocoa. As of now, tourism is positioned fourth in terms of foreign exchange earnings for the country after gold, timber, cocoa. Remittances from abroad used to be at the fourth position in 2004 (GTA, 2010).

According to the Ghana Tourism Authority (2004), tourism contributed 3.7% to GDP, with a multiplier effect of 4.9% on income and gave immediate employment to more than 30,000 individuals. In 2007, the industry offered direct employment to nearly 600,000 individuals and exactly 147,000 indirect employments. Direct contribution of tourism to the GDP in 2014 was 6.9%, a reduction in the previous year's figures.

2.4 Community-Based Ecotourism

It is defined by World Wide Fund (WWF) (2001), as "a form of ecotourism where the local community has substantial control over, and involvement in its development and management, as well as a major proportion of the benefits remain with the community" (p. 2). A community-based way to deal with ecotourism perceives the need to advance both the quality of life of people and the conservation of resources. It is presently perceived in parts of Africa for instance that, local people should be rewarded for the loss of access to resources they endure when wildlife parks are made (Sindiga, 1995). There was little commitment to supporting the rights of indigenous peoples to benefit from their traditional lands and wildlife. "A useful way to discern responsible community-based ecotourism is to approach it from a development perspective, which considers social, environmental and economic goals, and questions how ecotourism can meet the needs of the host population in terms of improved living standards both in the short and long term" (Cater, 1993, p. 85-6).

In the meantime, Lindberg et al. (1996), take an economic point of view when they inspect ecotourism contextual analyses from Belize City, formerly British Honduras. While they consider the degree to which ecotourism creates monetary advantages for local communities, they don't represent how the more prominent measure of cash entering communities may be conveyed, or how communities are being influenced socially and culturally by the ecotourism wanders. Indeed, even where ecotourism results in economic benefits for the local community, it might bring about harm to social and cultural frameworks accordingly undermining individuals' general personal satisfaction (Wilkinson and Pratiwi, 1995).

2.5 Conceptual Framework of Community-Based Ecotourism

The International Ecotourism Society (TIES) defined “ecotourism as responsible travel to natural areas that conserves the environment and sustains the well-being of local people”. They went ahead to define Community-based ecotourism as a “form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community” (World Wide Fund for Nature, 2001.P2)

McCormick on the other hand, defined ecotourism as a purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to the local people (McCormick, 1994).

2.6 The Impacts of Ecotourism

Ecotourism has been identified as a sector that would contribute to conservation efforts and community development. However, ecotourism may outwit or discourage the conversion of forest to agricultural land and the industry might result in negative social, cultural and economic impacts Stem et al. (2003). It is therefore, wise for communities to diversify the

local economy without relying too much on ecotourism for their livelihood. Morgan et al. (2000) argued that, travel and tourism to distant places of the world continues to grow. Such growth results in increased number of visitors to natural areas thereby resulting in increasing pressure on both the natural environment as well as the other visitors to the area.

According to Butler (1999), with regard to tourism, the market does not protect the environment on which it depends. Businesses that rely on tourism care about short term profits and little about social and environmental needs. Therefore, for the tourism to thrive it is necessary that space, culture and people in the form of distinctive localities and ways of life are commodified. Whiles tourism may have positive impacts such as the promotion of certain aspects of inter-cultural communication, the stimulation of the expression of traditional wear, the growth of local entertainment, the promotion and conservation of biodiversity, historical and cultural sites, some of its negative impacts are an over-dependence on foreign tourists thereby resulting in price hikes that are beyond the affordability of local inhabitants, prostitution, indecent dressing, drugs taking and an increase in school dropouts (Meethan, 2001).

The negative impacts as listed in Wearing et al. (1996) are: high financial leakages, the distortion of local social values and customs by foreigners, the creation of unstable employment as a result of seasonal tourism products, the decline of traditional activities such as farming owing to competition with tourism for space, an increase in prostitution and crime, an increase in the cost of living for the local community, a heightened resentment towards visitors as they may be perceived to be receiving preferential treatment and discontentment.

2.6.1 Social impacts of Ecotourism

Although still scarcely studied, social aspect of ecotourism is now well established as a field of academic enquiry. The academic study of ecotourism has focused on very specific issues. According to Weaver and Lawton (2007), the literature on ecotourism can be organized into at least three research macro-themes. First, research has focused on the segmentation and expansion of the subject along with products, venues, activities and markets.

Second, a special effort has been made to understand the impacts of ecotourism, particularly the effects of wildlife viewing, and the potential for community based models to optimize social and cultural impacts. Econometric issues and ethical dimensions of ecotourism impacts are also part of this second macro-theme.

Third, there is a division between less and more developed countries; venues and community-based models dominate in the former while case studies on markets, industry and institutions dominate in the later. With regard to the second theme (impacts), although several studies have focused on the effects of ecotourism, the literature reflects an overwhelming attention on the impacts of ecotourism on the natural environment.

This is not surprising as natural resources are a core component of ecotourism. Like any other type of tourism, however, ecotourism brings transformation into the social structures of local communities. In addition to community empowerment identified as a specific area related to socio-cultural impacts by Weaver and Lawton (2007), changes in employment, production systems, use of natural resources, gender roles, arts and crafts, to mention but a few, are regarded as consequences of ecotourism. Studying the consequences of ecotourism is relevant not only for the understanding of tourism impacts in general, but also for the recognition that the effects of ecotourism might significantly represent a benefit or a cost for local residents who depend largely on this activity. The type and intensity of such impacts, however, have

received scant attention. Existing investigations may help to identify which impacts are commonly attributed or related to ecotourism. By analyzing social and economic adjustment processes in relation to the introduction of ecotourism in a community of the Lacandon rainforest in Mexico, Hernandez et al. (2005) observed that the community-based ecotourism project has resulted in positive impacts on the local population. These include the generation of employment, complementary income, the strengthening of local skills, community empowerment and a multiplier effect on the local economy. Furthermore, the authors observed that the project has promoted the planning and organization of other ecotourism projects within the community.

Similarly, in their study of three Amazon ecotourism projects, Stronza and Gordillo (2008) found that the local people perceive both positive and negative impacts of ecotourism at both community and individual levels. Income either from direct employment or from the sales of foods, handicrafts, transportation and other services were reported as the benefits of ecotourism by local people. For some, ecotourism has been added to farming and forest extraction as an economic activity.

Also, from working in ecotourism, local people gained the skills to pursue employment in other organizations. Local people identify favourable changes in healthcare, education, potable water, plumbing, transportation, infrastructures and organizational capacity. Shifts in personal and family life including the adoption of new gender roles were also perceived as benefits of ecotourism. On the other hand, however, the authors claimed that ecotourism does not always represent benefits. Leaving the family, losing links with the community, leaving the farm and having restrictions on the resources use were locally regarded as ecotourism costs. Although studies of the social impacts of ecotourism are limited, existing research suggested that the impacts of ecotourism are diverse and complex.

Social impacts will depend widely on the specific type of tourism demand and the specific conditions of the community in question. The level of economic and social development together with the cultural background and possible restriction on the natural resources use will shape the type and nature of ecotourism's social transformations. "For indigenous people, the commodification of nature implies a change in the meaning of their environment from a source of direct sustenance with a use value to a commodity as an exchange value" King and Stewart (1996: p. 296).

Table 2.1: Social Impacts of Ecotourism

Positive Impacts	Negative Impacts
Increased interest in traditional practices/ceremonies	Shifts away from traditional practices; loss of indigenous knowledge
Government protection of valued cultural resources	Move away from self-sufficiency to dependency
Preserved cultural identity and pride of local community	Changes in cultural landscape e.g. housing, employment
Promotion of cultural exchange	Restricted access to natural resources
Development of local cooperatives	Changes in family economies
Training and education	Increased exploitation of local natives
Funding for protection/maintenance of natural and cultural attractions	Injury to residents, livestock, crops by wildlife within protected area
Reduction of poaching or other illegal activities	Local obligation to perform traditional dances/activities
Increased market for development of local goods	Growth of vandalism, prostitution, crime
Increased used of local labour and expertise	"Commodification" of culture changes family structures and values

Source: Brandon, 1996; King and Stewart, 1996; Wearing, 2001

2.6.2 Economic Impacts of Ecotourism

Ecotourism definitions require that the indigenous community get the advantages and disregarding its little scale and consistent character. Ecotourism can pass on economic advantages on various levels. This brings foreign exchange earnings, expanded infrastructure and a more enhanced local economy (Lindberg, 2001; Wight, 1994). Direct and Indirect economic advantages of ecotourism will be recognized if as far as possible is not surpassed by the tourism demand. Direct impacts of ecotourism incorporate from initial tourism spending for instance, food and accommodation.

Indirect impacts accrue to the local communities when, for example, restaurants and lodges buy local goods and services. Even though sometimes local communities get all income accrue from tourism, frequently a lot of benefit produced in local communities in the long run wind up with local elites, outside operators, or government agencies (Scheyvens, 1999).

Table 2.2 records the positive and negative local economic impacts of ecotourism; although some do overlap with larger scale benefits.

Table 2.2 Economic impacts of Ecotourism

Positive Impacts	Negative Impacts
Increased employment opportunities	Leakage of revenues
Increase household income	Uneven distribution of revenues/ income inequalities
Funding for infrastructure	Reduced access to resources (i.e. wood, medicinal plants)
Funding for protected areas	Locals lose income from resources because a public protected area
Revenue-sharing	Foreign ownership of businesses Inflation-increased prices for goods, services and land

Source: Lindberg, 2001 and Lindberg and Huber, 1993

Ecotourism benefits ought not to be oversold, or there might be a reaction as reality neglects to satisfy needs. How, then, are these impacts to be assessed? For small ranges with non-

diverse economies, there are moderately couples of about and instigated sways, and there is generally little information accessible for displaying these impacts.

Therefore, assessment of visitors, residents, and/or businesses often is carried out to identify tourism's direct impacts. On this basis, the role of local government can have a profound influence on the success of its local tourism industry, and plays a part in conserving the very assets on which its future depends (Clark, 2006)

2.7 Typologies and Levels of Community Participation.

The definition that is known for participation or involvement vary with the degree or type of participation taking place (Leksakundiok, 2006). This means that at each level, there is an extent to which the community is involved in ecotourism. Thus the community can participate in different ways in each of the stages. Types of participation can be categorized as: development processes; perceptions; interest of stakeholders; participants and mediums of communication.

Most literature however discusses the degree of participation in which the terms informing, consulting and active participation are frequently found (Sanchez, 2009). “Informing is known as a one-way relationship, consultation is a two-way relationship where an opinion is sought after, and active participation generally acknowledges a higher level of involvement compared to consultation alone” (Sustainable Tourism CRC, 2005 p.44). This reflects that any ‘true’ form of participation should represent a meaningful participation that mutually exchanges views and information.

Also, meaningful participation should include a collection of diverse values and views from a broad spectrum of society. Luminaries in community participation have studied the levels of

local participation, identifying a wide range of status from the most passive and manipulative forms of participation towards the most interactive ways.

The three most important authors who developed three different typologies concerning the levels of local participation include Arnstein, (1969 cited in Singh et al., 2003) who established a ladder of citizen participation, not specifically made for tourism but applicable to tourism, with eight levels put into three groups. In that model, there was first of all, manipulation and therapy, which falls under the level of ‘no participation’. There is a second level of participation called ‘forms of tokenism’ which involves informing and consultation. The third level involves partnership, delegated power and citizen control and Arnstein terms this level as ‘citizen power’.

Leksakundilok (2006 cited in Aref and Redzuan 2009) similarly put forward six levels of local participation grouped into three blocks: There is a category termed ‘the non-participation’ category made up of the levels of manipulation and informing. The second category termed ‘the symbolic participation’ also involves consultation and interaction levels. The third category is ‘empowerment’ and the level of community involvement in this category is genuine participation.

2.8 Unravelling Ecotourism Meaning

Ecotourism is affirmed to be an economical improvement methodology that is getting much consideration and attention (Boo, 1990; Farrell and Runyan, 1991; Kangas et al., 1995). This present trendy expression depicts the connection amongst tourism and the ecology as well as socio-economic principles of sustainability. Ecotourism is seen as promising equipment to give natural, economic and social advantages. Be that as it may, even little measures of income if conveyed to nearby economy, can significantly raise the standard of living in neighbourhood communities (Kangas et al., 1995). The most important feature of ecotourism

is to “use the money generated by tourists to improve and protect the natural resource base that originally attracted the tourist” (Kangas et al., 1995: 669).

Ceballos-Lascurain, the father of ecotourism coined the term Ecotourism in 1983 and defined it as travelling to relatively undisturbed areas or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in those areas (Ceballos-Lascurain, 1996).

In 1991, the International Ecotourism Society (TIES) developed the definition of ecotourism as responsible travel to natural areas that conserves the environment and sustains the well-being of the local people (Epler Wood, 1998).

The World Tourism Organization (WTO) additionally characterizes ecotourism as all types of tourism in which the sightseers' main motivation is the observation and appreciation of nature, that contribute to the conservation of, and that generate minimal impacts on the natural environment and cultural heritage. Honey similarly defines ecotourism as: “travel to fragile, pristine and usually protected areas that strives to be low impact and often small scale. It helps educate the traveller, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights” (Honey 2008, p.32-33). With reference to the views in literature concerning the concept of ecotourism irrespective of differences in definitions undeniably has two common objectives which are conservation and development. The attempt of concurrently achieving these objectives is what Brechin et al termed the pragmatic middle grounds’ or ‘the twin objectives’.

The major contestation in the concept of ecotourism so far has had to do with the disequilibrium in the achievement of the twin objectives. Eshun, (2011) in attempt to delve

into the emergence of ecotourism in Ghana stated three types of ecotourism practiced in Ghana which he said is contingent on the type of stakeholders involved in the management of ecotourism. According to Eshun, the three types of ecotourism include state-led ecotourism, community-based ecotourism and private-owned ecotourism.

2.9 Involvement of Community Stakeholders in Ecotourism

One critical partner in effective and successful natural resource conservation and management efforts is the community. Community participation in protection endeavours encourages a feeling of possession with respect to the community and can give important lesson about local environment and current effects of regular resources preservation and management rehearses. In accordance with this and for the motivations behind this Study, a host community is utilized to allude to communities that are situated in or close to forest and have permission to the forest territories. These local to some degree rely upon the forest for their economic livelihood. Brown suggested that, indigenous people and their communities, and other local communities, here, host communities have a vital role in environmental management and development because of their knowledge and traditional practices. States should therefore recognize and duly support their identity, culture, interest and enable their effective participation in the achievement of sustainable development (Brown, 1999).

2.10 Community-Based Participation in Ecotourism

The most critical purpose behind the inclusion of local inhabitants in ecotourism is value, thinking about the protection of the region through ecotourism advancement which unavoidably involves limitations in the conventional use of nearby assets by the inhabitants (Lindberg et al, 1998). Local community support in all attempts of ecotourism is not a new concept. The involvement of local people should be encouraged from the very beginning by promoting public discourse and by enabling them to participate in the process of decision

making and profit sharing (Diamantis, 2004). This might occur for example when indigenous people whose survival depends heavily upon the exploitation of the natural resource perceive tourism as a threat that deprives them of their livelihood by competing with others over land and resource (Ross and Wall, 1999). In such instances, community-based ecotourism is very likely to either fail completely or not succeed to the minimum possible degree thus, remaining far from the desired sustainability (McCool and Moisey, 2001).

When people do not receive sufficient benefits as a result of non- participation, they are prone to develop negative attitude towards ecotourism development. Hence the need for this paper to assess the level of social and economic impact derived for ecotourism to the people in the host communities.

Table 2.3: Visitor Arrivals to Bobiri Forest and Receipt

Year	2010	2011	2012	2013	2014	2015
Arrival	2952	3542	3884	4510	3326	1437
Receipt	3834.50	4044.00	4232.50	4276.00	6642.00	5106.00

Source: GTA, 2016

Table 2.3 above depicts the current state of data from the site. Tourist arrivals figure saw an all year increase from 2010 to 2013 where it recorded 2952, 3542, 3884 and 4510 respectively with a corresponding increase in revenue from 3,834 to 4,044 in 2011. It continued from 4,232 in 2012 to 4,276 in 2013 and finally increased to all time high of 6,642 in 2014.

Table 2.4: Visitation to Kakum National Park Canopy Walkway -

MONTH	GH. ADULTS	GH/TERT STUD'TS	GH. SHS	GH. CHDRN	NON - GH. ADULTS	NON - GH. STUD'TS	NON- GH. CHDRN	TOTAL	AMOUNT
Jan	1,247	4,887	905	2,296	862	1,116	119	11,432	12,282
Feb	699	962	1,028	5,442	1,163	1,003	162	10,459	10,965
March	858	2,930	1,196	19,513	1,134	1,269	230	27,130	29,060
April	1,719	3,170	532	8,051	1,329	1,468	340	16,609	17,511
May	1,363	2,725	667	4,622	830	1,427	132	11,766	12,270
June	774	1,457	1,138	11,134	809	1,636	212	17,160	17,680
July	1,331	1,742	844	9,029	1,103	2,604	256	16,909	22,464
August	2,368	2,298	1,523	5,219	1,226	2,140	291	15,057	16,246
Sept	1,150	1,298	305	1,429	696	687	51	5,616	6,673
Oct.	939	1,164	869	2,157	1,054	463	58	6,704	7,108
Nov.	754	1,270	1,197	3,494	783	438	32	7,968	8,490
Dec.	2,037	1,615	1,194	6,259	1,209	568	123	13,005	13,832
TOTAL	15,239	25,510	11,398	78,645	12,198	14,819	2,006	159,815	174,581

Source: Ghana Tourism Authority, 2016

Table 2.4 reveals the level of both domestic and international tourist patronage at Kakum National park in the central region of Ghana. The Park recorded a high level of tourist arrivals of 159,815 in the year 2014 with a corresponding revenue generation of GH¢ 174,581.00 the same year. This amount of revenue generated together with other indirect incomes and sale of tourism related items are funneled into the local economy to boost economic impact in the local people.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The study assessed the social and economic impact of community based ecotourism in some selected communities in the region. This chapter is structured in three sections. The first section discusses the research design, population and sampling methods. In the subsequent section, methods used for the study, sources of data and data collection techniques were also discussed. The study employed mixed research methods, thus both qualitative and quantitative methods with their justification outlined. The final section presented the ethical issues in the field as well as profile of the study area. Theoretically and empirically, the research employed a case study research design coupled with mixed research strategy to explore the social setting of the selected villages in the region (Evans, 1996).

3.2 Research design (Case Study)

Research can be defined as seeking through methodical process of adding to one's own body of knowledge and, hopefully, to that of others, by discovery of non-trivial facts and insights (Saunders, Lewis and Thornhill, 2009). On the other hand, a "case" as clarified by Gerring (2007: 19), signifies a spatially delimited phenomenon observed at a single point in time or over some period of time. Contextual investigation research plan as per Bryman, endeavours to clarify phenomenon as an "article in its own privilege" (2008: 53). This trademark nature of contextual investigation helps scientists to comprehend the flow and particulars exhibited inside a phenomenon, by giving a definite and escalated examination of observational information of the case.

The examination configuration was painstakingly given a rational and a serious investigation of the setting with a specific end goal to give a refinement to the neighborhood circumstances.

The benefit of conducting a case study was to enable an examination of the impact of ecotourism on the social setting where it has been used. Moreover, the case study did not only allow for an investigation of the perspectives of the various actors, but also their interaction. By the by, as Bryman (2008) noted, the motivation behind a contextual investigation is not to make speculations of issues, but rather to create a concentrated examination of a specific case that the researcher engages in. It turns out to be especially valuable where one needs to see some specific issue or circumstance in extraordinary profundity, and where one can distinguish cases rich in data.

3.2.1 Mixed Methods Research: Merging Qualitative and Quantitative Research

The expression “mixed method research” is utilized when a solitary venture joins qualitative and quantitative research procedures (Bryman, 2008: 603). The utilization of this approach to deal with a vast degree is for the subjective study to give the connection to comprehension “expansive brush quantitative discoveries” (Bryman, 2008: 620). The combination of quantitative and qualitative methods, according to Bryman, helps to achieve “completeness” and gives a “comprehensive account of the area of enquiry” (2008: 609-612). The adoption of qualitative data was to allow access to the perspective of the people being studied while the quantitative data helped to explore specific issues of interest to the participants. Hence, emphasis was not just on combining for an example semi-structured interviewing with observation, rather the approach was to provide a data “mutually illuminating” (Bryman, 2008: 603).

The approach tends to base knowledge claims on pragmatic grounds by employing methods (both within qualitative and quantitative) that involved collecting data either simultaneously or sequentially and not just in tandem, to best understand the research problems. When using mixed method research, one research strategy can dominate the other or both methods can simultaneously be used. Simultaneous procedure in which the researcher converge both methods for data collection was used in this research in order to provide a comprehensive analysis of the research problem Creswell, (2003).

Qualitative research was used for data collection, complemented by quantitative method. The reason had been that, qualitative research can give a holistic account of the social world been studied through a “dialogic explanation” (Creswell, *et al.*, 2006: 2).

This case is important in light of the fact that some study request may appear undermining and bring about an inability to give a genuine answer (Bryman, 2008) and how people say they are inclined to act and how they truly bear on may struggle.

3.3 Population of the Study

Population in research is defined as “an aggregate or totality of all the objects, subjects or members that conform to a set of specifications” (Polit and Hungler, 1999:37). It is further explained as the population that is accessible to the researchers to apply their conclusions. According to Neumann, (2005) a researcher needs to have the study population in mind when he or she is selecting the sample.

The target population for this study included the people of Kubease, Kumawu and Owabi/Esaase, and the management committees of the three ecotourism sites as well as the key government institution responsible for the management of the sites as shown in table 3.1. The communities were involved because, the study aims as part of its objectives, to examine

the level of interest and participation of local residents towards Community –Based Ecotourism development in the area. The management of the sites is equally involved because they have the statistics, information on revenues being received from ecotourism and how these moneys are used in the communities. The local government and traditional leaders also provided information on the social and cultural values and how ecotourism has influenced these values in the communities at a whole.

3.4 Sampling Technique and Sample Size

A sample is a set of some part of a larger population, a population being a group of people or companies that share some set of characteristics (Zikmund *et al.*, 2009). A Sample can be explained further as the subsets within the identified population chosen for the study. According to Neumann (2005) a sample is a sub-group of the entire population under study.

Sampling on the other hand, is the process of choosing a sample or a sub-group for a study. The group must therefore possess information that is of relevance to the researcher. Due to the budget and time constraints, the researcher could not cover the entire population. The sampling method was adopted, because it could, as well, be used to generalize the findings to show a clear representation of the population.

When using mixed methods like quantitative and qualitative research methods as the leading approach to data collection, purposive sampling according to Bryman (2008) is recommended. This is a strategic approach to do with the selection of units (participants) with direct relevance to the research question being asked. This type of sampling essentially takes two forms snowball sampling and convenience sampling. However, snowball sampling was not used in this study. Instead non probability sampling techniques involving purposive and convenient sampling methods were used for the study. Purposive sampling also known as

judgemental or selective sampling relies on the judgement of the researcher when it comes to selecting the sample or units to be studied (Patton, 2002).

Convenient sampling method which is also a non-probability sampling technique is defined as where subjects or objects are selected because of their easy accessibility and proximity to the researcher (Bryman, 2008). These two sampling methods were used because they provided easier access to respondents. Also, the nature of the target population was such that those methods were the best fit them. For example, tourists. De Vos (1998) explained further that both convenient and purposive provides rational choice in cases where it was impossible to identify all the members of a population.

It started off by establishing contact with key informants of the Bobiri forest, Owabi wildlife and Bomfobiri Wildlife. This included a staff of the Forestry Research Institute of Ghana (FORIG), two officers of the Ghana Tourism Authority (GTA), two wildlife Commission, five tourists as well as five field workers in the selected localities. Sampling of respondents within the communities took place using a simple random sampling approach. This was to ensure that people interviewed from the village population had no human biases. Interviewees were selected on the basis of their occupancy in the village and not solely on their relevance for a certain topic within the investigation. Regarding experts and key informants like the chief, assembly men, village committee leaders and foreign tourist, the convenient sampling technique was used.

However as the study was to investigate the level of socio economic impact of ecotourism in the lives of the local communities, the community inhabitants were the primary interest for the study. In this respect it should be noted that, majority of the respondents involved in the study were sampled from the selected villages and this is reflected in the study. Table 3.1 shows the methods used, the actors involved and the sample size.

Table 3.1: An overview of methods used, actors involved and sample size

Method	Actors	Sample size
Qualitative interviewing (Convenient sampling)	FORIG Ghana Tourism Authority Wildlife division Key informants (site managers, tour guide) Tourist	1 2 2 5 5
Self-Completion questionnaire (Purposive sampling)	Kubease village Owabi/ Esaase village Kumawu	50 50 50
Total		150

3.5 Sources of data

Data is the representation of facts, concepts or instructions in a formalised manner suitable for communication, interpretation, or processing by humans or the automatic means. It can also be defined as formalised representations of information, making it possible to process or communicate that information (Checkland and Holwell, 1998).

Primary and secondary sources of data were used for this study. The primary data source was gathered through interviews conducted with the staff of FORIG, Ghana Tourism Authority, Wildlife division, tour guides and managers of the selected sites. Primary source of data was also gathered through the use of questionnaires that were administered to the local community members. Secondary data were gathered through internal reports, published annual reports and journals collected from Tourist Board and wildlife division of the Forestry Commission.

Data relating to the socio-economic impacts in ecotourism at the host communities was very relevant to the study. The data were collected from both primary and secondary sources of data collection from the field survey; that is the use of semi structured questionnaires and in-depth interviews with the key respondents or opinion leaders in the communities.

3.6 Data Collection methods

Data collection method is defined as the process whereby information is gathered and measured (Saunders *et al.*, 2009). Data collection method enables the researcher to answer the research questions developed. The data collection component of research is common to all fields of study including physical and social sciences, humanities, and business. The methods for data collection may vary with each discipline, but the emphasis on ensuring accurate and honest collection remains the same. Precise information gathering is vital to keeping up the trustworthiness of research paying attention to the field of study or preference for characterizing information (quantitative and qualitative). Both the selection of suitable information gathering instruments and unmistakably portrayed directions for their right utilize decrease the probability of mistakes occurring (Walliman, 2005).

3.6.1. Primary Data

Primary data which is also known as raw data are information originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing research problem (Saunders *et al.*, 2009). Primary data can be collected through various methods like surveys, observations, mailed questionnaires, personal interviews, focus group among others.

The questionnaire which is simply a tool for collecting and recording information about a particular issue of interest was supplemented by an interview guide were the main instruments used to assess the degree to which the sites have impacted the communities socially and economically in tourism issues both from the local community and management. The questionnaires were verbally administered in Twi and English depending on what the situation called for. This method was used because of the relatively low literacy rate in the study areas. To answer the research questions, there was the need to collect data. The data

collection took place over a period of three months from February 2016 to April 2016. The process started off in the first month from the library of the Bobiri Forest and Butterfly sanctuary conducting document analysis. Within the subsequent months, field work was carried out in the villages of Kubease, Esaase / Owabi and Kumawu.

3.7 Qualitative Method of Data Collection

This research used participant observation, qualitative interviewing (semi-structured interviewing) and document analysis. This was made imperative with a specific end goal to ponder the setting through the eyes of the general population (Bryman, 2008).

Also, Creswell has recommended that "constructivist research frequently address the procedure of interaction among individual" (2003: 8), through up close and personal stage. Hence these methods were used for information accumulation to give centred into critical social issues of the day.

3.7.1 Qualitative Interviewing (Semi-Structured Interviews)

In this study, semi-structured interview was conducted with the aid of interview guide to provide in-depth answers to (Bryman, 2008) questions that was asked regarding to the scope of the study. It was also aimed to help surface out questions that were not included in the guide but deemed important to the interviewees. The prepared interview guide, helped to minimize variability in the questions that were asked and this brought consistency in answers on how the people interpret, understand and define the world around them. As this study was concerned with people's perception and thoughts, it was important that the respondents could take their time to tell their stories the way they wanted. Hence, going off at tangent was often encouraged (Bryman, 2008) if it gives insight into what the interviewee sees as relevant and important. This was helpful because, such dialogic interaction revealed significant areas which were important to the research as well as the community. Many of the interviews that

took place with FORIG, GTA, Wildlife staff and some community members were of open-ended. This was helpful in exploring the level of knowledge and understanding of issues of the respondents.

Moreover it helped in exploring new areas and terminologies of the organisations. Key informants and some local community inhabitants were also interviewed in order to investigate their level of knowledge pertaining to ecotourism management practices. In order to pursue topics of particular interest to the local inhabitants, like how their demand have being incorporated into ecotourism policy and how often information is disseminated in the community, open-ended questions were used to enhance flexibility (Beardsworth and Keil, 1992: 261-2, cited in Bryman, 2008).

3.7.2. Quantitative Methods

Quantitative research techniques as per Creswell is one in which the investigator primarily uses positivism cases to create learning. To utilize systems of request, for example, tests and overviews, organized talking, content investigation (Bryman, 2008) to gather information on foreordained instruments that yield measurable information, the analyst is constantly utilizing quantitative techniques. As quantitative strategy was utilized as a complementary method in this study, self-completion questionnaires were the method used for data collection.

3.7.3 Self-Completion Questionnaire

Being objective is essential aspect of competent inquiry and for this reason self-completion questionnaire was conducted which has a positivist connotation in addition to qualitative interviewing, observation and document analysis to gather the most from the used methods. Self-completion questionnaire was prepared on the basis of the research questions and was informed by the documents from FORIG, GTA and interviews conducted in the field with some forestry officials. The questionnaires were distributed randomly to some members of

the community; the aim was to give the inhabitants exactly the same context of questions (Bryman, 2008) which minimizes variation in answers.

It was also purposeful in accessing household socio-economic structure of the community. The parameters used in the questionnaire included demographic variables, level of knowledge on social and economic issues, stakeholders involved, tourist and tourism, their role in the use and management of the forest resources, their beliefs and value systems about natural resources. An advantage of this method according to Bryman (2008) is the minimization of errors in aggregating respondent's replies and greater flexibility in processing the data.

3.7.4 Observation

The use of unstructured observation in this study provided an opportunity to get a better foothold of inhabitant's behaviour towards their natural environment in their social setting. This was necessitated with consideration to some of the problems (like problem of meaning, social desirability, question threat etc. (Bryman, 2008) usually associated with using survey research to investigate behaviour especially when the subject of investigation is linked to source of livelihood. This method of data collection was used as a complement to the interview to help 'see through other's eyes' (Bryman, 2008:p 465) and observed what is 'taken-for-granted'; people's behavior and feelings around the issue of forest conservation and sustainability. Although the approach used was unstructured, it helped in gaining understanding of how the community approaches problem and interact with members on important issues of concern. These were aspects which may be neglected if the focus had solely been on verbal communication. Several visits to the forest area (off-reserve) also elicit the type of farming practices the community engages in. It also enabled flexibility in mapping the context of people's behavior and encounter the unexpected and conceivably even deviant and hidden activities (Bryman, 2008) like illegal logging, bush burning, encroachment on the

reserved and unsustainable agricultural practices. Observations as suggested by Bryman are conducted in a more natural setting than interviews, since it is based on observing behavior instead of “spoken words” (2008: 465). An advantage with the conduct of observation was the disclosure of unexpected issues.

3.8 Secondary Data

Secondary data refers to data that was collected by someone other than the user. Secondary data was also defined by Saunders *et al.* (2009) as an information already in existence somewhere, having been collected for some other purpose.

3.8.1 Document Analysis

The main type of document analysis used in the research is based on documents produced by the state institutions. Collection and analyses of documents from FORIG, Ghana Tourism Authority, Wildlife Commission and a host of others played an important role in this research. According to Bryman (2008), the unobtrusive measure nature of documents, provide useful means for it's used with regards to qualitative research. Although the documents used were in the public domain, the issues of credibility and representativeness were major concern of this study and an investigation into their relevance to the study was frustrating and highly protracted process.

With considerations to Atkinson and Coffey recommendation that "records have an unmistakable ontological status" in that they can shape a different reality as an archive speaking to the association and not social reality (referred to in Bryman, 2008: 526), to a vast degree provided the background for cross-checking. Some issues in the documents during the interviews and the participant observation were fairly given enough consideration in order to validate their certainty. This was to establish whether these sources of information correspond with information gathered through the primary methods.

To have access to all important documents in order to gain representativeness for comprehensive understanding of the institute's work with regards to community tourism, led to diligent search for documents at the archive materials from GTA library. Although time restrictions prevented the ability to thoroughly analyze all documents related to the organisation; the amount that was analyzed provided a broader perspective on how the institute works to facilitate its core mandate. To ascertain social reality from the documents, several informal interviews were conducted at the forest and wildlife division of the institute to help make comparisons with what practically pertains in the community.

3.9 Pre-testing

A pilot study of the questionnaire and interview schedules were undertaken on 20 people in Kumasi to help modify terms which were either misunderstood or did not make sense to make for validity or reliability of the instrument.

3.10 Data analysis

In order to analyze the data to make meaning out of it, all types of variables that were generated from the data collection were initially defined and coded. Knowing how to recognize types of variables is "pivotal [to] acknowledge which technique for investigation" to use (Bryman, 2008: 314). In assessing the socio economic impacts of community based ecotourism from the theoretical framework, this study employed an analytical approach that entails a deductive element.

Quantitative data analysis was done using Statistical Package for the Social Science (SPSS) software. Particularly, regression analysis was used to find the impact that participation level has on the social and economic wellbeing of the members of the community. Since most of the data were in words rather than numbers, there was the need for coding and development of themes. After carefully assigning codes to the data and using SPSS, a univariate and

bivariate analysis were employed to generate descriptive statistics like frequency tables, means and charts to answer the research questions. The research questions were answered based on documents extracted from FORIG, Ghana Tourism Authority and other relevant sources together with the semi-structured interviews conducted in the various selected communities. The qualitative data that was gathered through the interview was also analyzed by means of content analysis. The content analysis was undertaken based on the assertion by Gravetter and Forzano, (2012) that, content analysis helps to analyse qualitative data by identifying emerging trends after interacting with the respondents that the study targeted.

The various measures of the concepts of social and economic wellbeing were subjected to data reliability test using Cronbach's coefficient alpha. Composite values for the main constructs of the study (social and economic wellbeing) were computed by finding the summated scores of the various statements used to operationalize them (eight (8) items for social wellbeing and six (6) items for economic wellbeing).

3.11 Ethical Consideration

As noted in chapter one, the study area for the research is predominantly rural communities where coverage of basic social amenities are short in supply and formal education and literacy levels above senior high school is generally very low. Also noted was the reliance on rudimentary agricultural practices, tourist inflow and non-timber forest products as the main source of income. These circumstances have further been exacerbated by high incidence of poverty in the area. Coupled with this is the issue of 'suspicion' many rural inhabitants have about 'outsiders' are coming to interfere with their culture and other ways of life in their communities. Due to these issues involved in the study, the research was operated within the ethical principles enumerated by Diener and Crandall (1978; cited in Bryman, 2008: 118). Moreover, by being well prepared before the fieldwork, as well as approaching people in a

sensitive and respectful, open manner and focusing on building good relationships with the local communities from the start, the research was as unobtrusive as possible. In order to elucidate the community members from false expectations, close attention was paid to, explaining the motive behind the study to community members who were selected.

Again as a social researcher, much attention was paid to the Social Research Association (SRA) ethical guidelines which states that “social researcher should try to minimize disturbance both to subjects themselves and the subject’s relationship with their environment” (Bryman, 2008: 118). This helped in selection of the research methods. With regards to the participant observation efforts were made to see to it that data collection in any way could not hinder the smooth day-to-day operations of the local communities in their various endeavours in relation to their use and benefits derive from forest resources to enhance their livelihood. The issue of exhibiting good morals in approaching people and maintaining confidentiality of records was also adhered to (Bryman, 2008) in order to build trust and confidence in the participants especially with regards to collection of data on illegal activities.

3.12 Profile of the Study Area

The profile of the study looked at the physical features, tourist attraction sites and population in the region. The physical features explain the locational parameters, land size, boundary and detailed weather climatic conditions in the study area. Tourist attractions in the region on the hand list a good number of sites worth visiting as well as hospitality facility located within the study area. It concludes with population size of the people in the region.

3.12.1 Physical Features

Ashanti Region is midway situated in the center belt of Ghana. The region lies in the southern portion of the nation and covers 24,389 sq. km. or 10.2 percent of the total land area of Ghana. It is the third biggest region after the Northern and Brong Ahafo regions respectively. It shares borders with Western, Central, Eastern and Brong Ahafo regions. The central location of the region is tactical for transportation and distribution networks for commodities in the country and beyond. The region has an average annual rainfall of 1,270 mm and two rainy seasons. The average daily temperature is about 27 degrees Celsius. The climatic conditions of the region permit successful cultivation of many annual and tree crops.

The region is gifted with impressive natural features that include lakes, waterfalls, scarps, forest reserves, national parks, birds and wildlife sanctuaries, such as Owabi Arboretum and Bomfobiri wildlife. The region is drained by Lake Bosomtwi (the largest natural lake in the country) and many rivers such as Offin, Pra, Afram and Owabi which serve as sources of drinking water for residents of many localities in the region. (GSS, 2012)

3.12.2 Tourist Attractions

The region has a number of tourist attractions including; Manhyia Palace Museum at Manhyia, Prempeh II Museum at the Cultural Centre, Ejisu Besease Shrine, Okomfo Anokye sword, the Bosomtwi Crater Lake, the Armed Forces military museum, the Kente weaving industry at Adanwomanse, Bonwire, Ntonso and lots of festivals. Other tourist attractions include the Owabi Arboretum, Bobiri Forest and Butterfly, Bomfobiri wildlife sanctuary and a vast number of craft villages. A good number of hospitality facilities abound in the region. Golden Tulip Hotel, Golden Bean Hotel, Anita Hotel and Jofel Catering Services are first class accommodation and Catering establishment in the region. (GTA, 2016)

3.12.3 Population of the Region

The population of the Ashanti Region of Ghana grew from 3,612,950 in 2000 to 4,780,380 in 2010. With a growth rate of 2.7%, the population is estimated to increase to 10.2 million by 2040. A proportion of 48.4% of the population are males and females represent 51.6%. The age structure of the region indicates that, the proportion of the population aged 0 - 14 (under 15 years) is 37.7%, and those aged 15 - 64 and 65+ are 58.0% and 4.3% respectively (GSS, 2012).

CHAPTER FOUR

ANALYSIS OF DATA AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter embodies an in depth discussion, presentation and analyses of the research data collected on the field through the use of questionnaire, observation and interviews with respect to the topics using simple statistical reporting techniques. Both the qualitative and quantitative data collected from all the selected sites including the cogent views of opinion leaders in the various communities were used. The views of governmental organisations and agencies including, the Wildlife division of Ghana, Ghana Tourism Authority, Forestry Research Institute of Ghana (FORIG), tour guides and the general community members were also considered. Statistical Package for the Social Science (SPSS) software was used to analyze the data in order to tease out explanations and make precise inferences.

Furthermore, the chapter discusses the results of the study. It is divided into two main sections. The first section presents the analyses of the demographic information of the respondents. The second section addresses the objectives of the study which are presented with the help of frequency tables, mean, and standard deviations.

4.2 Demographic Information of Respondents

This section presents the demographic information of the respondents. In all, there were one hundred and fifty (150) respondents for this study and their personal details collected included age, gender, religion, educational background, occupation and length of stay in the community. Table 4.1 presents the data on the demographic characteristics of respondents.

Table 4.1: Demographic Characteristics of Respondents

	Frequency	Percent
GENDER		
Male	92	61
Female	58	39
TOTAL	150	100
AGE		
15- 25	25	16.7
26- 35	30	20.0
36- 45	53	35.3
Above 45	42	28.0
TOTAL	150	100
RELIGION		
Christianity	105	70.0
Islamic	34	22.6
Traditional	11	7.3
TOTAL	150	100
EDUCATIONAL LEVEL		
None	30	20.0
Primary School	37	24.7
J.H.S/Middle School	36	24.0
S.H.S / Secondary School	26	17.3
Tertiary	21	14.0
Total	150	100

Source: Field Survey, June 2016

4.2.1 Gender

Considering gender, males formed the majority of the total respondents representing 61.0 per cent while females formed 39.0 per cent. However, female respondents were more passionate and definite in providing answers to the questions than their male counterpart perhaps they are more directly involved because many of the shops and artefacts are owned by them.

4.2.2 Age

With the age group under consideration as can be viewed in table 4.1, out of the total 150 respondents 16.7 per cent have their ages within 15-25. Thirty (30) respondents representing 20.0 per cent have their ages falling within 26-35. The highest of the total number of respondents fall within the group of 36-45 years representing 35.3 per cent. Thus it can be inferred from the data that majority of the respondents are between the ages of 36 and 45. The rest of 42 respondents have their ages above 45 years commanding some 28 per cent of the entire population.

4.2.3 Religious Affiliation

In view of the religious affiliation of the respondents, it was revealed that 70.0 per cent of the respondent was Christians. 22.7 per cent were Muslims while four (4) of them were traditionalists representing 2.7 per cent of the total number of respondents. 4.6% of the community members interviewed did not fellowship with any religion. Christianity is thus the dominant religion in the three communities. However Islamic religion was quite good in terms of the number of respondents at Kumawu community. Interestingly, although majority of the respondents were Christians, it didn't prevent the respondents from expressing their strong belief in their tradition which says that the restricted forest is sacred for tradition.

4.2.4 Education

From the table above, fourteen percent out of the total respondents from the total sample size had attained university/polytechnic educational status. Exactly 20% of the total respondents had never been to school. Although, most of the respondents 37% fall within the Junior high school/ Middle school category but whopping proportions of them can neither read nor write. Out of the 150 respondents, 17% of the respondents have had their education up to secondary level. As the study indicated, most of the respondents were not educated. However, those few who had the opportunity to pursuit further studies dropped out because of financial challenges.

Table 4.2: Occupational Activities of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public/ Civil Service	25	16.7	16.7	16.7
	Farming	54	36.0	36.0	52.7
	Trading	41	27.3	27.3	80.0
	Unemployed	23	15.3	15.3	95.3
	Other specify	7	4.7	4.7	100.0
Total		150	100.0	100.0	

Source: Field Survey, June 2016

4.2.5 Occupation

As shown in table 4.2 above, the 150 respondents had a variety of occupations based on the random sampling. Thirty six per cent out of the one hundred and fifty respondents were into farming, 27% into trading and 15% unemployed. Six (6) of the respondents were teachers, 15 government officials and 4 retired tourist, all of whom have tertiary education. There were four (4) and three (3) respondents who were drivers and tour guides respectively. The dominant occupation of the people in Owabi, Kubease and Kumawu communities was farming followed by trading. From the data collected, the requirement for one to be a tour

guide is to have at least a secondary education. Out of the three tour guides, two had secondary education and one had tertiary education. This buttresses the need for “fusion knowledge in the development of tourism in the community and thus projects both scientific and indigenous knowledge as a vital element for the management of community based ecotourism. Fusion knowledge seeks to understand and incorporate indigenous uses of ‘common pool resources’ into the management of eco-sites” (Eshun 2011).

Table 4.3: Length of Stay in the Communities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 10 years	35	23.3	23.3	23.3
Between 10- 20 years	62	41.3	41.3	64.7
Between 20 and 30 years	44	29.3	29.3	94.0
Between 30 and 40	1	0.7	0.7	94.7
More than 40 years	8	5.3	5.3	100.0
Total	150	100.0	100.0	

Source: Field Survey, June 2016

4.2.6 Length of Stay

With regards to the duration of which the respondents have lived in the community, out of the total number of respondents, 23.3% have lived in the local community for less than 10 years. 41.3% have lived in the community for between 10 and 20 years, 29.3% have stayed between 20 to 30 years whereas 0.7% has lived between 30 and 40 years in the community. 8 interviewees have lived their entire live in the community thus above forty (40) years. Most of the respondents who fell into this category were more of matured adults who have been born and bred in the community.

4.3 Public Awareness and Interest

The host community can have considerable control over ecotourism 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. Against this, there was the need to assess the public awareness and interest of the people. All the respondents were asked whether they were aware of the existence of the community- based ecotourism and the means through which they got to know. Table 4.4 below depict the summary of responses received.

Table 4.4: Level of Awareness of Community- Based Ecotourism in the Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	128	85.3	85.3	85.3
	No	22	14.7	14.7	100.0
Total		150	100.0	100.0	

Sources: Field Survey, June 2016

Out of the 150 respondents, 85.3% were aware of the existing of community- based ecotourism in the community while, 14.7% of the respondents were unaware of the existence of the site. However, out of the 128 respondents who are aware of the community- based ecotourism in the district, 27 of the respondents said they got to know of the ecotourism through the erection of sign post, 53 of them got to know through the influx of visitors to the community, 4 said they know of the existence of the site through the activities of the ecotourism Management Committee, whilst 9 and 35 of them got to know through media announcements and families/ friends respectively.

Among the 85.3% respondents who were much aware of the existence of the community based ecotourism site, 93 have visited the site once, whereas 32 and 22 have visited the site twice and thrice respectively. Among this, 41% visited the site in groups as a form of excursion. 27% went to the site with friends, 16% visited with their families, 9% visited with their colleagues and the remaining 7% went there alone.

4.3.1 Motivations in visiting Ecotourism Sites

People visit ecotourism sites with different 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 4.5 Motivation to Visit Ecotourism Site (Reasons)

	Frequency	Percent	Valid Percent	Cumulative Percent
Self-development time	11	7.3	7.3	7.3
Research and education	1	0.7	0.7	8.0
Spend time accompanying friends	27	18.0	18.0	26.0
To change my everyday life	20	13.3	13.3	39.3
Learn about nature and enjoy beautiful scenery (sightseeing)	91	60.7	60.7	100.0
Total	150	100.0	100.0	

Source: Field Survey, June 2016

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 60.7 percent. It was followed by 18% of respondents who visited the site through accompanying friends just to spend a moment together. 13.3% wants to a change in everyday life activity.

As low as 0.7% were motivated to visit the site purposely for research and education. Most of these people are usually students and foreign tourist.

4.3.2 Assessment of Level of Satisfaction to Ecotourism Site by local Residents

The satisfaction one gets from visiting a site demonstrates as to whether the person will repeat the visit or otherwise which helps to determine future prediction and projections so that better informed decisions can be taken to address such reaction if any rises. This demonstrates that notwithstanding the high number that were satisfied with the ecotourism site, still, there were many people who were willing to visit the site again for their own personal reasons.

This supports the assertion according to Ceballos-Lascurain (1996) that people are enlightened to travel and visit relatively undisturbed natural areas in order to enjoy and appreciate nature irrespective of the satisfaction they get out of it and this promotes conservation and provides for beneficially active socio-economic involvement of local populations. The results are presented in the table 4.6

Table 4.6: Assessment of the level of Local Satisfaction to Ecotourism Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	18	12.0	12.0	12.0
	Dissatisfied	30	20.0	20.0	32.0
	Neutral	11	7.3	7.3	39.3
	Satisfied	66	44.0	44.0	83.3
	Very Satisfied	25	16.7	16.7	100.0
	Total	150	100.0	100.0	

Source: Field Survey, June 2016

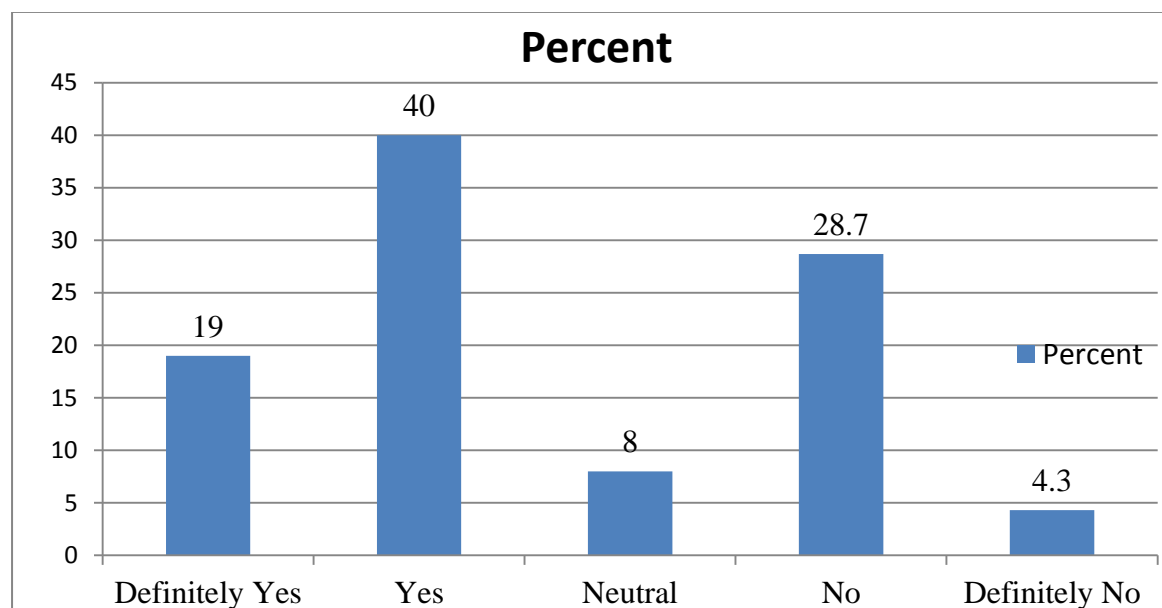
As a result of the measurement, it turned out that local satisfaction is above the midpoint. As much as 60.7% of the local residents were satisfied with the current state of tourism in the

area. They further agree to tell others by way of recommendation especially the foreign tourists the researcher interviewed. It is natural that the local residents' convenience and benefit should be guaranteed. However, the level of "less than satisfied" showed in the survey indicated that the site is doing well to attract more tourists to the community. 7.3% were undecided. However, 12% and 20% were clear in their minds of dissatisfaction as they went to the site.

4.3.3 Recommendation of the Ecotourism 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 or definitely No; to the question. The results of their answers are beautifully presented in figure 4.1

Figure 4.1: Recommendation of the Site



Source: Field Survey, June 2016

The survey assessed whether the respondents will recommend the site to other people. From figure 4.1 above, out of the 150 respondents, 40% answered Yes to recommend site to others, 19% responded "definitely Yes" tell others to visit the must-see destination, while 28.7%

said they will not and 4% said definite no, which means they will never recommend the site to anyone. Also, 8% botched to take side. This implies that once an individual is satisfied with the services of the site, they are always ready to urge people to go there.

4.4 Participation of Local Residents in the Development, Preservation and Management of Ecotourism.

The involvement of local residents in eco-tourism vary with the degree or type of participation taking place, (Leksakundilok, 2006). Thus, at each level, there is an extent to which the community is involved in ecotourism. Based on this, respondents were asked whether they were guaranteed to participate in the development, preservation and management of the site.

Table 4.7: Level of Participation of Respondent in Ecotourism Activities

Level of Participation	Frequency	Percent	Cumulative percent
Least participation	36	24.0	24.0
Below average	44	29.3	53.3
Average participation	21	14.0	67.3
Above average	30	20.0	87.3
Strong participation	19	12.7	100.0
Total	150	100.0	

Source: Field Survey, June 2016

Respondents were also asked to rank the degree to which they participate in activities that are directly or indirectly connected to the provision of one form or the other of products or services to the ecotourism sites in their communities. This may include but not limited to the following: sale of crafts and various arts to tourists, provision of living accommodation, transport services, etc. The table 4.7 shows their responses

4.4.1 Reasons for Non-Involvement of Local People in the Development, Management and Preservation of the Site.

The reason why local people are not involving in the development, management and the preservation of the site were because of lack of institutional device, indifferent of the residents, lack of resident's economic ability, lack of resident's development and management capability. There is always a category of people in communities that encounter tourists more than other members of the community. Such people should be regarded as part of the local tourism industry and be treated as such. People who are employed in the area of tourism such as shops, transport service providers, security personnel, tour guides and those who offer home stays services are some of the people in the community that mostly have direct contact with tourists. This encounter between the tourists and this category of people put the latter in a position to know and understand certain eco-tourist behaviours and tourism in general.

Table 4.8 Reasons for Local Residents not Participating in the Development, Preservation and Management of the Site

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lack of institutional devices/ framework	21	14.0	14.0	14.0
Indifference of the residents	11	7.3	7.3	21.3
The lack of residents' economic ability	29	19.3	19.3	40.6
Lack of personal interest	22	14.7	14.7	55.3
Lack of transparency	48	32.0	32.0	87.3
Lack of requisite knowledge and management capabilities	19	12.7	12.7	100.0
Total	150	100.0	100.0	

Source: Field Survey, June 2016

Table 4.8 above explains that, out of the total of one hundred and fifty (150) respondents, 32 % attributed their reasons to lack of transparency on the part of FORIG (Bobiri forest) and management of the sites. From the study, tour guides, security personnel home-stays and Guest house operators, and shop owners whom the researcher contacted attested that they were not involved in decision making related activities. Without these people providing support services, ecotourism experience will be curtailed. Therefore it is not only fair to involve the community but also very essential to sustainable community based ecotourism. This result is reliable to the observation made by Nance and Ortolano (2007) in their research on community participation which revealed that local communities' participation in projects include participation in decision making and provision of support services are usually limited. Thus in essence these people providing support are the same people to be involved in decision making.

4.5 Social and Economic Impact of Community Based Eco-tourism.

Assessing the impact of eco-tourism can be positive or negative. Ecotourism may bring transformations into the social structures of local communities. According to Weaver and Lawton (2007), changes in employment, production systems, use of natural resources, gender roles, arts and crafts are regarded as social economic impacts of ecotourism. In assessing the impact of the ecotourism on the community, the respondents were asked of the socio-economic situation of the people, before the establishment of the community based ecotourism site and the answers provided is coded below.

4.5.1 Socio- Economic Situation of the Community Before the Establishment of the Community Based Ecotourism Site

The study sought to know the extent to which the local people social and economic life was prior to the development of the ecotourism activity. Therefore, a question was asked to rate

their situation with respect to their state of social and economic activities of ecotourism before its establishment. However, most of the respondents could not provide relevant information because the site existed before they were born especially those people in the Owabi community.

Table 4.9: Socio-Economic situation of the Community before the Establishment of the Community-Based Ecotourism Site

	Frequency	Percent
Very good	5	3.3
Good	23	15.3
Average	45	30.0
Poor	64	42.7
Very poor	13	8.7
Total	150	100.0

Source: Field Survey, 2016

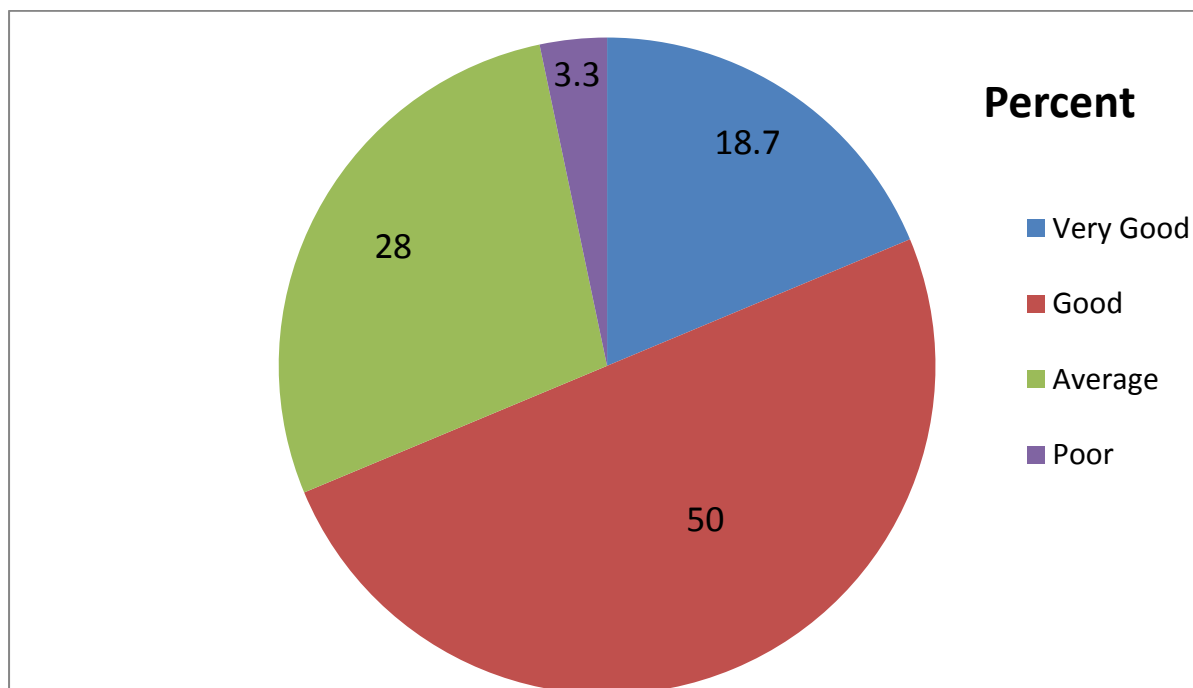
From table 4.9, out of the 150 respondents, 42.7% and 8.7% reported that their socio-economic situation before the establishment of the ecotourism site were “poor” and “very poor”. But 15.3% and 3.3% said their situations were “good” and “very good” before the establishment of the ecotourism site whilst 40% socio- economic situation was on the average. Some of the reasons that were attributed to this were high unemployment situation and low production in craft works which led to poor livelihood and well-being.

4.5.2 The Current State of Social and Economic activities of Ecotourism in the lives of the People and the Community.

The current state and economic activities of the ecotourism in the community have improved the livelihood and living standard of the people. Form figure 4.2, out of the 150 respondents, 75 and 28 said the current state of social and economic activities have affected their lives

positively whereas 42 and 5 said their lives have been on the average and poor respectively. Generally, the living conditions and livelihoods of the people in the community have improved due to the current social and economic activities of ecotourism such as employment opportunities, developmental projects and infrastructures in the community.

Figure 4.2 Current States of Social and Economic activities of Ecotourism in the Lives of the People and the Community



Source: Field Survey, June 2016

4.5.3 Social Impact of Ecotourism in the Community

In determining the social impact of ecotourism on the residents and the community, there were some indicators that were used in assessing this impact. Some of these indicators were education advancement, capacity building, Cultural traditions and Heritage, Transfer of ideas and communication etc.

Table 4.10 Social Impact of Ecotourism on the Residents and the Community

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Educational advancement	150	1.00	5.00	3.44	0.99
Improvement of Local capacity building	150	1.00	5.00	3.52	1.09
Increase interest of participation	150	1.00	5.00	3.55	1.13
Cultural traditions and Heritage	150	1.00	5.00	3.78	0.97
Local attitudes towards tourism resources	150	1.00	5.00	3.64	1.03
Transfer of ideas and communication	150	1.00	5.00	3.74	0.97
Alternatives to traditional land use	150	1.00	5.00	3.89	0.87
Preservation of large tract of Land	150	3.00	5.00	4.28	0.68
Wildlife Conservation	150	3.00	5.00	4.54	0.64
Valid N	150				

Source: Field Survey, June 2016.

From table 4.10, ecotourism has had positive impact on the social lives of people in the community. The community based ecotourism has led to educational advancement, enrichment in cultural tradition and heritage as (57%) asserted.

Due to the diversity of people who visit the site, there has been an enrichment of cultures and heritage mean of 3.78 people which learn different cultures from each other. Again, a mean mark 3.52 of respondents have been an improvement in the local capacity building as people have had knowledge in different craft work which serves as an improvement in their livelihood.

Attitude for any business venture is also one of the main means of attracting potential tourist to the community. Therefore, the respondents were asked whether they had good attitudes towards tourism resources and the volume of tourist patronize the site.

Again, table 4.10 indicates that a mean point of 3.64 supported the idea and confirmed in an affirmative that, Local attitudes towards tourism resources have a vital role to play on the social impact ecotourism in the locality. A mean of 3.74 was ascertained for respondents that indicated that transfer of ideas and communication has been impacted as a result of ecotourism development in the community.

The highest mean recorded was 4.54 for the respondents who believe that ecotourism development in the area has led to wildlife conservation which otherwise could not have been existed. Again, mean marks of 4.28 interviewees agree that the community based ecotourism have impacted a great deal of benefits to the community as a large tract of land has been reserved from deforestation and erosion which can be used by future generations. The wildlife conservation also serves as a tourist sites in the community.

4.6 Ecotourism Impacts on the Lives of the People in the Community

Table 4.11, the economic lives of the respondents have very much improved. Thus residents economic live have improved due to the presence of job avenues. The surrounding environment has improved due to the establishment of developmental projects in the community.

Table 4.11 Economic Impact of Ecotourism on the Residents and the Community

	Option	Frequency	Percent
A	Income generation activities	41	27.3
B	Employment creation	22	14.7
C	Infrastructural Provision	6	4.00
D	Cultural tradition and heritage	3	2.00
E	Supplementary revenue for household	30	20.0
F	Support for conservation of land	48	32.0
	Total	150	100.0

Source: Field Survey, June 2016

4.6.1 Economic Impact of Ecotourism on the Residents and the Community

It was observed from the survey that the listed developmental variables in table 4.11 were achieved in the community. In spite of these, support for conservation of land and income generation activities were notice to be high on individual note with a value of 32 % and 27.3% respectively as compared to other factors. The survey shows that a larger percentage of community inhabitants (about 62%), depend on the site one way or the other for various economic reasons. When asked specifically how the site has helped enhance their livelihoods, many of the people were certain that, their dependence on the forest has help to meet subsistence needs such as firewood, food, medicinal plants among others.

This was evidenced as one woman at Kubease village narrated that: The forest helps me in many diverse ways as a farmer. It is not possible to buy everything from the market after all how much do I gain from my farm produce? The forest has been a safety net for me in times of shortfall in income. I get firewood from the site very often.

This supports the assertion according to Wiersum, (2006) that many households depend on forest products based on their circumstances and needs. About 15% of the community inhabitants rely on the ecotourism site for employment. About 27.3% depends on it for Income generation activities, 2% for hunting, 17% for medicinal plant collection and 19% for other purposes including snail collection, pestle, mushroom and raphia. All these categories in total represent 75% of the total sample frame. Inferring from the table, it could be seen that community dependence on the forest to a larger extent is for fuel wood collection. This scenario in the communities does not come as a surprise as many village households in Ghana of about 94.5% used firewood as their main source of energy (Ghana forest and wildlife policy, 2011).

As the communities main source of energy for cooking and heating (firewood), its social importance is felt in every household in the villages (see Figure 4.3). This finding further confirms Shackleton's (2005), conclusion that the forestry sector can sometimes be used by local communities as a last resort to secure food and pertinent resources to prevent destitution (cited in Wiersum *et al.* 2006).

However surprisingly, many respondents in the villages complained that they are been denied access into the forest for this resource and one woman narrated her account by saying that:

Firewood is all that we used for cooking, but it is not easy to come-by these days. We are restricted from entering into the forest for such purposes. Even if you are able to meander your way through and your been caught by the TG, you will be asked to return the firewood into the forest for no apparent reason. What baffles me is that, taken firewood from the forest have no negative effect on the forest rather it prevents serving as fuels during wildfires outbreak.

4.7 Empirical Results on the Impact of Participation on Social and Economic Wellbeing

This section presents the results of the regression analyses of the relationship between the two dependent variables of social and economic wellbeing and the independent variable (level of participation). Social wellbeing is first regressed against level of participation and the results presented in subsection 4.6.1 and later economic wellbeing regressed against level of participation and presented in subsection 4.6.2.

The concepts used in this study – social and economic wellbeing - are constructs that cannot be easily represented with simple single variables. Since these concepts are broad in scope and not easily assessed with a single question, their measurement are determined using multiple item statements which are reflective of the particular concepts (Spector, 1992).

These item statements are for the sake of consistency are subjected to internal-consistency analysis to ascertain their reliability.

For the sake of this study Cronbach's coefficient alpha was used to determine reliability. The result for the reliability analysis is shown in table 4.12 below for the 8 items statements for social wellbeing improvement and economic wellbeing improvement of the community members respectively. It shows the particular dimensions of the concept, the Cronbach's alpha coefficient and the alpha based on the standardization of the item statements and the number of items that were used to capture the particular dimension.

Table 4.12 Cronbach's Reliability Test for items used for Improvement of Social and Economic Wellbeing

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Social wellbeing improvement	0.860	0.850	8
Economic wellbeing improvement	0.708	0.693	6

Source: Author's own computation, 2016

The reliability test presented above in table 4.12 showed that both showed reliable test based on the coefficient of the alpha. The recommended alpha level that is considered to be reliable is 0.7. Ary, Jacobs, Sorensen, and Walker (2013) posit that for research purposes, a useful rule is that reliability should be at 0.70 and preferably higher. Cronbach's alpha reliability coefficient is a statistical instrument used to test internal consistency of multiple item statements that measure one concept which could not otherwise be measured with a single variable.

4.7.1 Model Summary of Regression for Social impact (Response) against Level of Participation (Predictor) of Community Members in Ecotourism

Table 4.13 below presents the results for the regression analysis for the impact on social wellbeing of community members based on the extent of their participation in various activities that are connected to the provision of services to the ecotourism industry. There was no need for co linearity test since there was only one independent variable (participation level). Test for consistency of the dependent variables also proved reliable.

The p-value for each term tests the null hypothesis that the coefficient of the independent variable (participation level) is equal to zero (i.e. no effect). A low p-value (< 0.05) signifies that null hypothesis of no relationship between the dependent and independent can be rejected. That is to say, a predictor that has a low p-value is likely to be a meaningful addition to the model because changes in the predictor's (participation level) value are related to changes in the response variable (social wellbeing). The converse suggest otherwise.

In the output below in table 4.13, it can be seen that the predictor variable of participation level is significant because its p- value is less than 0.05.

Table 4.13 Social Impact against Community member's Participation Level

Predictor	Coef	SE Coef	T	P
Constant	3.328	.126	26.424	0
Participation level	.137	.039	3.538	0.001
S = 2.36359			R-Sq(adj)	=
R-Sq = 42.9%			40.8%	
The regression equation is				
Social impact	= 3.328 + 0.137Participation level			

Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.580	1	5.580	12.516	.001 ^b
Residual	65.985	148	.446		
Total	71.565	149			

a. Dependent Variable: social impact

b. Predictors: (Constant), Participation level

Source: Author's own computation

Based on the results of the regression, the model specification of the relationship between social wellbeing and participation level is:

Model of the Study:

Social impact = $3.328 + 0.137$ Participation level

The Null and alternative hypotheses of this study were presented as follows:

H₀: There is no linear relationship between social wellbeing and participation level

H₁: There is linear relationship between social wellbeing and participation level

The p value (0.001) for the Analysis of Variance in table 4.11 is found to be less than the alpha α value (0.05) suggesting the overall statistical significance of the regression.

The social wellbeing of the members of the community is found to be positively related to their level of participation in activities that contribute in one way or the other to the ecotourism sites with a significant p-value of 0.001 and a coefficient of 0.137. This coefficient indicates that a one unit of change in level of participation will result in mean unit change of 0.137 in their social wellbeing.

4.7.2 Model Summary of Regression for Economic impact (Response) against Level of Participation (Predictor) of Community Members in Ecotourism

The results on the regression of economic impact on the community members against the independent variable (extent of their participation in various activities that are connected to the provision of services to the ecotourism industry) are displayed in table 4.14 below. The analysis of variance shows a p-value of 0.0 for the overall regression equation.

Table 4.14 Economic impact against community member participation level

Predictor	Coef	SE Coef	T	P
Constant	3.398	.086	39.597	0
Participation level	.191	.026	7.243	0
R-Sq = 26.2%			R-Sq(adj)=25.7%	

The regression equation is

$$\text{Economic impact} = 3.398 + 0.191\text{participation level}$$

Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.860	1	10.860	52.460	.000 ^b
Residual	30.637	148	.207		
Total	41.496	149			

a. Dependent Variable: Economic impact M

b. Predictors: (Constant), Participation level

Source: Author's own computation

Based on the results of the regression, the model specification of the relationship between economic wellbeing and participation level is:

$$\text{Economic impact} = 3.398 + 0.191\text{participation level}$$

Null and alternative hypotheses

H₀: There is no linear relationship between economic wellbeing and participation level

H₁: There is linear relationship between economic wellbeing and participation level

From table, p value (0) is lower than the value (0.05) therefore implying that the relationship is statistically significant. Hence there is a linear relationship between the response variable (economic wellbeing) and the predictor variable (participation level) and therefore it can be concluded that the participation level of community members at the various ecotourism sites has a positive significant impact on their economic lives (wellbeing).

4.8 The impact of Participation on the Social and Economic Wellbeing of Communities within which Ecotourism sites are Located

The results from the two regression analyses carried out on the impact of participation on the social and economic wellbeing of communities within which ecotourism sites are located showed that the wellbeing of the community members improves if they engage in some form of tourism activities that has a link to providing some form of products or services of the ecotourism establishments in their communities.

4.9 Major Contributing Factors toward Ecotourism Development

Table 4.15: Shows that, all the above mentioned variables constitute major contributing factors towards eco-tourism development in all the selected communities in the region. The factors included, attraction, social amenities, Accessibility, image of the destination, pricing and human resource. Lack of social amenities and tourism investment by way of infrastructure in the community posed a challenge to the prospective tourist. Inadequate requisite skills from tour guides, receptionist and staff also contribute to the course.

Table 4.15: Major Factors Contributing to the Economic Impacts of Ecotourism

	1	2	3	4	5	Mean
	Percentage					
Attraction	25	63	9	3	0	3.91
Social Amenities	17	63	17	2	1	3.97
Accessibility	15	69	13	3	0	4.47
Pricing (Cost)	55.3	37	7	0.7	0	3.96
Image of the destination	30	43	21	5	1	4.21
Human Resources	33	58	7	2	0	4.53

(1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree)

Source: Field Study, 2016

The result of the study presented in Table 4.15 indicates that 25% of the respondents strongly agreed that better and well developed ecotourism attraction leads to an increase in the volume of tourist arrivals thereby enhancing revenue generation. Again, 63% of the respondents agreed that attraction can increase the economic impact whilst 3% of them disagreed. A mean value of 3.91 was ascertained for the respondents that observed that attraction site itself is a major contributing factor to economic impact of ecotourism in the community.

The study also reveals that social Amenities have a role to play as a contributing factor to the impact of ecotourism development in the selected communities. Again, Table 4.15 shows that 17% and 63% of the people interviewed confirmed “strongly agreed” and “agree” respectively to the fact that, social infrastructure is the key to the development of ecotourism in the area with a corresponding mean of 3.97 and 4.47 respectively. The study further revealed that 15% and 69% of the respondents agreed that accessibility to ecotourism site is the ultimate.

Therefore every effort must be made to ensure that better and reliable means of access to the site is provided. Furthermore, the respondents continue to argue that factors such as image of the destination, pricing and human resource contribute to economic impacts of ecotourism in the area. As shown in Table 4.15, majority of the respondents agreed that contributing factors such as accessibility (mean = 4.47); image of the destination (mean = 4.21) and Human Resources (mean = 4.53) recorded the highest mean.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter outlines the conclusion and major findings of the thesis. Based on the analysis, summarized answers are provided for the proposed research questions. The discussions drawn from the review of literature coupled with the empirical findings forms the basis for the conclusion made. The study also clearly highlights the impact of Ecotourism in the lives of the people in some communities where ecotourism resources abound.

5.2 Summary of Findings

The study revealed that majority (61%) of the respondents was male with highest percentage 35.3% of their ages between 36- 45years. Christianity as a religion dominated the responses with 70%.The study revealed that majority (24.7%) of the respondent had basic JHS qualification. A further 36% of the respondents were engage in farming activities. A greater number (41.3) of residents have lived in the community between 10 - 20 years.

It was also realized from the study that majority (44%) of the local people were satisfied on the assessment of the local satisfaction of ecotourism development in the community, and that they were ready to recommend the site to other people. 59% agreed to recommend the site to others. The results revealed that the sites under study was mainly frequented by local tourists mostly school children (85 percent). Although tourists from other places of the country and some foreigners did visit the site for various reasons including, Self-development time (7.3%), Research and education (0.7%), spend time accompanying friends (18.0%), to change my everyday life (13.3%) and learn about nature and enjoy beautiful scenery (sightseeing) which recorded the highest mark of 60.7%

The study further proves that social and economic impact of ecotourism in the communities was positive even though, the level of awareness is high in the community but below average outside the locality. Hence, the economic activities were severely restricted at the site. Different stakeholders had attributed this restriction in the economic activities to many reasons. The most common or the generally accepted (by 2/3rd of the respondents) reason had been the lack of infrastructure, image of the destination, season, accessibility and cost.

The social wellbeing of the members of the community is found to be positively related to their level of participation in activities that contribute in one way or the other to the ecotourism sites with a significant p-value of 0.001 and a coefficient of 0.137. This coefficient indicates that one unit of change in level of participation will result in mean unit change of 0.137 in their social wellbeing.

From table 4.14, p value (0) is lower than the value (0.05) therefore implying that the relationship is statistically significant. Hence, there is a linear relationship between the response variable (economic wellbeing) and the predictor variable (participation level) and therefore it can be concluded that the participation level of community members at the various ecotourism sites has a positive significant impact on their economic wellbeing.

The results from the two regression analyses carried out on the impact of participation on the social and economic wellbeing of communities within which ecotourism sites are located showed that the wellbeing of the community members improves if they engage in some form of tourism activities that has a link to providing some form of products or services of the ecotourism establishments in their communities.

It is imperative at this stage to provide some highlights to the posed research questions in the thesis as part of the summary of the findings.

5.2.1 The Level of Public Awareness and Interest of Ecotourism 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, a whopping 85.3% (128) of the respondents were very much aware of the existence of ecotourism and its related activities in the community. However, interview conducted around the area proved otherwise. It was no surprise that the community were positive about the existence of the site simply because it was part of the living surroundings whiles those living outside the jurisdiction did not know the existence of such facility. The research revealed that, the most common or the generally accepted (by 2/3rd of the respondents) reasons for low level of awareness in the region had been the lack of infrastructure, image of the destination, season, accessibility and cost. The rest were lack of government will and commitment, lack of facilities and resources, Illiteracy, poverty and lack of publicity.

5.2.2 Participation of Local Residents towards the Development and Management of Ecotourism in the Community

With all the aspects of participation fused together as one subject, it can be said the level of the communities' participation is below average in the community. Some 53.3% of respondents were not participating in the tourism activities. As shown in table 4.7, "Average participation" was 14%, "Above average" was 20% whilst strong participation recorded 12.7%. Planning and decision making are normally done by only a segment of the community members and there are also no equitable distribution of benefits.

The researcher however realized that, there are some of the youth who are very knowledgeable and have great ideas that can enhance development and empower the general community but were reluctant to participate due to reasons such lack of transparency,

indifference of the residents and lack of institutional devices/ framework and other interference.

Other reasons for not participating include lack of government will and commitment, self-pity, low level of awareness and interest and lack of facilities and resources.

In addition, some aged people who were part of the pioneers of the sanctuary are still living in the community but are not involved in any way of lack of skills. All these people are sitting on golden ideas all because of the lack of involvement.

The researcher discovered that the issue of participation can also be divisive among the local people such that those people who are close to the representatives for the community in terms of relation will tend to have a relatively high degree of involvement than others who have no such link with the committee in the community, (Belsky, 1999). This should not be the case looking at the basic principles of community based ecotourism as outlined by Hipwell (2007).

5.2.3 The State of Social and Economic Impact of Ecotourism in the Region

During the research, it was observed that all the selected ecotourism sites benefit from the tourists' activities; many providers of tourist services also enjoy the fruits of the business. The region is endowed with many beautiful attractions such as the Manhyia palace, lake Bosomtwe and rich traditional funeral celebrations. The effect is that most visitors combine a tour to these sites with few days of vacation at other sites in the region. For example, Bobiri forest alone in 2015 generated GH¢ 6,642.00 from 3326 local tourist and received Gh ¢5,106.00 revenue from 1437 tourist in 2014 to the local economy. The current state and economic activities of the ecotourism in the community have improved the livelihood and living standard of the people as compared to the period where such facility was absent.

Generally, the living conditions and livelihoods of the people in the community have improved due to the development and activities of ecotourism in the community. For example, Kubease Township has been provided with ecotourism receptive centre for tourist.

According to the Regional Manager of Ghana Tourism Authority, similar ones have been put built at Ntonsu, Adanwonmase and Bonwire. Social interventions programmes like tree planting, community clean-up exercise are usually organized for the community. It was again revealed that computers and dual desk have been provide to the community local school at Owabi in the Atwima Nwabiagya District of Ashanti from the proceeds of the site.

Regression analysis of the impact of residents' participation on their social and economic wellbeing showed positive and statistical significant relationship for both, between participation of social wellbeing and participation of economic wellbeing in the lives of the people. This indicates that members of community who are more involved in the ecotourism activities have a higher improvement in their social and economic lives.

The p-value of 0.001 and a coefficient of 0.137 according to the analysis prove that one unit of change in level of participation will result in mean unit change of 0.137 in their social wellbeing of the people. On the other hand, p value (0) is lower than the value (0.05) therefore implying that the relationship is statistically significant. Hence, there is a linear relationship between the response variable (economic wellbeing) and the predictor variable (participation level), therefore it can be concluded that the development of ecotourism sites at the selected communities has a positive significant impact on their social and economic wellbeing in the life of the people.

5.2.4 Factors Contribute to the Social and Economic Impact of Tourism in the Community as a Preferred Tourist Destination

Tourism does not thrive on uniformity and that if all countries have uniform resources and attractions, there would be no tourism. The physical location usually called the image of the destination form part of the ecotourism which includes stakeholders and the host communities. The factors stated below among others contribute to the impact of ecotourism destination and its importance must not be swept under the carpet.

First of all, the attraction site must be well developed to attract world attention. The site represents the focal areas of attention for the visitor and can be natural or man-made and may be publicly or privately owned. Beyond these tangible factors there may also be intangible factors such as history or culture.

Secondly, the availability of key social amenities must also exist or developed to secure tourist attention and interest. Amenities here refer to the range of services and facilities that support visitors during their stay. These include accommodation, transportation, road provision shopping, and information for visitors and opportunities for recreation.

Thirdly, accessibility to interested tourist sites contributes to the factors that determine the impacts of social and economic development of the local community. Accessibility implies to the ease at which a destination can be accessed. It include road, rail way and air as well as administrative accessibility such as visa requirements.

The Image of the destination which includes uniqueness, sights, scenes, environmental quality, safety, service delivery and the friendliness of the people also contribute to the factors that promote or otherwise of the impacts of economic lives of the host ecotourism community. The correct image of a tourist site is of utmost importance to prospective visitor

who wants to visit ecotourism destination. Image must be marketed, communicated and must have substance. Where there is no destination, there will be no attraction.

Furthermore, pricing plays an important role in terms of competition with other destinations. It relates to cost of getting to the destination and the cost of services provided at a destination. It includes the cost of getting to the site, accommodation and general cost of living in a particular country.

Destinations with good political climate over period of years can have a substantial influence on the tourist inflows. Political Stability economies tend to generate more tourists arrival as compared to unstable countries.

Finally, tourism is labour intensive and interaction with local communities is an important aspect of the tourism experience (Good Practical Guide 2010). Trained staff members are therefore essential to provide good service and to put into action the destination's strategy.

On the basis of the above factors, the researcher passionately agrees to the statement made by Clark which states that, the role of local government can have a profound influence on the success of its local tourism industry, and plays a part in conserving the very asset on which its future depends (Clark, 2006).

5.3 Conclusion

The participation level of community members at the ecotourism sites had a positive significant impact on their social and economic wellbeing of the local residents. Ecotourism potentials within the three areas have the capacity for job creation, poverty reduction, economic growth and general transformation of the entire area if all the stakeholders such as the government, private individual, the traditional leaders and the general public are committed towards the boosting and development of this laudable industry.

The local community was willing to integrate their economic activities with the tourism/eco-tourism activities, if the existing potentials for the same were developed around the site. It was obvious that this could definitely benefit them and that was the reason why they readily said 'yes' to this given opportunity of participation in the tourism/eco-tourism activity. As of now, local participation and interest in ecotourism by local residents is not encouraging and the findings of the study led to the conclusion that active community participation and interest in the ecotourism projects is hindered by lack of government support, lack of transparency on the part of TMC, lack of requisite knowledge in tourism, lack of personal interest, illiteracy and lack of institutional devices/ framework from stakeholders among others.

Also, awareness level is low on the global scene. 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 benefits 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 an ecotourism area. They were more than willing to participate with the government and other stakeholders to volunteer information towards marketing the site as an eco-tourism destination. Although, the number of people amongst local community getting benefitted from the already existing tourism activities were more than half of the total respondents, but the number of people ready to participate in the management of affairs of the site and take-up loans to put-up or renovate their shops were 86 percent.

Furthermore, harnessing eco-tourism potentials of the site could have far reaching socio-economic impacts on the local population residing around the site. The local community was willing to integrate their economic activities with the tourism/eco-tourism activities, if the

existing potentials for the same were developed around the site. It was obvious that this could definitely benefit them and that was the reason why they readily said ‘yes’ to this given opportunity of participation in the tourism/eco-tourism activity.

The infrastructure needed to develop the site could also benefit them in more than one way. There would be improvement in local capacity building, local attitudes towards tourism resources, transfer of ideas and communication and provide an alternatives to traditional land use. This could increase the educational standards and standards of living as well; without any adverse impact on the socio cultural life as the tourists of the sites overwhelmingly revealed (during discussion with them at the time of interview) their willingness not to interfere with the privacy of the local people and to respect local culture and tradition.

Some of resident also expressed their willingness to take up job as local tour guide to limit any adverse ecological/cultural impacts arising out of their mass eco-tourism activities.

The government officials too were beholding the views that any such move would benefit the people socially and economically. A majority of them were hopeful that it might help in mitigating the local socio-economic problem of extremism.

Moreover, the people are of the view that the revenue accrues from visiting the sites for community development can be seen in term of physical project or structures such as educational and healthcare facilities, good roads, or public toilet. Participatory approaches that empower local people are not common. It is about time that CBE really improved the livelihoods of local communities much better than before as well as helping to provide much needed funding for community ventures to empower community residents control their own destiny (Brandon 1996).

5.4 Recommendations

In the light of the findings of this study, the research puts forward the following recommendations to further deepen the socio-economic impact of community-based ecotourism and ensure that local residents participate in the ecotourism industry at their local level especially in all the selected communities.

1. All stakeholders must initiate tourism awareness programmes for local inhabitants and the region in general. Greater awareness will lead to greater tourism involvement, more equitable spread of benefits, and making the tourist product widely known. Therefore, a radical promoting strategy is required. In the 21st century, it is difficult for any business to accomplish its objective without an appropriate marketing strategy. The destinations need to consider this call important if they want to keep up a sustainable business, remain competitive and increase the economic impacts of the business in the lives of the local residents.
2. Community members should be encouraged to increase their participation and involvement in the operations of the ecotourism establishment in their communities. This can be done by providing the enabling environment and support from the management of the ecotourism sites through the formation of tourism management committee in the community.
3. 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 also there is the need for an eatery. These will create jobs for the local people.
4. An increase in the volume of visitors to the community will require that packages must be developed that will enhance their stay in the area longer and reassuring local

tourists particularly our school children to visit the destinations more frequently by offering some sort of incentive programmes. Local seminar must be regularly organised to educate and empower them with the requisite skills to handle the volume of tourist that patronize the site.

5. Investment in infrastructures, for example, roads, payphones, electricity, Health care and cleaning are vital establishments that should be laid to encourage an expansion in tourism. The district must also raise more tourism business opportunities to attractive potential investors to the community.
6. The management and stakeholders must ensure that information and tourism data are complete and up-to-statistics, and are used efficiently to guide policy and marketing.
7. Ensure adequate security and protection of the ecological resources so that the natural beauty and the environmental integrity are not eroded to the disadvantage of tourism.

5.5 Suggestion for further Research

Due to time and resource constraints, the study was limited to only three ecotourism site in the region. As a result, the findings might not reflect the actual happenings in the rest of the ecotourism sites in the tourism industry. It is therefore suggested that a further study be conducted on the same or related topic to include all the site in the region.

REFERENCE

- Amelie, F., and Damien, B. (2014). Community-Based Ecotourism to meet the New Tourist's Expectations: An Exploratory study. *Journal of Hospitality, Marketing and Management*.
- Aref, F., Redzuan M. and Gill S.S. (2009). Community Perceptions towards Economic and Environmental Impacts of Tourism on Local Communities. *Asian Social Science*.
- Arnstein, Sherry R. (1969). A ladder of citizen participation. *Journal of American Institute of Planners*.
- Ary, D., Jacobs, L. C., Sorensen, C. K., & Walker, D. (2013). *Introduction to research in education*: Cengage Learning.
- Belsky, J. (1999). Misrepresenting communities: The politics of community-based rural ecotourism in gales point manatee, Belize,. *Rural Sociology*.
- Boo, E. (1990). *Ecotourism - The Potentials and Pitfalls* (Vol. 1). Lancaster: Wickersham Printing Company
- Brandon, K. (1996). *Ecotourism and Conservation: A Review of Key Issues*. Washington, DC: The World Bank.
- Brown, G.K., (1999). Opportunities for social learning in bears. In *Mammalian Social Learning: Comparative and ecological perspectives* (Symposia of the Zoological Society of London), eds. H.O. Box and K.R. Gibson, pp. 225-235. Cambridge University Press, Cambridge.
- Bryman, A., (2008): *Social Research Methods*, 3rd Edition, Oxford University Press, New York.
- Cater, E. (1993). *Ecotourism in the Third World: Problems for sustainable tourism development*. Tourism Management.
- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism and protected areas*. IUCN (World Conservation Union). Switzerland: Gland.

- Chan R. & Bhatta K. (2013). Ecotourism planning and sustainable community development: theoretical perspectives for Nepal. *South Asian Journal of Tourism and Heritage*.
- Checkland, P. and Holwell, S. (1998). *Systematic Practice and Action Research, its nature and Validity*.
- Clark, S. (2006). *Corporate Social Responsibility: A Marketing Tool for Hotel Brands*
- Creswell, (2003): *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* second edition, sage publication Inc.
- Creswell, J. W., Shope, R., Plano Clark and Green, D. O., (2006): *How interpretative Qualitative Research Extends Mixed Methods Research*, Mid-South education research association 2006.
- Diamantis, D. (2004). *Ecotourism Management: An Overview*. In D. Diamantis (Ed.), *Ecotourism–Management and Assessment* (pp. 3-26). London.
- De Vos, A.S, (1998). *Research at the grass root: A primer for the caring professionals*. Pretoria: Van Schaik.
- Epler Wood, M. (1998) *New Directions in the Ecotourism Industry*. In: Lindberg, K., Epler Wood, M. and Engeldrum, D. (eds) (1998) *Ecotourism: a guide for planners and managers Volume 2*. The Ecotourism Society: North Bennington, Vermont.
- Eshun, G. & Tonto, J.N.P. (2014). *Community-based ecotourism: Its socio-economic impacts at Boabeng-Fiema Monkey Sanctuary, Ghana*. In Rogerson, CM and Szyman´ska, D (Eds.), *Bulletin of Geography, Socio-Economic Series*.
- Eshun, G. (2011). *Ecotourism and Social Science Research: A Postcolonial Study*. VDM: Germany.
- Evans, A.C (1996). *A unified statistical approach for Determining Significant Signal*.
- Farrell, B.H & Runyan, D. (1991). *Ecology and Tourism Annals of Tourism Research*.
- Forestry Research Institute of Ghana (FORIG) 2011: <http://csir-forig.org.gh>.

- France, L. (1998). Local participation in tourism in the West Indian Islands. In E. Laws, B. Faulkner & G. Moscardo (eds), *Embracing and managing change in tourism: International case studies* (pp. 222-234). London: Rutledge.
- Gilbert, H.M., (2007): Ecotourism: A colonial legacy? In Tiffin, H. editor, *Five Emus to the King of Siam: Environment and Empire*, Amsterdam: pp. 51-69.
- Gerring, J., (2007): *Case Study Research: Principles and Practices*, Cambridge University.
- Ghana Statistical Service, (2012). *Population and Housing Census*, Accra: GSS.
- Ghana Tourism Authority, (2004). *CBEP- Promoting tourism, conserving nature, alleviating poverty*. Accra:
- Ghana Tourism Authority, (2006). *CBEP- Promoting tourism, conserving nature, alleviating poverty*. Accra:
- Ghana Tourism Authority, (2010). *Community-based ecotourism and poverty alleviation, final report*, 1-19, 40-43. Accra:
- Good Practice Guide, *Tourism for nature and Development*. (2010).
- Goodwin, H. (2000) *Pro-Poor Tourism: opportunities for sustainable development*. Frankfurt, Development and Cooperation Paper No.5, September/October, 12-14.
- Gravetter, F.J. and Forzano, L.B. (2012), *Research Methods for the Behavioral Sciences*, 4th edn, Wadsworth, Cengage Learning, Belmont, CA.
- Guidance Tourism (1998). *Measuring the local impact of tourism: A Guidance Pack from the Department for Culture, Media and Sport*: <http://www.heritage.gov.uk>.
- Hall, C. M., & Butler, R. W. (1995) *In search of common ground: Reflection on sustainability, complexity and process in the tourism system*. *Sustainable Tourism*,
- Hernandez Cruz, R., Bello Baltazar, E., Montoya Gomez, G. & Estrada Lugo, E. (2005). *Social adaptation: ecotourism in the Lacandon forest*. *Annals of Tourism Research*.
- Hipwell, W.T (2007) "Taiwan Aboriginal Ecotourism: Tanayiku Natural Ecology Park", *Annals of Tourism Research*.

- Honey, M. (2008). *Ecotourism and Sustainable Development: Who Owns Paradise* (2nd Ed), Washington: Island Press.
- Javier A. B. and Elazigue D. B (2011). Opportunities and Challenges in Tourism Development Roles of Local Government Units in the Philippines.
- Kangas, P., et al. (1995). Economics of an Ecotourism Operation in Belize. *Environmental Management*.
- Khan, M. (1997). Tourism Development and Dependency theory: mass tourism versus Ecotourism. *annals of Tourism Research*.
- King, D. & Stewart, W. (1996). Ecotourism and commodification: protecting people and places. *Biodiversity and Conservation*.
- Kiss, A., (2004). Is community-based ecotourism a good use of biodiversity conservation funding? *Trends in Ecology & Evolution*.
- Leksakundilok, A. (2006) *Community Participation in Ecotourism Development in Thailand*, University of Sydney. Geosciences
- Lewis A. and Brown T. (2004). Pro-Poor Tourism: A Vehicle for Development in Trinidad & Tobago <https://sta.uwi.edu/.../Lewis%20%20A.pdf> (Assessed online on 21/05/2015).
- Lindberg, K. (2001). Economic Impacts: In D. B. Weaver (Ed.), *The Encyclopedia of Ecotourism*. New York: CABI International.
- Lindberg, K., Enriquez, J., & Sproule, K. (1996). Ecotourism questioned: Case studies from Belize. *Annals of tourism Research*.
- Lindberg, K., et al. (Eds.). (1998). *Ecotourism: A Guide for Planners and Managers*. North Bennington, Vermont: The Ecotourism Society.
- Manyara and Jones, (2007). Community involvement and participation in tourism development in Tanzania; A case study of Local communities in Barabarani Village, Mto Wa Mbu, Arusha- Tanzania.
- Martain-Haverbeck, V. (2006). *Community-based Tourism in Guatemala*. Unpublished master's thesis, California State University, Northridge.

- Marzuki, A., (2008). Impacts of tourism development in, Langkawi Islands, Malaysia: a qualitative approach *International Journal of Hospitality and Tourism System*.
- McCool, S. F. & Moisey, R. N. (2001). Introduction: Pathways and Pitfalls in the Search for Sustainable Tourism. In S. F. McCool and R. N. Moisey (Eds.), *Tourism, Recreation and Sustainability – Linking Culture and the Environment* (pp. 1-15)
- McCormick, K. (1994). Can Ecotourism Save the Rainforest? Rainforest action Network
- Meethan, K. (2001). *Tourism in global society: place, culture, consumption*. New York, USA: Palgrave.
- Miller, K. (2008). Evaluating the Design and Management of Community-based Ecotourism Projects in Guatemala.
- Morgan, R., Gatell, E. Junyent, R. Micallef, A., Özhan E., & Williams, A.T. (2000). An improved user-based beach climate index. *Journal of Coastal Conservation*.
- Nance, E., and Ortolano, L. (2007). Community Participation in Urban sanitation: Experience in the North eastern Brazil. *Journal of Planning education and Research*.
- Neuman, W. L. (2005), *Social Research Methods: Qualitative and Quantitative Approaches* (6th edition), Allyn & Bacon, USA
- Patton, M.Q. (2002), *Qualitative Research and Evaluation Methods* (3rd Ed.) Thousand Oaks, CA: sage
- Polit, D.F & Hungler, B.P, (1999). *Nursing research: Principles and Methods*. 6th edition. Philadelphia: Lippincott.
- Ranasinghe, R and Deyshappriya R. (2009). Analyzing the Significance of Tourism on Sri Lankan Economy; an Econometric Analysis.
- Ross, S., & Wall, G. (1999). Evaluating ecotourism: the case of North Sulawesi, Indonesia. *Tourism Management*.
- Saunders, M., Lewis P., and Thornhill, A. (2009). *Research Methods for Business Students* (5th edition). New Jersey: Prentice Hall.

- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*.
- Sindiga, I. (1995a). Traditional medicine in Africa: An introduction. Pp. 1-15 in *Traditional Medicine in Africa*. Edited by I. Sindiga, C. Nyaigotti-Chacha & M.P. Kanunah. East African Educational Publishers Ltd., Nairobi.
- Singh, S., Timothy, D., and Dowling, R. (2003).). *Tourism in Destination communities*:. Cambridge: CABI Publishing.
- Spector, P.E (1992). *Summated Rating Scale Construction, an Introduction*. London: Saga Publications
- Stem, C. et al. (2003). *Community participation in Ecotourism Benefits: The Link to Conservation Practices and Perspectives*. Society and Natural Resources.
- Stephen J. P (2009), *Tourism a Modern Synthesis*, Cambridge: Cambridge University Press.
- Stronza, A., Gordillo, J., (2008). Community views on ecotourism. *Annals of Tourism Research*.
- The International Ecotourism Society (2012). Ecotourism development; Retrieved, 27th February, 2012 from website <http://www.ecotourism.org>
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management*.
- Tubb, K. N. (2003). An evaluation of the effectiveness of interpretation within Dartmoor National Park in reaching the goals of sustainable tourism development. *Journal of Sustainable Tourism*.
- Tunde, A. M. (2012). Harnessing Tourism Potentials for Sustainable Development: A Case of Owu Water Falls in Nigeria. *Journal of Sustainable Development in Africa*.
- United Nation World Tourism Organization (UNWTO) 2001 www2.unwto.org/en/content
- United Nation World Tourism Organization (UNWTO) 2008 www2.unwto.org/en/content

- United Nations and World Tourism Organization (2012), *Tourism in the Green Economy – Background Report*, UNWTO, Madrid.
- Walliman, N. (2005), *Your Research Project: A Step by Step Guide for the First-Time Researcher* (2nd edition). Sage, London.
- Wearing, S. and Larsen, L. (1996) Assessing and managing the socio-cultural impacts of ecotourism: revisiting the Santa Elena rainforest project *The Environmentalist*.
- Weaver, D. & Lawton, L. (2007). Twenty years on: The state of contemporary ecotourism research. *Tourism Management*, 28, 1168-1179. Hernandez et al. (2005)
- Wiersum K.F. (2006). Diversity and change in home garden cultivation in Indonesia. In: Kumar B.M. and Nair P.K.R. (Eds), *Tropical home gardens: A time-tested example of sustainable*.
- Wight, P. (1994). Environmentally responsible marketing of tourism. In E. Cater & G. Lowman (Eds.), *Ecotourism: A Sustainable Option?* New York: John Wiley and Sons.
- Wilkinson, P., & Pratiwi, W. (1995). Gender and tourism in an Indonesian village. *Annals of tourism Research*.
- World Travel and Tourism Council (2010). *Tourism for Tomorrow: Tourism Impact data and forecast*. The Global tourism summit. United Kingdom.
- World Travel and Tourism Council (2014). *Travel and Tourism Economic Impact 2014 World*.
- World Wide Fund (WWF) for Nature (2001). *Guidelines for Community – Based Ecotourism Development*.
- WWF-International (2001). *Guidelines for Community Based Ecotourism development*
Retrieved May 5, 2012 from website [http: www.zeitzfoundation](http://www.zeitzfoundation).
- Zikmund, W. G., Babin, B. J., Carr, J. C., and Griffin, M. (2009), *Business Research Methods* (8th Ed.). South-Western College Publishing, USA

APPENDICES

APPENDIX I: QUESTIONNAIRE

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI

BUSINESS SCHOOL

The study is being undertaken to “**Assess the Socio-Economic Impact of Community-Based Ecotourism in some selected communities in the Ashanti Region.**”

This study is strictly academic work and your confidentiality in providing this information is assured. Please answer these questions with your most objective opinion.

A: SOCIO-DEMOGRAPHIC CHARACTERISTIC OF RESPONDENTS

1. Age (a) 20-30years [] (b) 31- 40years [] (c) 41- 50years [] (d) above 50 years []

2. Sex: (a) Male [] (a) Female []

3. Religion (a) Christianity [] (b) Islam [] (c) Traditional [] (d) Others/Specify.....

4. What is your level of education?

(a) No formal education [] (b) Primary [] (c) Middle/Junior High [] (d) Secondary [] (e) Tertiary [] (f) Other, please specify

5. Occupation (a) Public/ Civil Service [] (b) Farming [] (c) Trading [] (d) Unemployed [] (e) Others/ specify

6. For how long have you lived in this community?

(a) Less than 10 years [] (b) Between 11 and 20 years [] (c) Between 21 and 30 years [] (d) Between 31 and 40 years [] (e) More than 40 years []

B: PUBLIC AWARENESS, INTEREST AND PARTICIPATION

7. Are you aware there is a community-based ecotourism site in your community?

(a) Yes [] (b) No [] **(If no skip to question 15)**

8. If **yes** how did you get to know about the existence of the site?

(a) Through the erection of sign post []

(b) Through the influx of visitors to the community []

(c) Through the activities of the Ecotourism Management Committee []

(d) Through media announcements [] (e) through family/friends [] (f) others specify.....

9. How many times have you visited the site? **(If the answer is a (Never), skip to question 15).** (a) Never [] (b) Once [] (c) twice [] (d) thrice [] (e) several []

10. With whom did you visit the site?

(a) Family [] (b) friends/lover [] (c) colleagues [] (d) in a group [] (e) alone []

11. What motivated you to visit the site? Rank them 1- 9 in order of importance, where 1 is the most important and 9 is the least important.

a. to change my everyday life []

b. For research and education. []

c. to improve health and spend time accompanying people []

d. to feel achievement by conquering the contest []

e. to have self-development time (Meditation) []

f. to learn nature and enjoy beautiful scenery (sightseeing)[]

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

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

13. Are you intending to visit the site again?

- (a) Absolutely No [] (b) Not Sure [] (c) Neutral [] (d) Sure (Yes) []
(e) Absolutely Yes []

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

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

**C: PARTICIPATION OF LOCAL RESIDENTS IN THE DEVELOPMENT,
PRESERVATION AND MANAGEMENT OF ECOTOURISM.**

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 []

16. What are the reasons for the local residents not participating in the development, preservation and management of the site? (**Choose only 2**)

- a. The lack of institutional devices/ framework []
- b. Indifference of the residents []
- c. The lack of residents' economic ability []
- d. The lack of residents' requisite knowledge and management capability []
- e. Lack of personal interest []
- f. Lack of transparency []

D: SOCIAL AND ECONOMIC IMPACT

17. How much does the establishment of the ecotourism site affect your social life?

(a) Not at all [] (b) little [] (c) Somewhat [] (d) a little [] (e) Very much []

18. How much does the establishment of ecotourism site affect you and your life?

(a) Not at all [] (b) little [] (c) Somewhat [] (d) a little [] (e) Very much []

19. How do you think of the number of tourists visiting the site?

(a) Very few [] (b) Few [] (c) Desirable [] (d) Many [] (e) Very many []

20. How do you rate the current state of social and economic activities of ecotourism in the lives of the people and the community?

(a) Very good [] (b) Good [] (c) Average [] (d) Poor [] (e) Very poor []

21. The existence of the ecotourism site has led to the development of social infrastructure in the area. Please circle the score which accords with your answer.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Educational advancement	1	2	3	4	5
Improvement of local capacity building	1	2	3	4	5
Increase interest of participation	1	2	3	4	5
Cultural tradition and heritage	1	2	3	4	5
Local attitudes towards tourism resources	1	2	3	4	5
Transfer of ideas and communication	1	2	3	4	5
Alternative to traditional land use	1	2	3	4	5
Preservation of large tract of land	1	2	3	4	5
Wildlife conservation	1	2	3	4	5

22. Please estimate how the following aspects of residents' lives and community have been affected by the ecotourism site?

	Very much Deteriorated		Deteriorated	Middle	Improved	Very much improved
① residents' economic life	1	2	3	4	5	
② residents' socio-cultural life	1	2	3	4	5	
③ surrounding environment	1	2	3	4	5	
④ living environment (conditions)	1	2	3	4	5	

23. The existence of the ecotourism site has impacted economic benefits in the residents and the community. Please cycle the score which accords with your answer.

	Strongly Disagree		Disagree	Neutral	Agree	Strongly Agree
Income generation activities	1	2	3	4	5	
Employment creation	1	2	3	4	5	
Infrastructural provision	1	2	3	4	5	
Cultural tradition and heritage	1	2	3	4	5	
Supplementary revenue for household	1	2	3	4	5	
Support for conservation of land	1	2	3	4	5	

24. What factors account for the contribution of socio - economic impact of tourism in the community as a preferred tourist destination? Please cycle the score which accords with your answer.

	Strongly Disagree		Disagree	Neutral	Agree	Strongly Agree
Attraction	1	2	3	4	5	
Social Amenities	1	2	3	4	5	
Accessibility	1	2	3	4	5	
Image of the destination	1	2	3	4	5	
Pricing	1	2	3	4	5	
Human resources	1	2	3	4	5	

APPENDIX II: INTERVIEW GUIDE

Qualitative Interview guide, for key stakeholders

1. How long has the ecotourism site being in existence?
2. How do you assess the level of awareness of the site? If Low...
3. What account for such low publicity (low level of awareness)
4. Who are the owners of the site and who are the managers?
5. Do you think local livelihood is dependent on the site? Why and how
6. What are some of the main resources harvested from the forest?
7. How many jobs in the area does ecotourism support?
8. How much do tourists spend in the area?
9. How much tax revenue is generated from ecotourism?
10. How are the benefits shared amongst the population?
11. In your expert view, are local livelihood given considerations in forest policy making processes? How? (Probe; what alternative livelihood strategies have the Institute provided in the communities aside farming?)
12. What economic impacts do you see in the life of the people as a result of ecotourism business?
13. What are the main social and economic activities the people engage in?
14. Can you please outline some of the benefits the community has enjoyed so far?
15. What is the level of interest and participation of local residents towards Community Based Ecotourism development in this area?
16. What do you think; the management and stakeholders of site must do to attract more tourists to the site and the community?
17. Who manages the revenue from the site and how is it used?
18. Where / what do you think the money should be spent on?
19. What are some of the possible challenges facing the site / community?
20. What factors account for the contribution of socio - economic impact of tourism in the community as a preferred tourist destination?

APPENDIX III

Figure 2.1: Pictorial Overview of Bobiri Forest and Butterfly Sanctuary



APPENDIX IV

Figure 4.3: Firewood from Owabi forest reserve heap in a house at Esaase for domestic consumption



Source: Field Survey, June 2016