

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY INSTITUTE
OF DISTANCE LEARNING (KUMASI CENTER)



A THESIS ON
MANAGEMENT AND PROMOTION OF TOURISM IN GHANA: AN EXPLORATORY
STUDY OF TOURISM MANAGEMENT IN THE BONO EAST REGION

BY

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DECLARATION

By signing this document, I certify that the work I have submitted for the MSC is entirely original with no parts previously submitted for another degree at this university or elsewhere with the exception of the properly cited references to other people's works which have been duly acknowledged

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ABSTRACT

The study assessed the impact of management and promotion of tourism in Ghana and explored into tourism management in the Bono East Region. In Ghana and particularly the Bono East Region, tourism planning, policies, and strategies must be set within a broader development perspective. The viability of pleasant and interesting tourist sites in a country reflects how leisure has become a key priority in a country. The policy direction of tourism promotion in Ghana has to do away with high fragmentation and focus on the need for coordination and collaboration to interact more effectively with other sectors of the economy, which this study seeks to review extensively. This study aimed to explore tourist sites in the Bono East Region to see how it is managed and how it is promoted in terms of advertising. Data was collected from 210 staff of tourist sites in the Bono East Region. The convenience sampling method was used to select the respondents. Data were analyzed both qualitatively and quantitatively. The results revealed that there are policy directions for tourism promotion in the Bono East region. Also, some benchmark policies can be suggested to management and government agencies to enhance Ghana's tourism development. Therefore, it was recommended that Ghana authorities can establish a sustainable financial mechanism, strengthen human resources and organizational structure; and improve project management mechanisms. The projects in the communities could be improved with adequate security, infrastructure, and funding.

Key words:

Tourism Management, Policy Direction, and Tourism Development.

DEDICATION

I dedicate this thesis to God for seeing me through the entire program successfully. I also dedicate it to my husband Dr. Samuel Addae-Boateng, the Principal of Atebubu College of Education, and my children Adwoa Asieduwaa Addae-Boateng, Kwaku Boakye Addae-Boateng, and Sandra Acquah for their immense support and encouragement as I walked through the programme.



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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

One effort to increase the vibrancy of Ghana's tourism business is community-based tourism (Stone and Stone, 2020). The Savannah Region, the Bono Region, and the Ashanti Region all about Ghana's Bono East Region to the north, west, and south, respectively. Popular tourism spots in the Bono East Region, according to Bofo et al. (2014), include waterfalls, springs, canals, streams, caverns, lakes, estuaries, and mountains. In Ghana's tourism sector, there is increased cooperation between the government, for-profit travel companies, and local communities (Chilufya et al., 2019). In any event, their capacity to participate in the industry and make money from it may be influenced by the financial clout of rural and low-income urban communities.

The managerial process for the tourism industry begins with establishing the purpose and objectives of the company as a whole, assessing corporate capabilities in terms of benefits and disadvantages of the tourism industry, determining the marketing opportunities that need to be taken advantage of, and developing marketing strategies for the promotion of the tourism sector in Ghana (Vujovi et al., 2018). According to Cobbinah and Darkwah (2016), the Ghanaian tourism sector's policy framework must be attractively designed for patronage and should outline the key elements supporting the sector's efficient management and international promotion. On the other hand, this gap offers a chance for companies that offer amenity services.

The construction of residential buildings at tourist destinations should, in Carius and Job's opinion (2019), be satisfactory and livable for any tourist. At tourist destinations, there have been instances of criminal activity and rude behavior (Baker and Stockton, 2014). Locals thus believed that festival tourism was more closely related to societal expenses like prostitution, criminality,

and violence, among other things. The transient nature of travel by non-residents to locations where they have a variety of effects is one of the prevalent aspects of tourism (Rasoolimanesh et al., 2020). Additionally, tourism involves the voluntary movements of people and is primarily for leisure or recreation (Jennings, 2007). The character of a visitor may also be impacted by tourism (Schenkel and de Almeida, 2020). The flow of resources and individuals is once again a key constituent of tourism from the perspective of tourist policy (Edgell and Swanson, 2013), which is also defined by a variety of governmental, commercial, and non-profit initiatives and procedures that facilitate the decision-making process for travel (Evans et al., 2012).

Furthermore, tourism requires the creation and consumption of a variety of resources, both tangible (such as tourism products) and intangible (such as a sense of place) (Lichrou et al., 2008). It also involves the creation and consumption of tourist experiences, which has a variety of intended and unintended consequences and effects that need to be critically analyzed and managed.

1.2 Problem Statement

Tourism in Ghana, particularly in the Bono East Region, presents a vital development opportunity. The presence of alluring tourist destinations underscores the nation's leisure potential. However, despite the availability of essential promotional tools like direct marketing, public relations, sales promotion, and advertising, these remain underutilized in the tourism sector, hindering effective communication with target markets. Even though tourist sites in the Bono East Region enjoy high patronage, a lack of strategic policies for their management and promotion is evident.

In today's digital age, where bloggers in Ghana have a significant presence, tourism, especially in the Bono East Region with its attractions such as the Boabeng Fiema Monkey sanctuary, Bono Manso slave market, the Kristo Boase Monastery, the River Tano, Nchiraa waterfalls, and the

Kintampo Waterfalls, remains surprisingly neglected. Furthermore, the dearth of literature on tourism management in Ghana is a notable gap. This study aims to address this gap by evaluating how effective management and promotion impact tourism in the Bono East Region.

Effective management and marketing of tourism are crucial pathways to economic growth, community development, and poverty reduction, particularly in developing countries (Spenceley and Meyer, 2012). In the African context, several nations, including South Africa, Cape Verde, Rwanda, and Seychelles (Bogale et al., 2021), have successfully integrated their tourism sectors into their domestic economic and social development objectives. They recognize tourism's potential to create jobs, stimulate economic growth, and boost GDP (López-Guzmán, 2016 & Sanderson and Leroux, 2017). However, Ghana's tourism revenue falls significantly short of its potential.

Lopes et al. (2020) argue that tourism promotion through the showcasing of regional culture and settings is a cost-effective strategy to attract foreign exchange. Thus, it is imperative for Ghana to establish a commission for cohesion and reforms within its tourism sector. Despite previous conferences aimed at promoting tourism in Ghana, the actual execution of action plans and the enhancement of tourism infrastructure to meet international standards have stalled.

Considering Ghana's current economic challenges, research shows that tourism has the potential to alleviate poverty (Jiang et al., 2011) and contribute to a more equitable society. The implementation of gender-specific policies has also empowered women in the industry (Zhang and Zhang, 2020). The policy direction for tourism promotion in Ghana should evolve to eliminate fragmentation, and this study aims to provide a comprehensive investigation, emphasizing the necessity of partnerships and coordination to connect more effectively with other economic sectors.

1.3 Purpose of the study

This study aims to explore tourist sites in the Bono East Region to see how it is managed and how it is promoted in terms of advertising.

1.4 Research Objectives

1. To evaluate the policy direction of tourism promotion in the Bono East region.
2. To suggest benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study.

1.5 Research Questions

1. What is the policy direction of tourism promotion in the Bono East region?
2. Do benchmark policies for the management and government agencies enhance tourism development in Ghana using Bono East as a case study?

1.6 Significance of the study

The parties involved, public sector hires at the various tourist attractions, and the leadership boards of the Ghanaian tourism industry will all benefit from the study. The metadata will further the body of knowledge already in existence on Ghana's management and marketing of tourism, where empirical evidence is quite scant.

1.7 Brief Methodology

This study is an exploratory one (Bougie and Sekaran, 2019), it assesses the effect of effectively managing and promoting tourism, assesses the current systems of tourism promotion in the Bono East region, evaluates the policy direction of tourism promotion in the Bono East region and to

suggest benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study. The Likert-scaled questionnaire would be used for data collection. Questionnaires would be sent via google forms and responses would be compiled within two weeks. Secondary data would be retrieved from journals and scientific reports and peer-reviewed articles. Data gathered would be analyzed and presented via frequency tables, correlation analysis, and regression analysis using SPSS and STATA 13.0.

1.8 Scope of the study

Contextually, the study assesses the effectiveness of the management and promotion of tourism in the Bono East Region in relation to the current promotional mixes that are used.

Geographically, the study was limited to the Boabeng-Fiema Monkey Sanctuary in the Bono East Region of Ghana.

1.9 Organization of the thesis

There are five chapters in the study. The thesis is summarized in Chapter 1, which includes the thesis introduction, background information about the study, as well as a problem statement, aims, and questions. It also discusses the study's relevance, scope, brief methodology, limits, and thesis structure. The second chapter addressed theoretical and empirical literature as well as approaches for managing and promoting tourism in Ghana. The third chapter covers the research process, methods used for data gathering, population, sample strategies, and research tools. Data presentation, analysis, and conclusion discussion are all included in Chapter 4. The main conclusions, suggestions, and findings are outlined in the Chapter 5.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter analyzes the body of knowledge regarding the management and promotion of tourism in Ghana. Since the 1980s, the management and promotion of tourism development have dominated the literature on sustainability (Menning, 1995; Bousset et al., 2007). whereas states have acknowledged the economic advantages of developing the tourism industry, they are also aware of the drawbacks. A conceptual framework and an analysis of the constructs employed in this study are also included.

2.1 Theoretical Review

2.1.1 Social network theory

The social comparison theory, which contends individuals may alter their mentalities, is where the idea all started. According to this theory, people undertake social reference checks to get peer approval and a sense of self-identity as well as to ensure the validity of group existence (Borgatti et al., 2018). Therefore, concentrating on the effects of inter-actor relationship linkages, this theory contends that those people are influenced by group relationships (Kelly et al., 2017). Lin (2017) claims that social network theory looks at the pattern and structure of individual relationships in light of relationship orientation from the standpoint of interpersonal interactions in society. This can aid researchers' comprehension of the relationships and behavioral occurrences in social life.

Borgatti et al., (2018) argue that social networks Connection relationships serve as a form of social capital by providing access to resources, information, and social support. Additionally, it emphasizes social networks, network integration, and related content (Robins, 2015). A system of major value agreement linkages and group resource relationship links can be established on social networks, according to Arregle et al.'s (2015) proposal. The inter-group viewpoints are

simultaneously influenced by shared values shaped by the relationships in the group network, and groups take decisive action to achieve their shared goals and gain an advantage. As a result, the social network transforms into a platform for the internalization of relationship links and value agreements related to local tourism improvement, which affects perceptions of local tourist development views (Chang, 2021).

The Social Comparison Theory, which suggests that individuals may adjust their attitudes through social reference checks for peer approval and self-identity, plays a crucial role in our study. According to Borgatti et al. (2018), this theory underlines the significance of social relationships in shaping individuals' perceptions and behaviors. In the context of our study objectives, understanding how individuals within a community perceive and engage with local tourism development initiatives is essential. Social reference checks and peer approval, as proposed by the Social Comparison Theory, can influence community members' perceptions and participation in such initiatives.

Moreover, the Social Network Theory, as explained by Lin (2017), is also relevant to our study. This theory helps us analyze the pattern and structure of individual relationships within a community and how these relationships influence behavioral occurrences in social life. In the context of our research, it can assist in examining the network of relationships among community members and how these connections impact their perceptions of and engagement with local tourism development. This perspective can be valuable for understanding the social dynamics at play.

Furthermore, social networks are considered a form of social capital, providing access to resources, information, and social support, as argued by Borgatti et al. (2018). This concept is particularly relevant to our study objectives as it can shed light on how community members leverage their social networks to access resources and support related to local tourism

development initiatives. The availability of resources and social support can significantly affect the success and sustainability of such initiatives.

2.1.2 Role Theory

Role Theory, rooted in sociology and psychology, posits that individuals' behaviors, attitudes, and interactions are influenced by the roles they occupy in society (Biddle, 1986). This theory emphasizes that each social role comes with a set of expectations, norms, and responsibilities, and people conform to these role-specific behaviors to gain social approval and maintain social order. Role Theory helps us comprehend how individuals navigate their positions and relationships within a community, making it an essential framework in the study of human behavior and social dynamics (Biddle, 1986). In our research, we can apply Role Theory to examine how community members' roles and expectations within the context of local tourism development impact their attitudes, behaviors, and contributions to these initiatives, providing insights into the dynamics of community involvement (Biddle, 1986).

Role theory (Biddle, 1986) was found to be relevant in explaining the objectives of the study and was used to look into how Ghana's tourism is managed and developed. Role theory is a better fit for this study due to the large number of stakeholders and the diverse interests that each of these stakeholders has in the tourism business. Role theory has grown in popularity in academic literature because people respond differently but predictably in diverse social identities and situations (ibid). A role specifies discussions, standards mindsets, contextual needs, and growing view of circumstances based on stakeholders' knowledge, according to Scott and Lane's (2000) research. The study of the behaviour connected to particular socially established positions is known as role theory.

This shows that role theory is more concerned with the roles that define these places than it is with studying the people who hold them. Role theory, in its simplest form, is the study of roles. Role theory contains the following characteristics, according to Lee et al. (2019): "functional," "symbolic interactionist, structural," "organizational," and "cognitive."

This study is more suited to the functional approach since it examines how individuals behave in socially significant roles inside existing social institutions. Numerous tourist destinations in the Bono East Region necessitate cooperation from numerous stakeholder institutions. Among these are inter-ministerial committees, public-private sector partnerships, and public-sector tourist groups and associations (Adu-Ampong, 2017). These stakeholder responsibilities significantly affect how tourism is managed and promoted at the site. Role theory is challenging despite balancing the interests of diverse stakeholders (Duarte Alonso and Nyanjom, 2017). According to scholars (Roxas et al., 2020; and Chuenpagdee et al., 2013), role conflict resulting from unequal power relations and a lack of resources tends to impede good role performance.

2.2 Conceptual review

A complete analysis of the difficulties pertaining to the major tourist attractions and how their destinations might be marketed is provided by a survey of the already published literature.

2.2.1 Tourism

The tourism industry is a huge source of income for nations and is a developing industry (Tien et al., 2019). The industry has encountered development and expanding diversification so much that it has become the quickest-developing economic sector (ibid). There are many definitions used in the tourism business; according to Manzoor et al. (2019), a tourist is someone who travels for any reason other than to and from work by car. For the second time, Mirehie and Gibson (2020) claim that "someone who travels from his home for a distance of about 50 miles (one way) for

business, joy, individual affair, or for some other reason other than to drive to work, whether he remains for the time being or returns that very day." According to Boniface et al.

(2020), the tourism industry's definition changed as in

- (1) geographical restrictions,
- (2) purpose of the trip,
- (3) distance travelled,
- (4) time away from home,
- (5) mode of transportation, and
- (6) a combination of operational limitations.

According to Zaei and Zaei (2013), the tourist industry is also referred to be a type of social and cultural theory that has grown into a sizable economic sector in urban regions and locations all over the world. The tourism industry includes the obligations of people who go to and stay in places other than their usual location for up to a year for pleasure, business, or other purposes unrelated to the activity for which they are paid while in the destination.

2.2.2 Evolution of Tourism Development

The tourist sector is a financial undertaking that is inextricably linked to other processes of development (Ghanem, 2017). In the past, people have changed their surroundings to emigrate and establish themselves. Even though the growth of the tourism sector is unquestionable, there

hasn't been much research done that compares it to the growth of urbanization (Fundeanu, 2015). There is a differentiation between the tourism industry (urbanization and industrial urbanization). Pons et al., (2014) argue that industrial urbanization was joined by an infrastructure of production, like industries, trenches, and rail routes; the tourism industry urbanization is upheld by a framework of utilization, comprised of amusement parks, clubs, inns, conference halls, apartment suites, greens, etc.

While this distinction is generally legitimate, it does not consider the dynamic collaboration between the two types of urbanization (Osman and Farahat, 2018). The tourism sector evolved over time and was influenced by factors such as class, economic standing, level of education, purpose, political clout, and personal motives (ibid). Moreover, the "evolution of the tourism industry" refers to the slow change or improvement of tourism industry activities from the past to the present (and maybe into what's to come) (Hingtgen et al., 2015).

2.2.3 Tourism Urbanization

According to Zamfir and Corbos (2015), urbanization in the tourism sector is the process through which the sector develops into a significant metropolitan enterprise, but one that is subordinate to other companies. Because of this evolution, the contemporary typology of the tourism industry has multiplied and produced various characterizations: according to the intended use (religious, mystical, societal, and/or ecotourism) (Khoshkhoo and Nadalipour, 2017).

2.2.3.1 Main Types of Contemporary Tourism

While some tourism is ordered by its type, others are depicted in light of their physical footprint on the environment. With the current environmental degradation, new tourism models have developed. Three key current forms are mass tourism, sustainable tourism, and ecotourism.

2.2.3.2 Mass tourism

It is known as an objective with a huge deluge of tourists, and a type of travel industry that incorporates the cooperation of quantities of guests, associations of travel, and facilities (Ghimire, 2013).

2.2.3.3 Sustainable tourism

Sustainable tourism, unlike mass tourism, satisfies the requirements and wishes of travelers as well as those of the public and commercial tourism industries as well as the local host community (Torres-Delgado & Saarinen, 2017). Addressing the requirements of present visitors and host communities while securing and improving possibilities for the future are key components of the development of sustainable tourism (ibid).

2.2.3.4 Contemporary tourism in Ghana

According to Adu-Ampong (2019), the tourism industry sometimes makes issues, despite the fact that it might have huge monetary and social advantages. Subsequently, the vast majority will

endure or try and effectively support the idea of alternative tourism. Progressively, third-world nations are moving in the direction of alternative tourism as a harmless alternative to mass tourism, which has various unfriendly monetary, sociocultural, and environmental effects (Folarin et al., 2017). Cultural heritage attractions offer income-producing opportunities to some least fortunate (and the absolute most extravagant) communities in the world (Woyo and Woyo, 2018), and Ghana is a perfect example of this. The tourist sector also contributes to one of Ghana's primary economic sectors. The sustainable management embraced within mass tourism and sustainable tourism resorts put the two sorts of tourism on the same end of the tourism continuum (Weaver, 2014).

2.2.3.5 Governance of Tourism

The tourism industry is better administered when all partners are engaged, including both local communities and the private sector (Amore and Hall, 2016). The current top-down planning methodology will give the resources used by the tourism industry second thought and cause additional environmental harm (Girard et al., 2015). (Girard et al., 2015). Adu-Ampong (2016) asserts that governance in Ghana is crucial to the growth of the tourist sector. It is quite challenging to develop tourism in the absence of good governance of such a perplexing phenomenon. It is additionally clear that the authorities' institutional structure in the tourism industry cannot be fixed beyond the setting of national change (ibid).

2.2.4 Tourism in public versus private sectors

Both the governmental and private sectors find the tourist industry to be attractive and financially lucrative (Asamoah, 2013). The agenda for the tourist sector has been established by the Ghanaian government on the basis that the private sector will continue to be dominated by market

forces and continuously place less emphasis on the public good (ibid). Albeit the goals of corporate initiatives toward greener tourism are disputable; these initiatives can assume a significant part in lessening the adverse consequences of tourism (Wut et al., 2022).

2.2.4.1 Tourism in central versus local governance

The balance of administration among central and local legislatures might shift from one area to the next (Ruhanen, 2013). The Government of Ghana fulfils the following roles;

- i. operator, including proprietorship and provision of the framework for improvement in the tourism sector tourism industry improvement and operation of tourism business activities (Bassey, 2015).
- ii. regulator, including formulating and implementing guidelines to control all the activities in the tourism industry (Elliott, 2020).
- iii. investment trigger, including the stimulation of tourism investment through the provision of monetary impetuses (Gudkov et al., 2017).
- iv. the promoter, including spending money on the promotion of tourism in the worldwide market (Goodall and Ashworth, 2013).
- v. coordinator, including the coordination of the tasks of various government offices concerning tourism; and
- vi. educator, including the establishment of a framework for organizations that offer tourism education and training programs.

Indeed, even in less controlled settings, national legislatures assume a part in giving the framework that fills in as the establishment for the energetic tourism industry and in undertaking activities that empower and support the tourism industry (Fletcher et al., 2016).

2.2.4.2 Tourism as a stand-alone government sector versus a combined sector

Since they heavily rely on the structure of the government, the operations of the tourist sector, which are headed by the public sector, vary from one country to the next in terms of the government's level of involvement (Ruhanen, 2013). In other countries, like Ghana, the tourism business collaborates with the Ministry of Tourism to establish and carry out tourist duties all throughout the nation without heavily depending on the local government (Geoffrey Deladem et al., 2021).

Without an extensive understanding of how tourism is managed and kept up with, policymakers will have next to no to do with shaping tourist destinations, and tourism will be either underutilized (Van der Zee et al., 2020). In some tourist sites in Ghana, the physical infrastructure was worked to retain the swell of tourism all through the ages.

2.2.4.3 Environmentally sound tourism development

Long ago, environmental causes began to ignite the sparks of metropolitan improvement. Sustainable development, often known as "the development which tackles the challenges of current times without jeopardizing the abilities of individuals in the future to address their issues," has gained importance as "supportable the travel industry" (Juvan and Dolnicar, 2016). According to Wearing et al. (2016), responsible resource management in tourist areas is essential for the tourism industry to have sustainable growth.

Streimikiene et al., (2021) argue that Tourism development started incorporating sustainable development strategies as a result of the growing environmental movement and increased awareness of sustainability. In theory, a form of tourism known as "ecotourism" is compatible with local natural systems. Traveling to relatively pristine or unpolluted natural areas with the

specific intention of studying, appreciating, and enjoying the environment, its wild flora and animals, as well as any existing cultural components, is what Barkauskien & Snieka (2013) characterize as ecotourism. Ecotourism has been promoted as a substitute for traditional tourism that has less of an adverse effect on regional surroundings and cultures (Mulyani et al., 2021).

As consciousness about the environment has grown, people who want to leave a smaller carbon footprint have turned to ecotourism. In order to appeal to travelers who believe themselves to be more ecologically conscious, the tourism industry has created eco-destinations. Environmental laws and concepts play a major role in shaping eco-destinations (ibid).

2.2.4.4 Role of Tourism in African Economies

The tourist sector can make a sizable contribution to a nation's overall economy, aiding in the reduction of poverty and fostering a more realistic and varied economic view (Njoya and Seetaram, 2018). The industry is frequently "utilized as a tool to strengthen minor economies and promote growth via the jobs and earnings that it can generate," according to Naidoo et al. (2016). Such factors are vital to developing nations, the tourism industry actually can add diversity to a significant number of these economies. All through Africa, the industry keeps reemerging as a potential development region (ibid).

Additionally, the tourism sector offers a significant opportunity to boost regional economies, particularly in areas like Ghana that have few other export and diversification options (Meyer and Meyer, 2015). The enormous resource transfer from largely wealthy source nations to Africa is addressed by tourism (ibid). Given that Africa is thought to have the most stable growth rate for tourist numbers globally, sub-Saharan African countries may legitimately expect to expand their share of the market, according to Christie et al. (2014).

2.2.4.5 Benefits of Tourism

One of the tourist industry's key strengths is its capacity to help countries all around the world achieve stability and prosperity (Causevic and Lynch, 2013). Choosing tourism as a policy "may result from a number of factors, not the least of which is the absence of alternative development possibilities available to a country" (ibid). The struggle for financial freedom and growth is a crucial and unavoidable challenge for African states (Smith, 2015). Economic justice is essential for the survival of the people who live in these civilizations. Due to the allure of quick growth in foreign cash profits to governments, as well as individuals, and new sorts of development, poor countries' passionate embrace of tourism is therefore not surprising (FaladeObalade and Dubey, 2014).

The tourist sector is seen as a great choice in terms of fiscal diversification and job creation because it is a customer support-intensive economy, according to Jaafar et al. (2013). For some countries, jobs and creating employment have become critical concerns, and in many nonindustrialized nations with rapid population growth, the availability of jobs for a young labour force is frequently a major problem. "The tourism industry is being classified as a potentially lucrative foreign exchange earner and method for attracting foreign investment," said Situmorang et al. (2019), with regard to Africa. Women are regularly connected with the informal sector in Ghana and other African countries, frequently selling goods or crafts to visitors.

Considering less skilled employees and experts, taking into account the potential opportunity to sell goods that are readily accessible or easily created, offers up another environment of options for previously unemployed women (Moswete and Lacey, 2015). In view of the advantages it may bring to African countries, among others, it is apparent that the tourist sector may play a vital part in aiding Africa (Ezeuduji, 2015) to attain its objective growth rates. Given its natural and cultural endowments, tourism in Africa offers diversity and legitimacy unmatched anywhere on

the planet: The components on which the competitive advantage of African tourism is based include novel natural parks, unpolluted sea coasts, ancient cultures, and the fascination that the African continent genuinely exerts on tourists' minds.

2.2.4.6 Tourism in Africa: Benefits

A few financial advantages of the tourism industry have proactively been referenced, and remain possibly the main advantages presented by the sector. These include

- Financial security and diversity;
- Job creation; and
- Financial and social advantages for impeded citizenry in Ghana (less-skilled workers, ladies, and so on.) (Scheyvens and Biddulph, 2018).

The tourism sector's inability to address the needs of various sectors and overlooked conditions, alongside certain social groups, renders it an appealing option for numerous nations, particularly those in the developing world. The tourism industry collaborates with segments encompassing construction, transportation, agriculture, and cultural and historical establishments, fostering an intricate web of connections that enhance the potential for sustainable economic growth (Camilleri, 2018). Despite the sector's capacity to stimulate progress in other economic domains like agriculture and services, the Tourism Action Plan report strongly emphasizes that the tourism industry holds substantial potential to contribute significantly to achieving the Millennium Development Goals and ultimately eradicating poverty (Cobbinah and Darkwah, 2016).

Furthermore, the tourism industry exhibits the ability to thrive in often marginalized areas that might have previously been perceived as unattractive or challenging (Rid et al., 2014).

Frequently, the benefits generated by tourism are reinvested into the advancement of the regions where they originate. Some nations have considerably profited from the tourism sector's capability to flourish in less fortunate regions, thereby reducing the necessity for other export options and diversification (ibid). Additionally, the insights of Sirima and Backman (2013) indicate that revenue generated from wildlife tourism in numerous nations is harnessed to support the maintenance of national parks, game reserves, and the enhancement of the surrounding communities.

In line with Zhuang et al. (2019), the tourism industry can contribute to the preservation of local traditions and heighten the awareness of the importance of safeguarding historical artifacts and cultural heritage among the inhabitants of the Bono East Region. This, in turn, fosters a sense of contentment among the host nation's citizens. Overall, the potential of the tourism industry to offer meaningful opportunities for Africans to engage in and derive benefits from the sector plays a pivotal role in its growth and its ability to remain a dynamic domain (Mbaiwa, 2017). Nonetheless, Ghana's tourism industry, while being a valuable resource, is widely recognized for its susceptibility to unpredictability (Ribeiro et al., 2021). Consequently, it may face challenges in adapting to shifts in the economic, political, or social landscape, particularly considering the evolving trends over time.

2.2.4.7 Tourism in Africa: Constraints and Hindrances

Various unfavorable perspectives impact Ghana's tourism industry, as noted by Saner et al. (2019). Despite the positive aspects of employment discussed earlier, certain individuals hold negative opinions regarding employment within the tourism sector. Employment significantly influences the impact of the tourism industry on nations, especially in emerging economies, as highlighted by Sucheran and Arulappan (2020). The sector's "seasonal nature" poses a challenge

to direct employment and exacerbates various economic concerns, including job insecurity, income instability, difficulties in accessing training, employment-related health benefits, recognition of experience, and substandard housing and working conditions, as articulated by Sindiga (2018).

Nonetheless, despite the legitimacy of these concerns, the work opportunities provided by the tourism sector have the potential to be remarkably beneficial. The tourism industry also contends with the issue of "leakage." Leakage in the tourism sector arises when a substantial portion of the industry's earnings exits the host country, encompassing fees, funds, and wages sourced from outside the host nation, in addition to imports that are procured to support the sector locally (Garrigos-Simon et al., 2015).

2.2.4.8 Current systems of tourism promotion in the Bono East region

Marketing firms are focusing more on promotional activities as promoting your tourism business becomes a more difficult task today (Ferreira and Hunter, 2017). An effective advertising campaign is crucial to the expansion of a business involved in the tourism industry (Beirman, 2020). Market research and web marketing services are typically provided by tourism marketing companies. To increase the appeal of the tourism business, commercial advertising, and innovative ideas are necessary (Gupta et al., 2022). As the industry and the way people engage online develop, they provide more exciting and innovative marketing strategies, including social media promotion (Kayumovich, 2020).

The promotional strategies used by tourism marketing companies (and tourism-related enterprises) are listed below:

2.2.4.8.1 Showing Online Banners

Khuong and Huong (2016) contend that online marketing strategies must be taken into consideration for the tourism industry. One of the best marketing tactics that tourism businesses can employ is investing in online advertising.

Placement of ad banners is a great approach to getting more exposure on websites where visitors may examine your current promotions and deals (Sofronov, 2019). The websites where you advertise should be frequently visited by your target market. If you don't place your advertising where your target customer is likely to be, you run the danger of marketing to the wrong demographic and wasting your time and money. Use top keywords in your Google search, such as "top," to locate various resources and websites where you can place banner adverts.

2.2.4.8.2 Starting a blog or posting articles

Additionally, anyone can start posting articles. It's advantageous to fill your website with interesting content in the form of helpful travel articles. This positions your company as an authority in the field and may enhance your Google search ranking. Additionally, your articles might be posted on other websites that offer equivalent services (Pallathadka et al., 2022).

2.2.4.8.3 Thinking of social media marketing

People and businesses can use SMM technologies to advertise to their target audience on social networks like Facebook and Instagram (Todua, 2017). Contacting SMM specialists who are familiar with marketing your travel channels is advised. It is the ideal strategy for promoting your travels.

2.2.4.8.4 Using email newsletters

Kaur (2017) asserts that using email newsletters with a customer relationship management (CRM) platform is a great strategy for engaging with clients. Allow users to subscribe to your newsletter so they may get all the details they require regarding promotions on a regular basis.

2.2.4.8.5 Checking the contextual advertising and SEO

According to Maurer (2021), promotional activities aimed at end users who use search engines like Google to choose their preferred tour include contextual marketing, or marketing on a page that is relevant to the business you run, and SEO optimization. A huge audience may be attracted and your excursions can be promoted with the use of web marketing tools.

Each internet technique is unique in some manner, so it's important to choose one that works best for your particular tourism business. The most crucial element in this sector is a professional strategy for a successful conclusion and ongoing development aimed at improvement (ibid).

2.2.4.8.6 Using tourist promo videos

The most enticing travel advertising videos of this year have been chosen by the World Tourism Organization, which was founded by the United Nations. It makes sense to use these adverts to inspire viewers. Using positive evaluations, as well as pictures and videos of your clients having a wonderful time on your tour, is the best method to demonstrate the value of what you have to offer (Devasia and PV, 2022). The majority of the movies that the World Tourism Organization selected show people enjoying themselves, and everything is extremely beautiful. This is an excellent method for drawing customers (ibid).

2.2.4.8.7 Applying offline promo

A business card is crucial, according to Pallathadka et al. (2022), especially for organizations involved in the travel and tourism industries. They are incredibly useful and cost-effective. With help, they could improve your business's reputation and increase the likelihood that tourists and other visitors will be interested. Postcards are an excellent direct marketing tool for travel businesses. Sending prospective customers a vibrant postcard with a lovely picture of a popular tourist destination and a short message will certainly convince them to call you.

According to Toubes et al. (2021), the tourism infrastructure, which is the basis of tourism development, determines how destination resources are used. The ability of tourism infrastructure to enhance supply in some cases, such as in remote places, and improve production and distribution efficiency.

Similarly to this, Adeola and Evans (2020) propose that tourism infrastructure is a network of social, environmental, and transportation infrastructure working together at the regional level to produce an alluring travel destination. Roads, airports, and trains are part of the transportation infrastructure in this chain that allows tourists from both local and international markets access to the location (Kanwal et al., 2020).

The physical infrastructure that supports a range of services and activities that draw tourists, as well as housing alternatives like hotels, is referred to as social infrastructure by Kumari and Sharma (2017). This infrastructure includes things like hotels, convention centers, stadiums, art galleries, and other structures. Environmental infrastructure, which is a natural value, includes public reserves, national parks, and marine parks (ibid). Literature frequently mentions the division of tourism infrastructure into four groups in addition to this classification, namely: 1. Physical (Hotels, Motels, Restaurants, Transportation, Communication, Water, Electricity)

1. The first is physical (hotels, motels, restaurants, transportation, communication, water, and electricity).
2. Cultural (legacy, fairs, festivals, local art, music, attire, and dance, as well as language and cuisine);
3. Services (banking institutions, travel and insurance companies, and tour guides);
4. Administration of justice (immigration, customs, and law enforcement).

2.2.4.9 Tourism Marketing

Tourism Marketing, according to Azimovna et al. (2022), is a strategy for finding and securing the perfect market based on genuine and accepted needs for the benefit of the company and the client. According to the explanation provided above, tourist marketing is a process that can best satisfy customer needs while enhancing the profit of the company providing tourism services. Tourism marketing, according to marketing in the travel and tourism industry, is a strategy supported by the tourism enterprise or a company that continuously studies present and future consumption requirements in order to continuously adapt its offer to meet these requirements for the best customer satisfaction and to achieve financial success under current market conditions (Jeuring, 2016).

In the process of developing the tourism industry into a significant economic sector of the province, tourism has been and will continue to present Bono East with more opportunities.

2.2.4.9.1 Domestic Tourist Market:

A sizeable portion of all visitors to the Bono East Region are domestic travelers, whose numbers consistently increase in a good direction. Domestic travel still mostly involves sightseeing,

resorts, life experiences, conferences, visits to family and friends, investigating financial opportunities while traveling, receiving medical attention, and honeymoons (Frolova et al., 2017).

2.2.4.9.2 Cultural tourism

According to Quan-Baffour (2020), "tourism" is defined as "any activity involving the brief or immediate movement of individuals to destinations beyond the areas they ordinarily reside and perform employment and their activities while they stay at such places." Urban and rural tourism are both as old as humanity; ever since the beginning of time, people have traveled for a variety of reasons (Rasoolimanesh et al., 2017). People may go outside of their homes for religious, medical, and educational reasons as well as to engage in some cultural activities for entertainment, particularly in rural areas. According to Richards (2021), the 'heritage boom' is what propels cultural tourism. This can be attributed to the increase in domestic and international travel as well as the acceptance of cultural tourism as a valuable travel option that could strengthen the local economy and aid in the preservation of culture (ibid).

Cultural tourism typically has to take place in isolated areas where rural inhabitants strongly guard their culture (Richards, 2018). According to (Ibid), the countryside is an attraction for tourism in both the literal and figurative senses of the word. It is a resource that draws visitors and is used by the travel and tourism sector to make money. Inferentially, a resource that the tourism sector and visitors alike rely on. According to Du Cros and McKercher (2020), cultural tourism—the subject of this study—occurs when people from different backgrounds travel to particular locations to attend, watch, participate in, learn about, or experience traditional (festive) festivities of a particular ethnic community.

Sampson (2018) claims that about 30 historical occasions and holidays celebrated by various ethnic groups throughout the year are included in Ghana's cultural tourism. This industry is a major contributor to the country's ability to generate foreign currency and create jobs. Among the academics who see the potential of cultural tourism to significantly contribute to the socioeconomic development of Ghana as a whole are Sampson (2018), Geoffrey Deladem et al. (2021), Doe et al. (2021), and Sampson (2018). The authors also concur that cultural tourism is a way to honor the deceased, preserve the community's unique cultural legacy, and strengthen the local economy (Van, 2020).

2.2.4.10 Management and Promotion of Tourism in Ghana

Ghana is rapidly gaining popularity as a travel destination, and the government is already working to support and grow this sector through the Ministry of Tourism and the Ghana Tourist Board in order to make it a significant source of foreign exchange and funding for the development of the country (Buultjens et al., 2016). Even though it is now among the top earners in the country, the tourism industry's potential to become a sizable source of foreign exchange gains in Ghana has not yet been completely fulfilled. It is clear that the country's tourist potential has not been fully utilized or promoted.

A number of measures have been made, and continue to be implemented, to speed up the development and promotion of Ghana's tourist potential (Doe et al., 2021). These efforts, however, have had some significant setbacks because of the following: challenges updating current graphical tourist guides and maps (expensive, time-consuming, and labour-intensive); absence of a digital spatial database of tourism establishments and places to visit; absence of thorough information based on the Internet; and insufficient motivation for efficient marketing.

Ghana, which is situated in West Africa close to the Gulf of Guinea, was formerly referred to as the "Gold Coast" of Africa, claims Venter (2022). Due to its hospitable people, fascinating history, and vibrant culture, this tropical country is a top vacation spot for many tourists from around the globe.

Its intriguing features, which include 42 forts and palaces scattered along the coast, some of which date back to the 15th century, cultural landmarks, craft villages, stunning nature parks and gardens, and sandy beaches, make it a unique destination for tourists seeking an eventful trip to Africa.

2.2.4.11 Tourism Sector Planning and Development in Ghana

As part of the Vision 2020 objective, the National tourist Growth Plan (NTDP, 1996–2010) was developed as a 15-year policy view to encourage tourist growth in Ghana. In addition, the establishment of an environment supportive of the growth of the Ghanaian tourism industry as well as the promotion of human, rural, urban, and infrastructure improvement are among the objectives of the Medium-term National Development Plan (1997-2000), a division of the NTDP (NTDP, 1996-2010). According to Tagoe et al. (2022), Ghana's Poverty Reduction Strategy (2003–2005) and Ghana's Shared Growth and Development Agenda (GSGDA, 2010–2013) both gave the tourist sector top emphasis.

The two aforementioned policy papers were meant to encourage responsible and environmentally friendly tourism in order to safeguard historical, cultural, and natural beauty as well as the growth of other related sectors such as the hospitality and tourism industries. They also provided domestic tourism to foster 23 national cohesions and to redistribute income. Despite being ambitious, the National Tourism Development Plan (1996-2010) fell short of its objectives "due

to a lack of political commitment at the highest level of Government, changes in Government and frequent changes in leadership at tourism institutions, low levels of financing assigned to development and marketing, and a lack of political will at the lowest possible level of Government, inaccurate information pertaining to the achievement and impact of the sector, do not have of awareness about the positive effects that can be derived from, low capacities of financing allocated to development and marketing, and low levels of financing for growth, and promoting a strong tourism industry, which contributes to the sector's low position in contrast to more well-known and well-supported industries like oil and gas, mining, cocoa, and agriculture, as well as its limited capacity to carry out the Plan's objectives (NTDP, 2013-2027 Plan). The 2013–2027 National Tourism Plan, outlines the perspective of a 15-year guideline that strives to "make sure that tourism in Ghana attains all of its potentials in a way that is environmentally friendly and that it boosts the nation's GDP, reduces poverty, ensures that industry operations don't hurt the local environment, culture, or customs, and draws in a variety of markets." The tourist industry is multifaceted and cross-cutting, necessitating the cooperation of numerous stakeholder institutions.

2.2.4.12 Bono East region's existing tourism promotion programmes

The Ghana Tourism Authority (GTA) has reiterated the need for Public-Private-Partnership (PPP) to help speed up the development of tourist attraction sites in the country. The GTA said the government was in the process of revamping the sites alongside the development of untapped sites, but since those projects were huge capital intensive, there was the need for private sector involvement under the PPP agreement. Mr Joseph Appiagyei, the Bono, Bono East, and Ahafo Regions Director of the GTA who made the call, therefore urged both local and international investors to partner and support the Government in that regard. He said the three regions had 25 tourist attraction sites and the government had made a long medium, and immediate-term plans

to develop some of them to improve domestic tourism. Mr. Appiagyei was speaking to the Ghana News Agency in an interview at a waterfall site at Bono Manso in the Bono East during a tour of some tourist attraction sites in that region.

The Ghana Tourism Authority (GTA), a body corporate, was established as the statutory national tourism regulator by Section 1 of the *Act 817 Law*, a twenty (20) page, fifty-one (51) section piece of legislation. As such, the authority serves as the Ministry of Tourism, Arts and Culture's (MOTAC) primary and lead national tourism frontline implementing agency. On the other hand, the Law, Act 817, declared in Section 2(2) that the purpose of the GTA is "to promote the sustainable development of the tourism industry both domestically and abroad."

In addition, Section 3 (3) of Act 817, 2011, which established the Ghana Tourism Authority (GTA) as the statutory national tourism regulator (NTR), gave the GTA a sixteen-point mandate and/or guidelines and tasks to carry out in order to achieve its goals. These tasks included implementing and ensuring compliance with regulations created in accordance with the Act, issuing licenses for the tourism industry, regulating and supervising tourism enterprises, as well as regulating and monitoring. The law requires GTA to organize, carry out, stimulate, and promote research for the expansion of the tourism sector. The Authority was mandated by law to oversee the responsible, sustainable, and pro-poor growth of tourism in the nation. Additionally, it mandated that GTA provide standards and criteria for designs for use.

2.2.4.13 Policy direction of tourism promotion in the Bono East region

Dr. Alhaji Ibrahim Mohammed AWAL assumed a clear target and commitment to ensure the tourism sector is transformed and repositioned as the largest contributor to the gross domestic product by the year 2024. The tourism industry and development has become an international competitive cash cow and stands out as the biggest, fastest, and largest emerging industry in the

world. Up until the crippling and fatal coronavirus (covid-19) epidemic in late 2019, there has been a steady effort to ruffle and scuttle an otherwise flourishing global economy. It was an international multi-million dollar strategic socio-economic transformative and development catalyst, which has transformed and repositioned many economies across the developing and developed divides (Smith, 2019). A must-do for the Ministry of Tourism, Arts, and Culture and rally its agencies, collaborating stakeholders, and partners to expend part of its energies, resources also a fraction of the IDA Tourism Grant to enact national tourism legislation (NTL) for the country. The proposed national tourism legislation is broad-based and comprehensive and includes;

2.2.4.14 Benchmark policies to management and government agencies for enhancing tourism development

According to Roxas et al. (2020), participation in sustainable development calls for a tactical and strategic approach that successfully and shrewdly blends the interests and concerns of numerous groups of people. It makes logical that the social, cultural, physical, and economic ecosystems of the places could be irreversibly harmed when the tourism business is badly designed and managed. The standard of living in host communities is not substantially threatened, it is stated, and all levels of government and tourist industry players hold major responsibility for ensuring sustainable tourism development. This is essential given the complexity of investing in sustainable tourism and the need for a coordinated, multimodal planning strategy that is incorporated into the vision.

Planning for the tourism sector in particular calls for a deeper understanding of the idea of sustainable development and the principles that underpin the goal of sustainable tourism. Again, sustainable tourism indicates that it is the duty of the regional authorities to inform tourists about

the advantages and disadvantages of tourism development and to motivate them to take part in participatory planning, consensus-building, and dispute resolution among stakeholders.

According to Page and Connell (2020), the government plays a number of roles in the expansion of tourism, including those related to public safety, social tourism, and entrepreneurial stimulation.

Organizing, passing laws, and cooperation. In order to promote transportation, give operators subsidies, educate and train consumers, and host events and tourist traffic, both the federal government and local governments have a bigger role to play. Before, economic justifications for the government's interventionist approach to tourism development predominated in the scholarship on academia. However, neighbors' objection to the proposed rise of tourism and the negative effects of tourism on the populace has broadened the role of the government beyond economic advantages to embracing issues related to the environment and society.

The government's main goal remains to handle the smacked-back effects (effects brought on by caused by humans or human induce activities) because private sector participation in the tourism industry can be motivated by the profit motive and driven by financial advantages, humaninduced (or promoted by humans) activities of tourism growth and promotion are a factor. The state's interventionist stance in the tourism sector is further supported by the argument that it exists to serve the interests of the general public, arguing that it is unbiased and has no desire to make money,, that it uses legislative pressure to bring about the desired change, and that it is not restricted by financial considerations like the private sector is.

Other academics have maintained that communities that receive tourists suffer substantially from the adverse consequences of tourists' activities (Jude et al., 2018; Cheng et al., 2022). Therefore,

local government planning that is operational may greatly assist to ensure that the negative effects of environmental damage caused by tourism-related events on local residents are alleviated.

Governments and perhaps municipal authorities, in contrast to the private sector, have more stable organizational structures that are not motivated by profit concerns, despite the notion that shifts in the political environment could affect continuity (Dahles et al., 2020).

Local governments are thus in a place to use the advantage to draw on resources locally, implement regulations pertaining to tourism, and generally offer transformative leadership for the creation of sustainable tourism. Local governments are best equipped to oversee tourism operations at the local level if sustainable tourism is to be accomplished on a big scale, according to scholars (Jamal and Higham, 2021; and Chen and Misener, 2019). Due to restricted regulations and the constrained financial climate they work in, local governments around the world are not able to fulfill their role in the tourism sector. For instance, governments frequently postpone paying constitutional grants to local governments each year in Tanzania, India, and Ghana (Onyishi, 2020).

Lack of enthusiasm on the part of the community, a lack of data and research, a perceived lack of political will and commitment to the implementation of tourism-related policies, a lack of resources, a lack of coordination and cooperation among important stakeholders, and a lack of technical know-how are all contributing challenges facing local governments when it comes to planning tourism. The expectations, conventions, beliefs, preconceptions, and perceptions of society regarding the roles and responsibilities of local governments are the root of these problems. Even if governments must establish the ideal environment to ensure that tourism is more developed and powerful, local government has emerged as a vital platform for the discussion, interpretation, and application of sustainable tourist development.

The majority of municipal governments are in charge of facilitating and promoting tourism investment. Talks at both the national and international levels emphasize the crucial role municipal government's play in society because it is at the local level that important choices about local resources and local policy debates take place. Due to these factors, local governments are able to handle a variety of duties, including the provision and upkeep of infrastructure, land use planning, managing the environment, open space planning and management, public health and safety management, promoting economic growth in the region, and the promotion of education, training, and employment (Bush, 2020).

2.2.4.15 Tourism in Bono East Region

The new Bono East Region was created from the division of the former Brong Ahafo Region. The new region's capital is Techiman. Bono East has a population of about 1,000,000 and a land area of 22,952 square kilometers. The populace's conservatism keeps industrial development from polluting their culture. It becomes one of Ghana's most alluring cities with so many gorgeous places to visit. Two of the most significant rivers in the nation and well-known tourist destinations, the Black Volta and River Tano, travel through the region and have a significant positive impact on the local economy. According to Osuteye (2020), the following is a summary of the Bono East Region's tourist attractions.

One of the states' regions with top-notch tourist attractions is the Bono East Region, which is proud of this distinction. These attractions include the Fuller Falls, Kintampo Waterfalls, Kintampo Canopy Walkway, Bono Manso Slave Market, Tano Boase Sacred Groove, Forikrom Boten Shrine and Caves, Kintampo: Geographical Center of Ghana, and Digya National Park. The management and promotion of tourism in the Bono East Region are significantly impacted by the roles that each tourist destination plays. The Bono East's various tourist destinations

necessitate cooperation. The conceptual framework aligns the management and promotion of tourism in Ghana with the function that tourist destinations in the Bono East Region serve.

2.2.4.16 Kintampo Waterfalls

The Kintampo Waterfalls are located at the location where the Pumpu River plunges approximately 70 meters (230 feet) down lovely rocky steps to continue its trip towards the Black Volta at Buie. It has three (3) distinct sections and is accessible by a footpath on the Kintampo-Tamale highway, which is 4 kilometers from Kintampo Township. The last section has an intriguing twist because the visitor can only reach the lovely waterfall by going down a winding set of stairs. There are welcoming facilities for visitors.

2.2.4.17 Kintampo Canopy Walkway

The canopy walkway which is an added value to the Kintampo Waterfalls has been constructed over a valley spanning 90 meters and 80 meters at two locations on the waterfalls. It is found that a maximum load of twenty (20) human beings each weighing an average of 100 kilograms (approx. 220 pounds) will produce a total maximum tensile force of 101.6 KN in the three supporting thread-way cables. This translates to 35.5 KN in each cable used for the canopy walkway. This is far below the allowable tensile force of the cable used for construction, which is 427 KN. Therefore, the Canopy Walkway is structurally fit to withstand loads and can accommodate up to twenty (20) human loads walking on the bridge at a time making the tourist package exhilarating.

2.2.4.18 Fuller Falls

The fall is situated 7 kilometers west of Kintampo town at Yabraso on the Yoko River. The Fuller Falls are a set of cascades that generate rapids on the Yoko River, a Black Volta tributary, at Yabraso. They flow softly from the east. Tourists visiting the waterfalls can enjoy a magnificent, calm, and refreshing plunge pool surrounded by seats built of concrete and rocks where they can unwind and enjoy the view of the falls.

2.2.4.19 Boabeng-Fiema Monkey Sanctuary

An unusual kind of monkey that is regarded as a resident of the town may be seen at the Boabeng Fiema Monkey Sanctuary, which is 22 kilometers north of Nkoranza. The Nkoranza District developed a spectacular sanctuary in 1974 to protect the sacred monkeys that reside in the forest close to the settlements of Boabeng and Fiema. The refuge is home to the beautiful brown Mona monkeys and the black and white silky colobus monkeys. Because the inhabitants of Boabeng and Fiema regard the monkeys as sacred, it is forbidden to kill any of them. The villagers plant fruit trees for the monkeys so they have access to every area of the village. As a monkey passes away, elaborate burial rites are carried out and the animal is interred in a coffin at the monkey cemetery. For visitors who might want to stay for the night or remain longer for study, welcoming facilities are offered.

2.2.4.20 Buoyem Caves and Bats Colony

The small rural town of Buoyem in the Techiman Municipality is tucked away in a semi-dry forest. The location offers a unique habitat tour package that includes caverns, Rosetta fruit bats, sandstone rocks, and waterfalls.

2.2.4.21 Tano Boase Sacred Groove

The sacred grove is thought to have given rise to the Bono Civilization. It is situated in the Municipality of Techiman. The grove functioned as the Bono people's safe haven during the Slave Trade and earlier inter-tribal conflicts. Additionally, it is used for recreational and religious pursuits.

2.2.4.22 Bono Manso Slave Market

A significant turning point in the Bono East Region's Slave Trade History. On the TechimanKintampo road, at Bono Manso. Slaves from the North were sent to Bono Manso for the purpose of sorting. The stronger captives were chosen, and they were sent to the seaside while the weaker ones remained in the town. African Americans and other people of African descent still travel to the region today to learn about their ancestry and history.

2.2.4.23 Forikrom Boten Shrine and Caves

Approximately eight (8) kilometers off the Techiman-Nkoranza road is a special collection of enormous rocks that together form a shrine and caves that resemble a haven. It is thought that women and children sought refuge in the Magic Caves, the largest caves, during the ancient tribal battles between Asante and Takyiman.

2.2.4.24 Kintampo: Geographical Centre of Ghana

Ghana's geographic centre is Kintampo. A structure bearing Ghana's coat of arms designates the precise location of the country's geographic centre. The town of Kintampo acts as a hub for

traders travelling from the north to the south and vice versa. It draws individuals from all walks of life due to its position. The famed Kintampo Health Training Institute and the village of Kintampo are two other attractions. The British Cemetery in Kintampo, which formerly housed Gold Coast Regiment soldiers, is also noteworthy.

2.2.4.25 Digya National Park

Digya National Park, located in the Sene East District, offers curious visitors an exceptional experience. Given that it might be a bit challenging to get there, this National Park is best suited for those that like to be active. Sandstone inselbergs dot the 3,475 km² of the park's uneven topography. It is discovered that it is divided between the Bono East Region, the Ashanti Region, and the Eastern Region. It is located on the western edge of Volta Lake. There are six (6) different primate species in the park including black and white colobus monkeys, elephants, and different species of antelope. These animals provide visitors with a unique experience.

2.3 Empirical review

In a review by Avdeyeva et al., (2016), Analysts and industry professionals portray tourism as a globally traded service. This makes it one of the largest deals in the world. Information regarding international tourism can be gleaned from a myriad of institutional and media sources. The UN WTO's ongoing long-term forecasting program, which had its start in the 1990s, is built upon in (Ibid).

According to Shone et al.'s (2016) study, encouraging tourism involves both the provision of the creation of jobs and income for people while also supporting successful local businesses was at the forefront of the movement to encourage tourism expansion. Also, (ibid) is of the view that

the central position of local government as the lead stakeholder in this emergent approach to tourism promotion and development is supported.

Christie et al., (2013) found out that tourists also employ a variety of transportation methods and require a broad, intricate range of services and goods. These aspects of tourism have an immediate impact on tourist planning, policy, and programming. Basic worries about security and health related to political unpredictability and poor healthcare facilities are evident in the tourism sector with the policy planning of tourism in the majority of African states.

The level of risk (political, economic, and security), the region's reputation as a place for investing, the availability of air transportation, and government policy all contributed to the region's lack of investment appeal in comparison to markets in industrialized nations.



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CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

The study's proposed approach is presented in this chapter. Research methodology refers to the examination of procedures and requirements as well as their implementation in a particular area of academic study. It covers research philosophies, research plans, and research designs.

The population of the study, the sampling strategy and size, the piloting, the data gathering, and the data analysis.

3.2 Research philosophy

The production of knowledge that explains a research paradigm, according to Saunders et al. (2015), is what they refer to as research philosophy. A few presumptions about how people perceive the world are the foundation of this knowledge growth. Research philosophy, once again, examines fundamental individual convictions that motivate understanding philosophical concerns, such as the discussion between ontological, epistemological, and methodological viewpoints (Mkansi and Acheampong, 2012).

3.2.1 Epistemology

This style of research methodology is founded on the criteria of the researcher's point of view to produce the essential insights about the research field (Al-Ababneh, 2020). Positivism, realism, and interpretivism are the three basic approaches to the philosophy of epistemic inquiry.

3.2.1.1 Positivism paradigm

Positivism acknowledges that presumptions can be consolidated into challenging realities that can be analyzed as hard truths and that the relationships between those realities may be governed by logical rules (Aliyu et al., 2014). According to positivism, knowledge, and science should only be created based on what can be observed and measured; it also tends to rely solely on notions that can be put to immediate testing (ibid).

3.2.1.2 Realism paradigm

Post-positivism and critical realism are other names for realism. Both of these philosophies' elements have been merged in a novel way by critical realism. Realist philosophy demonstrates how reality is mostly independent of thought (Bisman, 2010).

3.2.1.3 Interpretivism paradigm

According to Alharahsheh and Pius (2020), interpretivism, which holds that our view of the world around us is generated by the mind, has its roots in the philosophical concepts of humanism and idealism. In this study, which adhered to the interpretive paradigm, the researcher sought to analyze reality subjectively by investigating tourism destinations in the Bono East Region to observe how they are run and advertised.

3.2.2 Ontological position

The study of being, reality, or existence is central to ontology. These lead to concerns about the presumptions scholars make about how the world functions. In ontology, there are two positions (Chen et al., 2011):

3.2.2.1 Objectivism

It maintains that social actors who are concerned about social entities' existence are not the only ones who are aware of their presence. It is free from individual perception because it is universal, certain, and value-free across all cultures (Hamati-Ataya, 2014).

3.2.2.2 Subjectivism

According to this theory, social actors who are interested in a social phenomenon's existence form it through their beliefs and subsequent behavior. Additionally, according to Hamati-Ataya (2014), some academics do not believe that objective knowledge is attainable. They contend that the researcher's subjective elements and those of the phenomena itself play a role in the development of knowledge.

3.3 Research Design

In light of the limited time available for this study, a survey research approach (Faste and Faste, 2012) was adopted to gather data via questionnaire responses from stakeholders and public sector appointees across various tourist destinations and management boards within the Ghanaian tourism industry. This quantitative research approach is well-suited for estimating population characteristics, providing comprehensive insights into people's opinions, and synthesizing research findings into statistical data. Akhtar (2016) emphasizes that the chosen study design

plays a crucial role in ensuring the validity of the potential results, as it provides a framework for making informed decisions and achieving research objectives. In scientific research, various study designs and sub-design types are available, and the survey-style design chosen for this study enables the examination of relationships between variables. The research methodology primarily aligns with a quantitative approach, focusing on hypothesis testing and addressing both the "what" and "why" questions, encompassing aspects of exploratory, descriptive, and explanatory research designs (Salkind, 2010).

Research designs encompass three primary forms: exploratory, descriptive, and explanatory research designs. Exploratory research design, as highlighted by Salkind (2010), aims to investigate a phenomenon in its initial stages, often involving unstructured or informal data collection methods like surveys or interviews to gain an understanding of a subject or generate new ideas. Descriptive research design, as defined by Salkind (2010), centers on providing a comprehensive and detailed account of a specific phenomenon, focusing on answering "what" questions and characterizing variables without influencing or altering them. Explanatory research design, in line with Salkind (2010), delves deeper by not only describing the phenomenon but also seeking to understand the underlying reasons and causality, addressing both "what" and "why" questions, often involving controlled experiments or surveys with the intent of establishing relationships between variables and explaining their nature. These research designs offer a structured framework for various research studies, depending on the goals and nature of the investigation.

3.4.1 Descriptive Research Design

It involves collecting data in order to describe a phenomenon. It involves collecting data that is already in existence such as surveys, questionnaires, or census data. Gaining a deeper knowledge of a particular issue or circumstance frequently involves descriptive study.

3.4.2. Exploratory Research Design

Involves collecting data in order to comprehend a specific issue or circumstance better. It involves collecting data that is new or has not been collected before. This type of research design is useful for identifying new ideas or hypotheses.

3.4.3. Experimental Research Design

Involves manipulating one or more variables in order to see if the two are connected in a cause-and-effect manner. Testing theories or hypotheses can benefit from this type of research strategy. Additionally, it enables researchers to manipulate the variables in order to comprehend how various variables affect the result.

The researcher ensured that the study focuses on key stakeholders, such as local governments, tourism boards, business owners, and other relevant parties. The various effects of tourism, including its effects on the economy, the environment, and society, must also be taken into account.

Exploratory design is used by researchers in order to gather information and explore potential relationships between variables. It enables individuals to comprehend a problem or topic and generate ideas for further research (benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study). Exploratory design can be used to develop hypotheses, identify trends and patterns, and inform the direction of future research (evaluate the policy direction of tourism promotion in the Bono East region).

3.4.1 Exploratory Research Design

The exploratory research design is used by the researcher. It was used by the researcher to better understand how tourism is managed and promoted. Additionally, the survey questions will first go through a test programme. Once more, this kind of study design is adaptable and investigative in nature (Swedberg, 2020).

3.4.2 Descriptive Research Design

The goal of a descriptive research design is to provide a thorough account of the phenomenon being studied. It is ideal for establishing a correlation between two variables under study (Woodside, 2010).

3.5 Research Approach

It alludes to the methodology that has been embraced to direct the research. It essentially includes the determination of the questions, the concept notes and framework that must be taken on, and the choice of selection of appropriate research techniques (Zalaghi and Khazaei, 2016). Deductive reasoning is based on syllogism, which consists of a conclusion, a minor supposition connected to a specific situation, and a large supposition based on an a priori assumption or an obvious or explicit proposition. Additionally, inductive reasoning is based on using a study of a number of distinct situations to generate a hypothesis and, ultimately, a more generalized conclusion (Hayes et al., 2010).

The fact that the deductive strategy uses hypothesis testing to determine the research's findings, as opposed to the inductive technique, which draws an inference from a predetermined number of individual cases to arrive at a general conclusion, is another crucial aspect of the deductive approach. Therefore, this study adopts the deductive approach because research questions would be correlated and tested.

3.6 Population of the Study

According to Maajid (2018), a study's population can be thought of as the impartial group from which the researcher is eager to obtain information and draw conclusions. It consists of stakeholders and public sector appointees at the various tourist sites and management boards of the tourism industry in the Bono East Region of Ghana. These participants participated in the study by responding to surveys via Google Forms. 210 respondents were selected as the population of the study.

3.6.1 Sample Technique, Size, and Frame

A portion of the population that answers the study questions is represented by the sample. Probability (chance of selection is already determined for each population element) and nonprobability (samples are chosen based on a personal decision) are the two types of sampling techniques (Singh and Masuku, 2014). The study sample consisted of 210 respondents through purposive sampling.

Formula:

To arrive at a more suitable and practical sample size from the target population, the researcher will utilize the sample size formula introduced by Green (1991), which is expressed as $N \geq 50 + 8m$, where 'N' represents the sample size, and 'm' denotes the number of predictors. This formula provides a comprehensive explanation of the procedures employed for determining sample sizes. Based on the quantity of predictors involved, any value exceeding fifty (50) is considered suitable for the study.

Using the formula $N \geq 50 + 8m$, $m = 10$

$$N \geq 50 + 8(10) = 130, \text{ therefore a sample of 130 and above should be sufficient.}$$

Hence, the researchers will opt for a sample size of 120 or more in order to obtain a broad range of responses and ensure the accuracy of the study's data. Since there is a lack of dependable data at Vodafone Ghana Limited, the Green (1991) sample size formula is the preferred method for determining the appropriate sample size for the research. This approach enables the researcher to select a sample size that will yield dependable findings. The researcher considered a sample size of 210 respondents for the study.

3.7 Data Collection

Data from both primary and secondary sources were used (Johnston, 2014). The researcher uses a variety of instruments for data gathering, such as questionnaires and interviews, to collect primary data. Open-ended questionnaires will be used to collect the information. data derived from papers, theses, and journals.

3.8 Data Collection Instrument

3.8.1 Questionnaire Design

According to Harkness et al. (2010), questionnaires can be structured, semistructured, or unstructured. Structured questionnaires that mainly constitute closed-ended questions are often used for quantitative studies whereas unstructured questionnaires made up of mainly open-ended questions are often employed in qualitative studies. The semi-structured combines the characteristics of both structured and unstructured and is often employed in mixed-method studies. Based on the quantitative features, the study mainly used a structured questionnaire style. The categorical (multiple choice) and Likert-scale approaches were mostly used in the construction of the questionnaire's questions.

3.9 Validity and Reliability

By using questions from credible academic sources including journals, peer-reviewed papers, and others, validity and dependability were attained (Taherdoost, 2016). However, dependability can be examined in the STATA program using Cronbach's alpha. The reliability analysis indicates that the data is extremely reliable when the Cronbach alpha is over 0.7. Reliability examines the degree to which the data-gathering techniques will produce consistent/reliable results, and whether or not other researchers can make equivalent observations or inferences, or whether there is transparency in how the raw data was analyzed.

3.9.2 Piloting of Measurement Instruments

The instruments were pre-tested with 10 workers at tourist sites in Bono East. The goal was to evaluate the instruments' dependability. The required modifications were performed after the

requisite understanding of the sample methods and statement arrangement was gained. According to Silva and Mendis (2017), the researcher employed a 5-point Likert scale with strongly disagreeing being 1 and strongly agreeing being 5.

3.9.3 Data Analysis

The study adopted the quantitative technique which involves inferential statistics and descriptive methods of analyzing gathered data (Elsman et al., 2022). The study's data will be gathered, modified, cleaned up, and coded into an analytic tool. It consisted of describing, recording, analyzing, and interpreting conditions that existed. STATA 13.0 was used for descriptive, regression, and correlation analysis.

CHAPTER FOUR ANALYSIS AND DISCUSIONS ON FINDINGS

4.0 Introduction

The chapter presents the empirical results, interpretation, and discussions of the estimated data in the following sequence: demographics, descriptive statistics, and regression analysis for the policy direction of tourism promotion in the Bono East region, and benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study respectively.

4.1 Respondents Demographic

This section analyzes the percentage distribution of the data using the feedback from the five Likert scale.

Table 4.1 Gender				
		Frequency	Valid Percent	Cumulative Percent
	Male	111	52.9	52.9
	Female	99	47.1	100.0
	Total	210	100.0	

Field data, 2022

Total respondents of 210 were used: 111 respondents representing 52.9% were males and 99 respondents representing 47.1% were females. This is obvious that, greater percentage of the respondents were males.

Table 4.2 Age				
Years		Frequency	Valid Percent	Cumulative Percent
	18 – 30	29	13.8	13.8
	31 – 40	79	37.6	51.4
	41 – 50	61	29.0	80.5
	Above 50	41	19.5	100.0
	Total	210	100.0	

Field data, 2022

Table 4.2 above indicates that 29 (13.8%) respondents were within 18 to 30 years of age, 79 (37.6%) respondents were within 31 to 40 years of age, 61 (29.0%) respondents were within 41 to 50 years of age, and 41 (19.5%) respondents were above 50 years of age. This is evident that the majority of the respondents were between 31 to 40 years of age.

Table 4.3 Educational Level

	Frequency	Valid Percent	Cumulative Percent
MSLC/JHS	38	18.1	18.1
SSSCE/ WASSCE	55	26.2	44.3
Diploma	75	35.7	80.0
Degree	28	13.3	93.3
Postgraduates	14	6.7	100.0
Total	210	100.0	

Field data, 2022

Table 4.3 explains that 38 (18.1%) respondents were MSLC/JHS graduates, 55 (26.2%) respondents were SSSCE/ WASSCE graduates, 75 (35.7%) respondents were diploma holders, 28 (13.3%) respondents were degree holders, and 14 (6.7%) respondents were postgraduates. This reveals that most of the respondents were diploma holders.

Table 4.4 Current Position			
	Frequency	Valid Percent	Cumulative Percent
Staffs of Ministry of Tourism	19	9.0	9.0
General managers	36	17.1	26.2
Sales personals	85	40.5	66.7
Sales Managers	70	33.3	100.0
Total	210	100.0	

Field data, 2022

Table 4.4 explains that 19 (9.0%) respondents were staffs of Ministry of Tourism, 36 (17.1%) respondents were general managers, 85 (40.5%) respondents were sales personals, and 70 (33.3%) respondents were sales managers. It is clear that most of the respondents were sales personals.

4.2 Summary of Descriptive Results for the policy direction of tourism promotion in the Bono East region

This section of the chapter presents a descriptive statistical analysis for the policy direction of tourism promotion in the Bono East region. A 5-point Likert scale with a range from ‘to no extent’ – (1) to ‘to a largest extent’ – (5), ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5), was used to measure the policy direction of tourism promotion in the Bono East region. The results are presented in Table 4.5

Table 4.5 Descriptive Statistics for the policy direction of tourism promotion in the Bono East region

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Legislations and legal regimes (LLRs) are crucial intangible and soft resources that propel the growth of tourism in the world (Q1)	210	4.2857	1.07351	-1.598	.168	1.830	.334

There is the need to take appropriate measures for the safety and security of consumers of the tourism industry (Q2)	210	4.1000	1.15932	-1.369	.168	1.075	.334
The law mandates GTA to initiate, conduct, promote and encourage studies for the growth and development of the tourism industry (Q3)	210	4.1857	1.14866	-1.479	.168	1.353	.334

The policy on tourism ensures that the tourism sector is transformed and repositioned as the number one contributor to gross domestic product (Q4)	210	4.2190	1.06695	-1.426	.168	1.338	.334
The Ministry of Tourism, Arts, and Culture needs to prioritize and rely its agencies, collaborating stakeholders, and partners to expend part of its energies to promote tourism in the Bono East region (Q5)	210	4.3048	1.11642	-1.771	.168	2.278	.334
The tourism industry and development has become an internationally competitive cash-cow (6)	210	4.3190	1.00626	-1.728	.168	2.617	.334

Metropolitan, Municipal, and District Assemblies (MMDAs) and Traditional Authorities and Rulers (TARs) as statutory bodies would promote inclusive and holistic national tourism potential development across the country (Q7)	210	4.1762	1.12066	-1.506	.168	1.531	.334
The infant public tourism sector among others has low and poor national budgetary allocation is one key challenge that is not adequate enough for administrative and consumable overheads to think of capital tourism investments and projects (Q8)	210	4.2095	1.06887	-1.709	.168	2.550	.334
There are systems that promote the sustainable development of the tourism industry internationally and within the country (Q9)	210	4.2857	.98033	-1.739	.168	2.915	.334

Field data, 2022

Table 4.5 indicates the descriptive results which represents the policy direction of tourism promotion in the Bono East region. Legislations and legal regimes (LLRs) are crucial intangible and soft resources that propel the growth of tourism in the world (Q1) reveals a mean score of 4.2857 and a standard deviation of 1.07351, there is the need to take appropriate measures for the safety and security of consumers of the tourism industry (Q2) reveals a mean score of 4.1000

and a standard deviation of 1.15932, the law mandates GTA to initiate, conduct, promote and encourage studies for the growth and development of the tourism industry (Q3) reveals a mean score of 4.1857 and a standard deviation of 1.14866, the policy on tourism ensures that the tourism sector is transformed and repositioned as the number one contributor to gross domestic product (Q4) reveals a mean score of 4.2190 and a standard deviation of 1.06695, the Ministry of Tourism, Arts, and Culture needs to prioritize and rely its agencies, collaborating stakeholders, and partners to expend part of its energies to promote tourism in the Bono East region (Q5) reveals a mean score of 4.3190 and a standard deviation of 1.00626, the tourism industry and development has become an international competitive cash-cow (6) reveals a mean score of 4.3048 and a standard deviation of 1.11642, Metropolitan, Municipal, and District Assemblies (MMDAs) and Traditional Authorities and Rulers (TARs) as statutory bodies would promote inclusive and holistic national tourism potential development across the country (Q7) reveals a mean score of 4.1762 and a standard deviation of 1.12066, the infant public tourism sector among others has low and poor national budgetary allocation is one key challenge that is not adequate enough for administrative and consumable overheads to think of capital tourism investments and projects (Q8) reveals a mean score of 4.2095 and a standard deviation of 1.06887, and there are systems that promote the sustainable development of the tourism industry internationally and within the country (Q9) reveals a mean score of 4.2857 and a standard deviation of 0.98033.

Normality can be assessed by obtaining skewness and kurtosis values of -2 to +2 (Blanca et al., 2013), considered a range of +3 to -3 for kurtosis. The researcher tested for normality with numerical methods (skewness and kurtosis). Skewness and kurtosis values for (Q1) are -1.598 and 1.830 respectively, skewness and kurtosis values for (Q2) are -1.369 and 1.075 respectively, skewness and kurtosis values for (Q3) are -1.479 and 1.353 respectively, skewness and kurtosis values for (Q4) are -1.771 and 2.278 respectively, skewness and kurtosis values for (Q5) are 1.771 and 2.278 respectively, skewness and kurtosis values for (Q6) are -1.728 and 2.617

respectively, skewness and kurtosis values for (Q7) are -1.506 and 1.531 respectively, skewness and kurtosis values for (Q8) are -1.709 and 2.550 respectively, and skewness and kurtosis values for (Q9) are --1.739 and 2.915 respectively. Majority of the values of both skewness and kurtosis in this study all fall within the range. Therefore, normality assumptions in this study were not violated.

From the 5-point Likert scale, 1 means strongly disagree, 2 means disagree, 3 means neutral, 4 means agree, and 5 means strongly agree. The mean score for all the responses is more than 4, which explains that most of the responses strongly agree that, there are policy directions for tourism promotion in the Bono East region as proposed by Page and Connell (2020), government plays several roles in tourism development: including public protection, social tourism, stimulation, entrepreneurship, legislation and regulation, planning, and coordination. Khuong and Huong (2016) posit that, considering internet marketing tools for the tourism industry is crucial. One of the most effective promotional ideas tourism businesses can employ is to invest in online advertising. Placing ad banners on certain websites, where users will be able to see your current promotions and offers, is a great idea to get more exposure (Sofronov, 2019). Moreover, companies can also reach out to social media marketing specialists who know how to promote their travel channels. It is the most effective way to advertise their tours.

4.3 Summary of Descriptive Results for benchmark policies to management and government agencies for enhancing tourism development in Ghana

This section of the chapter presents a descriptive statistical analysis for the benchmark policies to management and government agencies for enhancing tourism development in Ghana. A 5point Likert scale with a range from ‘to no extent’ – (1) to ‘to a largest extent’ – (5), ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5), was used to suggest benchmark policies to

management and government agencies for enhancing tourism development in Ghana. The results are presented in Table 4.6

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Table 4.6 Descriptive Statistics for benchmark policies to management and government agencies for enhancing tourism development in Ghana							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
One major tourism asset is comprised of activities related to the natural environment and provide opportunities for beach and marine tourism, hiking, skiing or mountaineering, ecotourism, wildlife viewing, fishing and hunting (Q10)	210	4.2190	1.04886	-1.529	.168	1.747	.334
The benchmark policies assess the dynamism and long-term potential of tourism activities (Q11)	210	4.3143	.92612	-1.907	.168	4.064	.334

The benchmark policies ensure environmental and social sustainability (Q12)	210	4.4857	.96953	-2.154	.168	4.255	.334
The benchmark policies review the number of tourists and tourism receipts, and should be further disaggregated by type of travel, trip and transport, country of origin and purpose of visit (Q13)	210	4.2333	1.04805	-1.688	.168	2.494	.334
The benchmark policies enhance economic benefits that integrate tourism to the national economy by establishing linkages between tourism and other economic sectors (Q14)	210	4.2524	1.07522	-1.661	.168	2.192	.334

Field data, 2022

Table 4.6 indicates the descriptive results which represents the benchmark policies to management and government agencies for enhancing tourism development in Ghana. One major tourism asset is comprised of activities related to the natural environment and provide opportunities for beach and marine tourism, hiking, skiing or mountaineering, ecotourism, wildlife viewing, fishing and hunting (Q10) reveals a mean score of 4.2190 and a standard deviation of 1.04886, the benchmark policies assess the dynamism and long-term potential of tourism activities (Q11) reveals a mean score of 4.3143 and a standard deviation of 0.92612, the benchmark policies ensure environmental and social sustainability (Q12) reveals a mean score of 4.4857 and a standard deviation of 0.96953, the benchmark policies review the number of

tourists and tourism receipts, and should be further disaggregated by type of travel, trip and transport, country of origin and purpose of visit (Q13) reveals a mean score of 4.2333 and a standard deviation of 1.04805, and the benchmark policies enhance economic benefits that integrate tourism into the national economy by establishing strong linkages between tourism and other economic sectors (Q14) reveals a mean score of 4.2524 and a standard deviation of 1.07522.

Normality can be assessed by obtaining skewness and kurtosis values of -2 to +2 (Blanca et al., 2013), considered a range of +3 to -3 for kurtosis. The researcher tested for normality with numerical methods (skewness and kurtosis). Skewness and kurtosis values for (Q10) are -1.529 and 1.747 respectively, skewness and kurtosis values for (Q11) are -1.907 and 4.064 respectively, skewness and kurtosis values for (Q12) are -2.154 and 4.255 respectively, skewness and kurtosis values for (Q13) are -1.688 and 2.494 respectively, and skewness and kurtosis values for (Q14) are -1.661 and 2.192 respectively. Most of the values of both skewness and kurtosis in this study fall within the range. Therefore, normality assumptions in this study were not violated.

From the 5-point Likert scale, 1 means strongly disagree, 2 means disagree, 3 means neutral, 4 means agree, and 5 means strongly agree. The mean score for all the responses is more than 4, which explains that most of the responses strongly agree that, there are some benchmark policies that can be suggested to management and government agencies for enhancing tourism development in Ghana. Scholars have argued that the adverse effects of tourists' activities are greatly felt by host communities (Jude et al, 2018; and Cheng et al, 2022). These dynamics allow local governments to undertake various responsibilities ranging from infrastructure provision and maintenance, land use planning, environmental management, open space planning and management, public health and safety management, 16 community development, local economic development and education, training, and employment (Bush, 2020).

4.4 Regression Analysis for the policy direction of tourism promotion in the Bono East region

Regression examination is a factual device for the examination of connection between factors.

Generally, the specialist looks to keep up with the relaxed impact of a variable upon another. Regression investigation permits one to display, look at and investigate spatial relationship, and can assist with clarifying the elements behind noticed spatial examples. Regression examination is likewise utilized for expectation. The results for the regression for the policy direction of tourism promotion in the Bono East region are presented in table 4.7, table 4.8, and table 4.9 below.

Table 4.7 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.986 ^a	0.973	0.971	0.18147
a. Predictors: (Constant), Q9, Q5, Q2, Q4, Q8, Q6, Q7, Q3				

Field data, 2022

The model of the regression for the policy direction of tourism promotion with a coefficient of determination of R 0.05 significance level. The regression model for the policy direction of tourism promotion included R-square which refers to the percentage of the dependent variable variation that a linear model explains. It is within the range of 0 to 100%. 0 represents a model that does not explain any of the variation in the response variable around its mean, and 100% represents a model that explains all the variation in the response variable around its mean.

The R Square was used to determine the percentage of tourism promotion in the Bono East region variation that the presence of policy directions collectively explains. The coefficient of determination indicates that 97.3% (0.973) of the variation in tourism promotion in the Bono East region is influenced by the presence of policy directions. The standard error of the coefficient measures the precision of the estimates. Std. Error of the Estimate was 0.18147, which is very

low as compared to the R Square (0.973). Lower values indicate more precise estimates; thus, the estimate here is more precise.

This shows that there exists a positive relationship between the presence of policy directions and tourism promotion as proposed by Page and Connell (2020), government plays several roles in tourism development: including public protection, social tourism, stimulation, entrepreneurship, legislation and regulation, planning, and coordination. Ferreira and Hunter (2017) provided that, when positioning your tourism business is a growing challenge, marketing organizations are turning their focus to promotional efforts. Beirman (2020) suggested that, an effective advertising campaign is the most important aspect of the successful development of a tourism business. In addition, some articles can also be posted on business sites that offer similar services. With the help of online marketing tools, companies can attract a large audience and promote their tours.

Table 4.8 ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.238	8	29.280	889.076	.000 ^b
	Residual	6.619	201	.033		
	Total	240.857	209			
a. Dependent Variable: Q1						
b. Predictors: (Constant), Q9, Q5, Q2, Q4, Q8, Q6, Q7, Q3						

Field data, 2022

Table 4.8 reveals the results of Analysis of variance (ANOVA) for the regression coefficients. The analysis results reveal that the significance of F statistics is 0.00 which is less than 0.05. This implies that the results are significance. It also depicts regression sum of squares of 234.238 and a residual of 6.619. This explains that there is a great difference between the regression and the residual, therefore the regression analysis was successful, and the aim has been achieved. The goal was to analyse the policy directions for tourism promotion in the Bono East region.

It is obvious that, there are policy directions for tourism promotion in the Bono East region as proposed by Page and Connell (2020), government plays several roles in tourism development: including public protection, social tourism, stimulation, entrepreneurship, legislation and regulation, planning, and coordination. Maurer (2021) argue that contextual advertising (advertising on a page that is relevant to your business) and SEO optimization are types of promotional activities that are aimed at end-users who use search engines such as Google to be able to select their desired tour. With the help of online marketing tools, one can attract a large audience and promote your tours. Individuals and organizations can use social media marketing tools and targeted advertising for their target audience on social networks, such as Facebook and Instagram (Todua, 2017). Additionally, tourist sites can start posting articles. It is beneficial to fill their site with interesting content in the form of useful articles about tourism. This positions the company as an expert in the field and can also be great for ranking in Google searches.

Table 4.9 Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
			ents				
	B	Std. Error	Beta			Lower Bound	Upper Bound

1	(There is the need to take appropriate measures for the safety and security of consumers of the tourism industry- Q1)	.091	.064		1.410	.160	-.036	.217
	There is the need to take appropriate measures for the safety and security of consumers of the tourism industry (Q2)	.029	.058	.031	.493	.622	-.086	.144
	The law mandates GTA to initiate, conduct, promote and encourage studies for the growth and development of the tourism industry (Q3)	-.117	.076	-.125	-1.535	.126	-.267	.033
	The policy on tourism ensures that the tourism sector is transformed and repositioned as the number one contributor to gross domestic product (Q4)	.427	.074	.424	5.791	.000	.282	.572
	The Ministry of Tourism, Arts, and Culture needs to prioritize and rely its agencies, collaborating stakeholders, and partners to expend part of its energies to promote tourism in the	.324	.053	.337	6.093	.000	.219	.428
	Bono East region (Q5)							

The tourism industry and development has become an international competitive cash-cow (Q6)	.477	.072	.447	6.595	.000	.335	.620
Metropolitan, Municipal, and District Assemblies (MMDAs) and Traditional Authorities and Rulers (TARs) as statutory bodies would promote inclusive and holistic national tourism potential development across the country (Q7)	.257	.074	.269	3.498	.001	.112	.402
The infant public tourism sector among others has low and poor national budgetary allocation is one key challenge that is not adequate enough for administrative and consumable overheads to think of capital tourism investments and projects (Q8)	-.139	.065	-.139	-2.159	.032	-.267	-.012
There are systems that promote the sustainable development of the tourism industry internationally and within the country (Q9)	-.274	.069	-.251	-3.958	.000	-.411	-.138

a. Dependent Variable: Q1

Field data, 2022 Regression analysis is all about determining how changes in the independent variables are associated with changes in the dependent variable. Coefficients tell you about these changes and p-values tell you if these coefficients are significantly different from zero. A

standardized variable is a variable rescaled to have a mean of 0 and a standard deviation of 1. The standardized coefficient is measured in units of standard deviation. (Q2) reveals a beta value of 0.493 indicates that a change of one standard deviation in the presence of policy directions results in 0.493 standard deviations increase in tourism promotion, (Q4) reveals a beta value of 0.424 indicates that a change of one standard deviation in the presence of policy directions results in 0.424 standard deviations increase in tourism promotion, (Q5) reveals a beta value of 0.337 indicates that a change of one standard deviation in the presence of policy directions results in 0.337 standard deviations increase in tourism promotion, (Q6) reveals a beta value of 0.447 indicates that a change of one standard deviation in the presence of policy directions results in 0.447 standard deviations increase in tourism promotion, and (Q7) reveals a beta value of 0.269 indicates that a change of one standard deviation in the presence of policy directions results in 0.269 standard deviations increase in tourism promotion.

The regression output from Table 4.9 shows that the predictor variables are statistically significant because their p-values are below 0.05, with the exception of Q1, Q2, and Q3 which has p-values of 0.160, 0.622, and 0.126 respectively. If a variable is significant for a particular model, it means its coefficient value is significant and different from zero. This shows that there exists a positive relationship between the presence of policy directions and tourism promotion as proposed by Page and Connell (2020), government plays several roles in tourism development: including public protection, social tourism, stimulation, entrepreneurship, legislation, and regulation, planning, and coordination. Gupta et al (2022) suggested that, in an effective promotional campaign tourism marketing organizations offer market research, web-marketing services, commercial promo, and also creative ideas to make a tourism business more attractive.

Kayumovich (2020) proposed that, as the industry and the way, we interact online evolve, they develop more interesting and innovative ways for marketing, including promotion through social

media. Business cards are crucial, especially for tourism businesses. They are extremely useful and cost-effective. With help, they can improve the reputation of a brand, increasing the likelihood of interest from tourists.

4.5 Regression Analysis for the benchmark policies to Management and government agencies for enhancing tourism development in Ghana

Regression examination is a factual device for the examination of the connection between factors.

Generally, the specialist looks to keep up with the relaxed impact of one variable upon another. Regression investigation permits one to display, look at and investigate spatial relationships, and can assist with clarifying the elements behind noticed spatial examples. Regression examination is likewise utilized for expectation. The results for the regression for the suggestion of benchmark policies to management and government agencies for enhancing tourism development in Ghana are presented in Table 4.10, table 4.11, and Table 4.12 below.

Table 4.10 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.961 ^a	0.923	0.921	0.28267
a. Predictors: (Constant), Q 11, Q 12, Q 13, Q 14				

Field data, 2022

The model of the regression for the suggestion of benchmark policies to management and government agencies for enhancing tourism development in Ghana with a coefficient of determination of R 0.05 significance level. The regression model for the policy direction of tourism promotion included R-square which refers to the percentage of the dependent variable variation that a linear model explains. It is within the range of 0 to 100%. 0 represents a model

that does not explain any of the variation in the response variable around its mean, and 100% represents a model that explains all the variation in the response variable around its mean.

The R Square was used to determine the percentage of tourism development in Ghana variation that the suggestion of benchmark policies collectively explains. The coefficient of determination indicates that 92.3% (0.923) of the variation in tourism development in Ghana is influenced by the suggestion of benchmark policies. The standard error of the coefficient measures the precision of the estimates. Std. Error of the Estimate was 0.28267, which is very low compared to the R Square (0.923). Lower values indicate more precise estimates; thus, the estimate here is more precise.

This shows that there exists a positive relationship between the suggestion of benchmark policies and tourism development in Ghana. Local governments are in a strategic position to mobilize local resources, enforce tourism-related laws, and generally provide transformational leadership for sustainable tourism development. Scholars (Jamal and Higham, 2021; and Chen and Misener, 2019) put this succinctly that local governments are best suited to coordinate tourism activities at the local level if sustainable tourism is set to be achieved on a broad scale.

Table 4.11 ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.834	4	48.959	612.730	.000 ^b
	Residual	16.380	205	.080		
	Total	212.214	209			

a. Dependent Variable: Q 10
b. Predictors: (Constant), Q 11, Q 12, Q 13, Q 14

Field data, 2022

The outcomes of the analysis of variance (ANOVA) for the regression coefficients are shown in Table 4.11. The analysis's findings show that F statistics' significance is 0.00, which is less than 0.05. This suggests that the findings are important. Additionally, it shows a residual of 16.380 and a regression sum of squares of 195.634. This explains why the regression and residual had a significant difference; as a result, the regression analysis was accurate and the goal was attained. The objective was to offer management and government agencies benchmark policies for increasing Ghana's growth in tourism.

It goes without saying that there are certain benchmark policies that can be recommended to management and state agencies to help Ghana's tourist industry grow. According to academics (Jude et al., 2018; and Cheng et al., 2022), the host communities suffer the most from the negative effects of tourists' activity. Due to these factors, local governments are able to handle a variety of duties, including the provision and upkeep of infrastructure, land use planning, environmental management, open space planning and management, public health and safety management, community development, local economic development, and the promotion of learning, training, and job creation (Bush, 2020).

Table 4.12 Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B

		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(One major tourism asset is comprised of activities related to the natural environment and provide opportunities for beach and marine tourism, hiking, skiing or mountaineering, ecotourism, wildlife viewing, fishing and hunting- Q10)	.464	.089		5.225	.000	.289	.639
	The benchmark policies assess the dynamism and long-term potential of tourism activities (Q11)	- .183	.113	-.191	-1.623	.106	-.406	.039
	The benchmark policies ensure environmental and social sustainability (Q12)	.846	.084	.903	10.113	.000	.681	1.011
	The benchmark policies review the number of tourists and tourism receipts, and should be further disaggregated by type of travel, trip and transport, country of origin and purpose of visit (Q13)	.120	.058	.126	2.078	.039	.006	.235

The benchmark policies enhance economic benefits that integrate tourism to the national economy by establishing linkages between tourism and other economic sectors (Q14)	.136	.088	.131	1.543	.124	-.038	.309
a. Dependent Variable: Q 10							

Field data, 2022

Finding the relationship between changes in the independent variables and changes in the dependent variable is the main goal of regression analysis. These changes are described by coefficients, and p-values reveal whether or not these coefficients are substantially different from zero. A variable that has been rescaled with a mean of 0 and a standard deviation of 1 is said to be standardized. The units of standard deviation are used to measure the standardized coefficient. (Q12) reveals that the benchmark policies' suggested standard deviations shift by one standard deviation, resulting in a change in the suggested standard deviation of 0.903 standard deviations. growth in Ghana's tourism industry, (Q13) illustrates that the benchmark policies' suggested standard deviations shift by one standard deviation, resulting in a change in the suggested standard deviation of 0.126 standard deviations rise in Ghanaian tourism development, and (Q14) shows a beta value of 0.131, indicating that an adjustment of one standard deviation in the recommended benchmark policies causes an increase in Ghanaian tourism development of 0.131 standard deviations.

With the exception of Q11 and Q14, which have p-values of 0.106 and 0.124, respectively, the predictor variables in the regression output from Table 4.12 are highly significant. A variable's coefficient value must be substantial and different from zero in order for it to be considered significant for a given model. This demonstrates that the recommendation of benchmark policies

and the growth of tourism in Ghana are positively related. The positive benefits of environmental degradation brought on by tourist activities on local inhabitants can be considerably reduced with effective planning by local authorities. States and perhaps municipal authorities have generally stable organizational structures, despite the idea that shifts in the political landscape may impact continuity devoid of profit motive compared to the private sector.



CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.0 Introduction

The summary of the findings, the analysis, and important suggestions are provided in this part. While the finish provides explanations where inferences and various extrapolations are drawn for industry and examination, the summity offers elements of noteworthy findings. The findings are summarized according to the policy direction of tourism promotion in the Bono East region, and benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study respectively.

5.1 Research Findings

This study sought to assess the management and promotion of tourism in Ghana: An exploratory study of tourism management in the Bono East Region. The demographic findings showed that a higher proportion of respondents were male, the majority of respondents were between the ages of 31 and 40, the majority of respondents held a diploma, and the majority of respondents worked in sales. The study considered a sample size 210 respondents.

5.1.1 Summary of Descriptive Results for the policy direction of tourism promotion in the Bono East region

This section of the chapter presented a descriptive statistical analysis for the policy direction of tourism promotion in the Bono East region. A 5-point Likert scale with a range from ‘to no extent’ – (1) to ‘to a largest extent’ – (5), ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5), was used to measure the policy direction of tourism promotion in the Bono East region.

The Likert scale has five possible outcomes: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The majority of replies strongly agree that there should be policy directions for promoting tourism, which is explained by the fact that the mean score for all the responses was greater than 4. According to Page and Connell (2020), the government in the Bono East region performs a variety of roles in the growth of the tourism industry, include security for the public, community tourism, encouragement, business acumen, policy and regulation, organizing, and collaboration. According to Khuong and Huong (2016), for the tourism industry, it is crucial to consider Internet marketing strategies. One of the best marketing tactics that tourism businesses can employ is investing in online advertising.

Placing ad banners on websites where visitors may observe your current promotions and offers is a great approach to improve exposure (Sofronov, 2019). Additionally, companies can contact social media marketing professionals who understand how to promote their travel channels. It is the most effective way to publicize their travels.

5.1.2 Summary of Descriptive Results for benchmark policies to Management and government agencies for enhancing tourism development in Ghana

This section of the chapter presented a descriptive statistical analysis of the benchmark policies to management and government agencies for enhancing tourism development in Ghana. A 5point Likert scale with a range from ‘to no extent’ – (1) to ‘to a largest extent’ – (5), ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5), was used to suggest benchmark policies to management and government agencies for enhancing tourism development in Ghana.

From the 5-point Likert scale, 1 means strongly disagree, 2 means disagree, 3 means neutral, 4 means agree, and 5 means strongly agree. The mean score for all the responses is more than 4,

which explains that most of the responses strongly agree that, some benchmark policies can be suggested to management and government agencies for enhancing tourism development in

Ghana. According to arguments made by some researchers (Cheng et al., 2022) and Jude et al. (2018), host communities suffer the most from the negative effects of tourist activity. Due to these factors, local governments are able to handle a variety of duties, including the provision and upkeep of infrastructure, land use planning, environmental management, open space planning, and management, management of public health and safety, community development, local economic development, and the creation of jobs and opportunities for training and education (Bush, 2020).

5.1.3 Regression Analysis for the policy direction of tourism promotion in the Bono East region

Regression examination is a factual device for the examination of the connection between factors. Generally, the specialist looks to keep up with the relaxed impact of one variable upon another. Regression investigation permits one to display, look at and investigate spatial relationships, and can assist with clarifying the elements behind noticed spatial examples. Regression examination is likewise utilized for expectation.

The model of the regression for the policy direction of tourism promotion with a coefficient of determination of $R^2 = 0.973$ at 0.05 significance level. The regression model for the policy direction of tourism promotion included R-square which refers to the percentage of the dependent variable variation that a linear model explains. It is within the range of 0 to 100%. The R Square was used to determine the percentage of tourism promotion in the Bono East region variation that the presence of policy directions collectively explains. The coefficient of determination indicates that 97.3% (0.973) of the variation in tourism promotion in the Bono East region is influenced by the

presence of policy directions. The standard error of the coefficient measures the precision of the estimates. Std. Error of the Estimate was 0.18147, which is very low compared to the R Square (0.973). Lower values indicate more precise estimates; thus, the estimate here is more precise.

According to Page and Connell (2020), the governing body plays a variety of duties related to the advancement of tourism, like protecting the public, social tourism, entertainment, entrepreneurship, legislation, and regulation, planning, and coordination. This demonstrates that there is a positive relationship between the presence of policy directions and tourism promotion. According to Ferreira and Hunter (2017), marketing organizations are focusing more on promotional activities as promoting your tourism business becomes a more difficult task. According to Beirman (2020), the most crucial factor in the growth of a tourism firm is a strong advertising strategy. Additionally, some articles may be posted on commercial websites that provide related services. Online marketing tools allow businesses to reach a wide audience and advertise their tours.

In Table 4.8, the results of the analysis of variance (ANOVA) for the regression coefficients are shown. The results of the analysis indicate that the significance of the F statistics is 0.00, which is less than 0.05. This suggests that the findings are important. Additionally, it shows a residual of 6.619 and a regression sum of squares of 234.238. This explains why the regression and residual had a significant difference; as a result, the regression analysis was successful and the goal was achieved. Analysis of the policy trajectories for Bono East tourism marketing was the aim.

It is clear that there are policy directions for promoting tourism in the Bono East region, as Page and Connell (2020) suggested. The state has a variety of duties that it can fulfill in fostering the growth of tourism. Maurer (2021) cites contextual advertising and SEO optimization as examples of promotional initiatives aimed at end consumers who use search engines like Google to select

their desired tour. A huge audience may be attracted and your excursions can be promoted with the use of web marketing tools. On social networks like Facebook and Instagram, both individuals and businesses can use social networking to advertise and customized advertisements for their target audience (Todua, 2017). Tourist destinations may also begin posting articles. It is advantageous to provide their website with fascinating information in the form of practical travel articles. This establishes the business as an authority in the industry and may also for ranking in Google searches.

With the exception of Q1, Q2, and Q3, which have p-values of 0.160, 0.622, and 0.126 respectively, all predictor variables have p-values below 0.05, as shown by the regression output from Table 4.9, and are therefore statistically significant. A variable's coefficient value must be substantial and different from zero in order for it to be considered significant for a given model. This demonstrates that the presence of policy goals and the promotion of tourism are positively correlated. According to Page and Connell (2020), the government is involved in the development of tourism in a number of ways, including through public safety, social tourism, economic stimulation, rules and governance, strategy, and coordination as well. According to Gupta et al. (2022), enterprises involved in tourism marketing should offer market research, web marketing services, commercial promotions, and innovative concepts.

According to Kayumovich (2020), marketers should come up with more creative and entertaining ways to advertise their products, particularly through social media promotion. Business cards are essential, particularly for tourism-related enterprises. They are very practical and economical. With assistance, they can raise a brand's reputation and raise the possibility that tourists will be interested.

5.1.4 Regression Analysis for the benchmark policies to Management and government agencies for enhancing tourism development in Ghana

Regression examination is a factual device for the examination of the connection between factors. Generally, the specialist looks to keep up with the relaxed impact of a variable upon another. Regression investigation permits one to display, look at and investigate spatial relationships, and can assist with clarifying the elements behind noticed spatial examples. Regression examination is likewise utilized for expectation.

The model of the regression for the suggestion of benchmark policies to management and government agencies for enhancing tourism development in Ghana with a coefficient of determination of R 0.05 significance level. The regression model for the policy direction of tourism promotion included R-square which refers to the percentage of the dependent variable variation that a linear model explains. It within the range of 0 to 100%. 0 represents a model that does not explain any of the variation in the response variable around its mean, and 100% represents a model that explains all the variation in the response variable around its mean.

The R Square was used to determine the percentage of tourism development in Ghana variation that the suggestion of benchmark policies collectively explains. The coefficient of determination indicates that 92.3% (0.923) of the variation in tourism development in Ghana is influenced by the suggestion of benchmark policies. The standard error of the coefficient measures the precision of the estimates. Std. Error of the Estimate was 0.28267, which is very low compared to the R Square (0.923). Lower values indicate more precise estimates; thus, the estimate here is more precise.

This shows that there exists a positive relationship between the suggestion of benchmark policies and tourism development in Ghana. Municipalities are strategically positioned to tap into resources locally, enforce regulations pertaining to tourism, as well as offer transformative

leadership for the development of sustainable tourism. If sustainable tourism is to be realized on a large scale, local governments are best prepared to manage tourism activities at the local level, according to scholars (Jamal and Higham, 2021; and Chen and Misener, 2019).

The outcomes of the statistical analysis of variance (ANOVA) for the regression coefficients were presented in Table 4.11. The analysis's findings show that F statistics' significance is 0.00, which is below the value of 0.05. This suggests that the findings are important. Additionally, it shows a residual of 16.380 and a regression sum of squares of 195.634. This explains why the regression and residual had a significant difference; as a result, the regression analysis was effective and the goal was achieved. The objective was to offer management and agency heads benchmark policies for increasing Ghana's tourist development.

It was obvious that there are some benchmark policies that can be suggested to management and government agencies for enhancing tourism development in Ghana. According to academics (Jude et al., 2018; and Cheng et al., 2022), the host communities suffer the most from the negative effects of tourists' activity. Due to these factors, local governments are able to handle a variety of duties, including the provision and upkeep of infrastructure, land use planning, environmental management, recreational area administration and planning, safety and health of the population management, community development, local economic development, and the promotion of education, training, and employment (Bush, 2020).

The regression output from Table 4.12 showed that the p-values of the predictor variables, with the exception of Q11 and Q14, which have p-values of 0.106 and 0.124 accordingly, are all under 0.05, indicating that they are statistically significant. A variable's coefficient value must be substantial and different from zero in order for it to be considered significant for a given model. This demonstrates that the recommendation of benchmark policies and the growth of tourism in

Ghana are positively related. The positive benefits of environmental degradation brought on by tourist activities on local inhabitants can be considerably reduced with effective planning by local authorities. Authorities and maybe local authorities have comparatively stable organizational structures, despite the idea that shifts in the political scene may have an impact on continuity (Dahles et al., 2020) devoid of profit motives compared to the private sector.

5.2 Summary of the Findings

Quan-Baffour (2020) argues that any activity involved with the occasional or short-term transfer of individuals to locations beyond the areas they ordinarily reside in and what they do during their stay at such places,' according to the dictionary, is referred to as tourism. Urban and rural tourism are both as old as humanity; ever since the beginning of time, people have traveled for a variety of reasons (Rasoolimanesh et al., 2017). People may go outside of their homes for religious, medical, and educational reasons as well as to engage in some cultural activities for entertainment, particularly in rural areas. According to Richards (2021), the 'heritage boom' is what propels cultural tourism. Particularly, the rise in domestic and international travel, and the acceptance of cultural tourism as a valuable travel option that may improve the economy and aid in the preservation of culture (ibid).

Azimovna et al., (2022) argue that in order to serve the interests of both the business and the customer, tourism marketing entails locating and securing the ideal market based on actual and acknowledged demands. Tourism marketing, in accordance with the description given above, is a procedure that can best satisfy customer wants while maximizing the profit of the business offering tourism services. According to marketing in tourism, tourism marketing is the strategy supported by a tourist-related firm or organization, which continuously studies present and future tourism consumption requirements and, using particular methods and techniques, aims to

continuously adapt its offer to meet these requirements for the best fulfillment of those requirements and to achieve profits under the current competitive conditions (Jeuring, 2016).

As the tourism industry develops into an important revenue source for the province, Bono East will have more opportunities as a result of it. A sizeable portion of all visitors to the Bono East Region are domestic travelers, whose numbers consistently increase in a good direction. Domestic travel still mostly involves sightseeing, resorts, life experiences, conferences, visits to family and friends, looking into financial opportunities while on vacation, getting medical attention, and taking a honeymoon (Frolova et al., 2017). A huge audience may be attracted and your excursions can be promoted with the use of web marketing tools. Maurer (2021) contends that SEO optimization and contextual advertising (advertising on a page that is pertinent to your business) are examples of promotional activities that are targeted at end consumers who choose their preferred trip using search engines like Google.

Each internet technique is unique in some manner, so it's important to choose one that works best for your particular tourism business. The most important factor in this industry is a professional approach for a positive outcome and continued development intended for improvement (ibid).

Pallathadka et al., (2022) suggest that Business cards are essential, especially for firms involved in travel and tourism. They are incredibly useful and cost-effective. With help, they can improve the standing of your business and increase the likelihood that travellers would be intrigued. Postcards are an excellent direct marketing tool for travel businesses. Sending prospective customers a colorful postcard with a lovely picture of a popular tourist destination and a short message will certainly convince them to call you.

The tourism industry and development has become an international competitive cash cow and stands out as the biggest, fastest, and the largest emerging industry in the world, since the turn of

the millennium consistently over the past nineteen (19) years until the debilitating and devastating coronavirus (covid-19) pandemic in late 2019, to rustle and scuttle an otherwise burgeoning international industry. It was an international multi-million dollar strategic socioeconomic transformative and development catalyst, which has transformed and repositioned many economies across the developing and developed divides (Smith, 2019). The Ministry of Tourism, Arts, and Culture needs to prioritize and rally its agencies, collaborating stakeholders, and partners to expend part of its energies, resources also a fraction of the IDA Tourism Grant to enact national tourism legislation (NTL) for the country.

Lessons Drawn from Findings

The research revealed that the critical role of policy directions in promoting tourism in the Bono East region. The majority of respondents strongly agree that such policies are essential, indicating a consensus on the need for clear guidelines to advance the tourism sector. This aligns with the broader understanding that government involvement is vital for ensuring the growth and success of the tourism industry, encompassing security, community engagement, policy regulation, and coordination. Moreover, the study highlights the significance of benchmark policies for enhancing tourism development in Ghana. Most respondents strongly agree that such policies can have a positive impact, indicating their importance in shaping and advancing the tourism sector. Local governments are recognized as pivotal in managing tourism activities, ensuring infrastructure, environmental management, and community development, which underscores the value of effective policies and regulations.

Overall, the research underscores the importance of well-defined policy directions and benchmark policies in driving tourism growth, not only in the Bono East region but also in the

broader context of Ghana. It emphasizes that government and local authorities play a pivotal role in fostering the tourism sector's development, contributing to the economy, and preserving culture. The findings also emphasize the role of marketing and the adoption of modern marketing strategies, such as online advertising and social media promotions, in attracting a diverse range of tourists. It is clear that the tourism industry, when well-managed and supported by appropriate policies, has the potential to be a significant economic and cultural force in Ghana.

5.3 Recommendations

The following recommendations are given in light of the findings:

Regulators in Ghana can set up a sustainable finance system, boost organizational structures and human resources, and enhance project management methods. According to what is observed in the research region, the government's assistance in the form of adequate security, infrastructure, and funding could help the projects in the communities.

The advantages of tourism extend beyond the current generation. Therefore, it is wise to make sure that the current tourism needs are met, improving living standards without compromising the industry's capacity to add to subsequent development.

The creation of small-scale industries and the use of contemporary technologies in a way that fosters the growth and promotion of tourism implies the creation of jobs and a general rise in quality of life through the generating of money and revenue. The sector is better positioned to attract new investments with further development and promotion of the industry.

The nation of Ghana must organize all of the small-scale businesses that support tourism under one roof to allow them to communicate ideas about how their businesses can be built to make

greater contributions to tourism promotion in order to effectively tackle the development challenges facing tourism in light of small-scale manufacturing processes and proper promotion and advertising towards the development of sustainable tourism.

Through hands-on training sessions and the introduction of incentives, these technicians' abilities should also be enhanced and further developed. The E-tourist Initiative of the United Nations Conference on Trade and Development (UNCTAD) must also be adopted by Ghana if it is to market its tourist product to the world economy in a complete and competitive manner. By doing this, Ghanaian tourism would evolve in such a way that everything associated with it would be managed and sold as a package deal using electronic media and IT as the driving force, ensuring the availability of regularly updated tourism-related data online.



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KNUST

The logo of Kwame Nkrumah University of Science and Technology (KNUST) is centered in the background. It features a torch with a red flame, a pair of crossed silver tools (a pickaxe and a hammer), and a yellow eagle with spread wings. Below the eagle is a green shield with a red star. The entire emblem is encircled by a yellow banner with text in Ghanaian and English.

APPENDIX 1

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

INSTITUTE OF DISTANCE LEARNING (KUMASI CENTER)

TOPIC: MANAGEMENT AND PROMOTION OF TOURISM IN GHANA: AN
EXPLORATORY STUDY OF TOURISM MANAGEMENT IN THE BONO EAST REGION".

PURPOSE: THE QUESTIONNAIRE IS TO COLLECT DADA FOR AN ACADEMIC
EXERCISE ONLY. DATA COLLECTED SHALL BE TREATED CONFIDENTIALLY.

INSTRUCTIONS: PLEASE PROVIDE ANSWERS WHERE REQUIRED. ALL ANSWERS
PROVIDED MUST BE A TRUE REFLECTION OF THE RESPONDENT'S VIEWS ON THE
ISSUES RAISED AND MUST BE FACTS NOT ASSUMPTIONS.

Dear Respondent,

I am VIVIAN QUANSAH, a student of the Kwame Nkrumah University of Science and Technology in Kumasi-Ghana. As part of the data collection process on the project titled "Management and Promotion of Tourism in Ghana: An exploratory study of tourism management in the Bono East Region" I am writing to kindly request your participation in the survey by completing the questionnaire, which is purposely to sample views of employees in your outfit operating in Bono East Region.

The purpose of this study is to examine “management and promotion of tourism in Ghana: An exploratory study of tourism management in the Bono East Region”. The findings of the study are expected to add knowledge to the existing academic literature, which would be used for academic purpose and would also be helpful in explaining tourist promotion which are also critical to the successful management of tourism in Ghana.

No individual information will be disclosed and all results will be presented as aggregate summary data for academic purposes. It would take a participant approximately 15 to 20 minutes to fill out the questionnaire.

Thank you for your cooperation.

Yours Sincerely

.....

VIVIAN QUANSAH (Student)

DR. KWAME OHENE DJAN (Supervisor)

Email: quansahvivian88@gmail.com

profdjan@gmail.com

KNUST

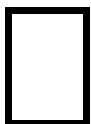
APPENDIX A: CONSENT FORM

I acknowledge that, I understand the research and that the study has fully been explained to me.

I am also aware that, any information I offer to the researcher would be used in the research report. I further concede that the researcher has assured me of the following:

- that my participation in this research is voluntary.
- that my details or information will remain anonymous throughout the research study as well as in the research thesis.
- that I can decline to answer any question which makes me feel uncomfortable, without any compulsion.

I hereby consent to be a participant in the research study titled Management and Promotion of Tourism in Ghana: An exploratory study of tourism management in the Bono East Region.



Signature

Please Sign with an X)

KNUST

QUESTIONNAIRE (Superiors and Employees)

Management and Promotion of Tourism in Ghana: An exploratory study of tourism management in the Bono East Region. Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purposes only.

SECTION A: GENERAL INFORMATION

The section is asking for your background information. Please indicate your answer by ticking (X) Or (✓) on the appropriate box.

A1 Please indicate your gender

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
------	--------------------------	--------	--------------------------

A2 Please indicate your age category

18 – 30	<input type="checkbox"/>
31 – 40	<input type="checkbox"/>
41 – 50	<input type="checkbox"/>

Above 50	
----------	--

A3 Please indicate your highest educational level

MSLC/JHS	
SSSCE/ WASSCE	
Diploma	
Degree	
Post Graduate	

A4 Current position

Staff of Ministry of Tourism	
Marketer	
Tourist	

SECTION B: Management and Promotion of Tourism in Ghana: An exploratory study of tourism management in the Bono East Region

Please indicate to what extent you agree/disagree with each statement.

1 = Strongly Disagree, 2= Disagree 3 = Neutral 4= Agree 5 = Strongly Agree

Objective one: To evaluate the policy direction of tourism promotion in the Bono East region

	Measures	1	2	3	4	5
1	Legislations and legal regimes (LLRs) are crucial intangible and soft resources that propel the growth of tourism in the world					
2	There is the need to take appropriate measures for the safety and security of consumers of the tourism industry					
3	The law mandates GTA to initiate, conduct, promote and encourage studies for the growth and development of the tourism industry					
4	The policy on tourism ensures that the tourism sector is transformed and repositioned as the number one contributor to gross domestic product					
5	The Ministry of Tourism, Arts, and Culture needs to prioritize and rely its agencies, collaborating					

	stakeholders, and partners to expend part of its energies to promote tourism in the Bono East region					
6	The tourism industry and development has become an international competitive cash-cow					
7	Metropolitan, Municipal, and District Assemblies (MMDAs) and Traditional Authorities and Rulers (TARs) as statutory bodies would promote inclusive and holistic national tourism potential development across the country					
8	The infant public tourism sector among others has low and poor national budgetary allocation is one key challenge that is not adequate enough for administrative and consumable overheads to think of capital tourism investments and projects					
9	There are systems that promote the sustainable development of the tourism industry internationally and within the country					

Objective two: To suggest benchmark policies to management and government agencies for enhancing tourism development in Ghana using Bono East as a case study

	Measures	1	2	3	4	5
10	Tourism assets - natural resources: one major tourism asset is comprised of activities related to the natural environment and provides opportunities for beach and marine tourism, hiking, skiing or mountaineering, ecotourism, wildlife viewing, fishing, and hunting.					
11	The benchmark policies assess the dynamism and long-term potential of tourism activities.					
12	The benchmark policies ensure environmental and social sustainability					
13	The benchmark policies review the number of tourists and tourism receipts and should be further disaggregated by type of travel, trip, and transport, country of origin, and purpose of visit					
14	The benchmark policies enhance economic benefits that integrate tourism into the national economy by establishing strong linkages between tourism and other economic sectors					