

**TOURISM DEVELOPMENT AND ITS EFFECTS ON HOST COMMUNITY: A  
CASE STUDY OF KAKUM NATIONAL PARK IN THE CENTRAL REGION  
OF GHANA**

BY  
KNUST

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## DECLARATION

I hereby declare that this submission is my own work toward the MSc. and that, to the best of my knowledge, it contains neither materials previously published by another person or materials which have been accepted for the award of any other degree by this or any other university except where due acknowledgement has been made in the text.

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## DEDICATION

In Memory of the Late Rt. Rev. James Kwadwo Owusu, the First Bishop of Sunyani Catholic Diocese and My Late Father Mahama Watra.

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## ABSTRACT

Tourism is now the world's number one export earner. It has generated an estimated gross output of US 3.5 trillion and the Figure is expected to increase to US 7.0 trillion by 2011 (World Travel and Tourism Council, 2009). In Ghana, it is presently the third largest foreign exchange earner after merchandise exports and remittances from abroad and has become one of the most important and fastest growing sectors of the Ghanaian economy (Bank of Ghana, 2007).

The study was carried out to find out the degree of tourism development and its effects on Kakum Conservation Area. Two communities along the park were purposively selected. Abrafo-Odumase and Jukwa Mfuom are the southern and the northern gateways to the Kakum National Park. The case study approach was used since the work focused on interaction between the park and host community. Both structured and non-structured questionnaire were administered to 369 local residents, 168 tourists and an in-depth interview with the Park Manager. The local residents and the tourists were randomly sampled. In addition, direct observations and transect walks were also used to generate data for the study.

The study revealed that the study communities benefited from the Kakum National Park's operations in the area of water, electricity extensions, library, market, teachers' quarters, employment and revenue generation. Also, household incomes and general quality of life of the people have improved by 10 percent. The environment has also been preserved because by providing economic incentive for protecting natural and cultural diversity, has made conservation efforts possible, as well as providing revenues to continue supporting the conservation efforts. The degradation of local infrastructure results from the heavy traffic of cars and tour buses. The degradation of local infrastructure results from the heavy traffic of cars and tour buses.

However, some negative effects are the displacement of the natives from their land, increased social gap, frustration, loss of cultural identity. Unfortunately the local communities are not aware of their cultural heritage and so they imitate tourist's social cultural traits.

The study recommended that local people should be involved in the tourism development in their area. The people should be involved in the sharing of tourism benefits and local capacity building of the people. Finally, all of the Park's development initiatives should address the socio-economic needs of the communities that surround the Park development in the area.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 General Introduction

Tourism is a vital part of the global economy. Generating roughly \$1 trillion in global receipts in 2008 (up 1.8 percent from 2007), international tourism ranked as the fourth-largest industry in the world, after fuels, chemicals, and automotive products. Tourism is now the world's number one export earner. It has generated an estimated gross output of US 3.5 trillion and the Figure is expected to increase to US 7.0 trillion by 2011 (World Travel and Tourism Council, 2009).

Teye(1988) argued that in Africa, the rationale for tourism development is primarily economic and at two levels: macro or national or micro or local. At the macro level, tourism is estimated to promote economic growth by generating foreign exchange as well as increase various forms of government revenue. At the micro level, tourism is expected to facilitate job creation, income and revenue distribution, and a balanced regional development, which ultimately should improve the quality of life of residents.

Tourism is a service-based industry and, as such, has been an important factor in servicesector growth. Tourism is also a composite industry product, which has very strong linkages with many other sectors of the economy. In Ghana, tourism is the most rapidly growing subsector of the service sector. In 1993, the services sector's contribution to Gross Domestic Product was 46 percent as against 41.5 percent for agriculture. In 2002 the service sector grew by 4.7 percent, the same for industry but more than the 4.1 percent registered by agriculture (Cape Coast Metropolitan Assembly, 2011).

Bank of Ghana (2007) claims that the tourism industry has contributed drastically to the country's economy. In recent times, the sector continues to demonstrate its potential as a key driver of growth. For instance, between 2000 and 2005, visitor arrivals and spending increased by 46 percent and 68 percent respectively. The industry is presently the third largest foreign exchange earner after merchandise exports and remittances from abroad and has become one of the most important and fastest growing sectors of the Ghanaian economy. The tourist industry in Kenya is the second largest source of foreign exchange revenue following agriculture. It constitutes close to 10 percent of Kenya Gross Domestic Product and 9 percent of total formal employment (Ministry of Tourism, Kenya, 2010).

It is worth noting that political stability and democratic governance since 1992, have contributed to the tourism sector. Other factors such as public sector investment in infrastructure and private sector investment in tourism facilities have also contributed to the recent surge in international tourist arrivals and expenditures on upscale lodging facilities.

Rowe, Smith and Borein (2002) argued that the impacts of tourism can be classified as negative when they contribute to disruption of society's components, and as positive when they upgrade vital attributes. Tourism and its influence on host communities have given rise to highly controversial beliefs: some suggest that it is an opportunity for underdeveloped countries to provide economic growth and social development. On the other hand, some researchers point out that mass tourism may hinder the permanency of local cultures (Perez and Nadal, 2005). Majority of studies have shown that residents, who perceive a greater level of economic gain or personal benefit, tend to have more positive perceptions of impact than others (Brunt and Courtney, 1998).

Even though tourism development is considered to have a significant role in enhancing local economies, by being a source for new employment opportunities, additional tax receipts, foreign exchange benefits, and revenues (Koand Stewart, 2002). There has been evidence that tourism development has potential for negative outcomes (Koand Stewart, 2002). Tourism development is considered to be a —counter-posed phenomena which brings with it both adverse and positive impacts (Gilbert and Clark, 1997).

## **1.2 Problem statement**

Ghana is endowed with diverse ecosystems, which results in a relatively high degree of diversity of plant and animal species. The network of protected areas is a fair representation of all these ecosystems namely: Guinean savannah woodland, transition between dry forest and guinea savannah, dry semi-deciduous forest, moist evergreen forest, transitional zone between moist-evergreen and moist semi-deciduous forest types, and dry evergreen forest. The diversity of Ghana Wildlife Protected Areas protects a very wide variety of mammals, reptiles, amphibians, birds, vascular plants and butterflies. Some Wildlife Protected Areas are part of the upper Guinean rain forest which is very rich in biodiversity (International Union for Conservation of Nature, 2010).

Generally, national parks play important roles in the development of nations and these include; wildlife and environmental conservation, tourism and recreation, education and scientific research purposes, and protection of sites and objects of cultural and historical heritage. The

establishment of national parks helps to protect fauna and flora against overexploration. Furthermore, the preservation of flora, particularly on steep slopes protects the natural landscape against environmental degradation, and thus enhances the scenic beauty of the environment (Gwinn et al., 1989). National parks also provide opportunities to scientists to conduct research and to students to explore and appreciate nature. National parks protect sites and objects of cultural and historical heritage (Youdeowei et al., 1986).

A study by Agyeman (2012), reveals that general strategy to protecting biodiversity has been the creation of parks and other protected areas that exclude livelihood activities of rural communities. People are meant to use resources outside of the park and plants and animals are meant to stay in the park. Nevertheless, many of these Protected Areas have been proposed on lands customarily owned by local people and on which they often relied for products and services to meet their livelihoods needs. The creation of Protect Area as entails an abrupt change in the local economies previously based on the exploitation of various natural resources from these areas. Farming, fishing, hunting, extraction of plants and their products, and other economic activities are generally prohibited within national parks. Under these circumstances, how are the local people to survive? The irony is that when the needs of local population are ignored, conservation objectives of the protected areas may be compromised as widespread resentment may exist among the local people because these parks are not created in social and economic.

The creation of protected areas benefits the nation as a whole through bio-diversity conservation and tourism promotion, communities that own the land on which the reserves are created, are very often not only denied access to park or forest, but may also not be involved in the day-to-day operations of the reserves which are their major sources of livelihood.

In terms of compensation, communities whose lands have been acquired by the state receive royalties as well as promises of a fair share in basic amenities. However, the case is different in developing nations and for that matter Ghana, as compensation itself may become a source of discontent and conflict in the affected communities. In most cases, promises by the state is either not fulfilled or partially fulfilled, or community leaders misappropriate royalties. In the face of growing population, dissatisfaction among younger generations manifests itself in various forms such as poaching, open confrontation with park authorities, and hostility towards tourists. The main concern in this study is to investigate tourism development and its effects on host communities (Oppong, 2007).



### **1.3 Objectives of the study**

Generally, the study attempts to examine the tourism of development and its effects on host community in the Kakum National park in the Central Region.

The study specifically seeks to achieve the following objectives:

1. To identify the types of tourism facilities available to tourists at Kakum National Park.
2. To outline measures that can be adopted to enhance opportunities and benefits of tourism to local communities.
3. To examine the degree of socio-economic, cultural and environmental effects of tourism development on the host community.
4. To make recommendations for the development of the host communities of tourism.

### **1.4 Research questions**

In order to achieve the above objectives, the study was set to answer the following questions:

1. What are the types of tourism facilities available at Kakum National Park?
2. What possible measures can be adopted to enhance opportunities and benefits of tourism on the host communities?
3. How has tourism development affected socio-economic, cultural and environmental conditions on the host community of tourism?
4. What recommendations are feasible for the development of tourism on the host communities?

### **1.5 Significance of the Study**

A study by Wellington (1998) revealed that the Kakum River and its tributaries provide fresh water to Cape Coast Metropolis and 133 other towns, communities and villages. It also provides tourist attraction, generates revenues and offers livelihoods for the local people.

Many reasons may tend to influence a researcher's choice of a particular topic. The choice of the areas for research allows for fresh, exciting insights and a deeper understanding of issues that are fundamental to tourism development in the park. The research provides important knowledge regarding the interplay of factors underpinning tourism development, explaining

and discussing the way in which they have influenced its development in the case of study areas. Kakum National Park seems to be given much publicity in the works of several authors such as Abane et al., (1999), Mensah-Ntiamoah, (1998) and Dei, (2000).

The focus of this study is important because, rural development initiatives such as the establishment of national parks as other studies have proven; usually have both positive and negative effects on rural communities. An assessment of the local people's perception of the extent and nature of the Kakum National Park's influence the economic, environmental, socioeconomic and cultural life of the surrounding settlements may provide government with tools for some solutions to the area's challenges. A timely exposition of the Parks' negative effects on community residents, especially, may alert government and other wildlife conservation agencies to provide solutions timely enough before problems assume alarming proportions in the area.

The study provided suggestions to overcome the barriers which can hold back the development of tourism in the host community. Results in this study enhance our understanding of the interrelations between conservation goals, tourism development and rural livelihoods. Moreover, the results of the study provides a broad overview of how tourism development can contribute positively to job opportunities, entrepreneurial skills development and increased income generation in the Kakum Conservation Area.

The results of this research also help to improve the standard of living of host population in the tourism industry. Besides, it will form the basis for future researchers who wish to pursue their research in the same field. The research results will be a valuable source of information on the tourism industry in Ghana.

Additionally, this study explores how community attachment (measured by the length of residence) and/or economic dependence on the tourism industry (expressed through the nature of resident's job) affect residents' attitudes and perceptions toward tourism development. The magnitude of the relationships between impacts and benefits is also calibrated.

## **1.6 Scope of the Study**

Spatially the study focused on Kakum National Park. Kakum National Park is located in the Twifo-Hemang-Lower Denkyira District in the Central Region of Ghana. It is located just 33 kilometers from Cape Coast in the Central Region of Ghana and covers about 360 square kilometers. It lies within longitude 1°5' East and 1°2' West and on latitude 5°39' North and 5°20' South.



Contextually, however, the study will be looking at tourism development in Kakum National Park and the effect on host community and its operations in the area. Within the context of this study, the focus is on the tourism industry in the Kakum Conservation Area, as it dominates in the rural districts. In the light of the important role that tourism development does play in local development in Ghana, and the problems they face in interrelated areas of supply, demand and marketing of tourism, it is important to have an in-depth study into their operational bottlenecks and the failure of promotional institutions to adequately meet their needs. This study is then focused on promotion of tourism industries as a strategy for local development in Kakum National Park. Specifically, educational level, occupation, infrastructural development, transportation system, accommodation, petty trading and local catering services were examined owing to their prominence in the district. The perception of tourists on the park and other related activities were also examined.

### **1.7 Limitations of the Study**

The study was carried out in the face of constraints. The availability of data especially from the promotional institutions was difficult to get. Some institutions were not willing to release the data on issues of revenue from the park. Again, some of the residents did not understand the essence of the study and so posed problems in respect of giving accurate information.

### **1.8 Organisation of the study**

The study is organised into five chapters. Chapter One depicts the introductory information about the study, which involves background to the study, statement of the problem, objectives of the study, significance of the study, research questions, scope of the study, limitations of the study and the organisation of the study. Chapter Two focuses on related literature. In this section, books, articles, and other works, which have been written by other researchers on the subject, were reviewed. Chapter Three comprises methodology, sampling technique, sources of data, data collection methods and instruments, sample size and sampling technique, and data analysis methods. Chapter Four provides a comprehensive analysis of the survey. Here statistical tables, cross-tabulations and other analytical tools are used to draw meanings from data into information to aid discussions. The fifth chapter presents the summary of findings, recommendations and conclusions.

## **CHAPTER TWO**

### **REVIEW OF CONCEPTS ON TOURISM DEVELOPMENT AND HOST COMMUNITIES**

#### **2.1 Introduction**

Having discussed the general background in Chapter One, this chapter places emphasis on the working definitions of concepts, models of tourism development, review of concepts, model of tourism development, host community and tourism development, tourism planning and development.

#### **2.2 Definition of Tourism**

Holden (2008), observed that tourism comprises the activities of people travelling to and staying in places outside their usual environment, for not more than one consecutive year for leisure, business or other purposes.

Also, Wall and Mathieson (2006:35)—the study of people away from their usual habitat, of the establishment which responds to the requirement of travelers and of the impacts that they have on the economic, physical and social wellbeing of their hostl.

This explanation recognises the major players in the industry as tourists (people who travel out of their usual place of residence), tourism industry (establishments that respond to the needs of travelers), Impacts (economic, environmental, social and cultural) and the host community whose tourism resources the tourists have come to enjoy. Moreover, the community a tourist visits is often termed the host community. Cook et al., (2006), defines the host community as towns or cities that welcome visitors and provide them with the desired services. Smith (2001), also defines host communities as people who live in the vicinity of the tourist attraction and are either directly or indirectly involved with, and/or affected by the tourism activities. Tourism involves some elements of interaction between the tourist and the destination environment.

However, World Tourism Organisation categorised tourism into four types. These are: domestic, inbound tourism, and outbound and international tourism. Inbound refers to foreigners (non-residents) travelling in a given country like a Briton travelling to Kenya. Outbound refers to residents travelling to another country like a Ghanaian travelling to United States of America. Domestic tourism involves travelling by the residents of the given country within their own country. On the other hand international tourism comprises of inbound tourism and

outbound tourism. In this study two will be considered namely domestic and international. The reason for choosing the two is due to the fact that domestic tourism accounts for 65 per cent of all tourism in Ghana. International visitors make up the remaining 35 per cent. International tourists usually travel for longer and spend more money than domestic travelers.

### **2.3 Development Defined**

As Todaro and Smith (2006), see development as a whole gamut of change and, consequently, move society away from what is widely perceived as unsatisfactory condition towards an improved quality of life. Sharpley and Telfer (2002), believe that development can be used to describe a process through which a society can move from one condition to another. Tourism development can be measured in terms of job creation by the tourism sector, increased income, and also improvement in the availability of basic services such as health, education and cultural opportunities, as well as in the reduction in levels of inequality (Roodt, 2001).

In the framework of modernisation theory, tourism has been advocated as a development strategy to generate foreign exchange, to increase the balance of payment, increase Gross Domestic Product, attract development capital, increase the transfer of technology, increase employment (Shaw and Williams, 1994) and promote modern western values of life (Mathieson and Wall, 1982).

### **2.4 Dependency Theory**

Dependency theory, sometimes referred to as underdevelopment theory, emerged in the 1960s as a critique of the modernisation paradigm. Based upon Marxist theory, it has been defined as 'a conditioning situation in which the economies of one group of countries are conditioned by the development and growth of other' (DosSantos, 1970 cited by Sharpley 2003). Thus, less developed countries display external political and economic structures that maintain their dependency on the metropolitan centre; they are unable to develop unless 'permitted' to do so by the West.

Tourism development in peripheral countries is strongly influenced by events in the core countries. The flow of mass tourists from central to peripheral countries, and the running of hotels and resorts, are subject to various control mechanisms found in the former (Britton and Harrison, 1989). The roles of tour operators in core countries, one of the most influential tourism suppliers due to their huge financial resources and industrial leverage, for instance, can exert a strong impact on the occupancy rate of hotels and spatial distribution of tourist flow in receiving countries, many of which resemble peripheral areas (Shaw and Williams, 1994).



Furthermore, many of the hotels, particularly those of an international class, are owned or managed by Transnational Corporations. However, Din (1990) contends that not all international standard accommodation chains in developing countries belong to developed countries and hence are not controlled by external force. He exemplifies this notion by noting that locals own several of the luxury hotels in Penang, a tourist destination area in Malaysia. At a different level, these relationships posit the notion of underdevelopment of developing countries because of the exploitation by developed countries (Britton and Harrison, 1995).

—Thus, according to dependency theory, tourism is an industry like any other, which is used by the developed countries to perpetuate the dependency of the developing countries. Instead of reducing the existing socio-economic regional disparities within the developing countries, tourism reinforces them through its enclave's structure and its orientation along traditional structures (Oppermann, 1993: 411).

## **2.5 Models of Tourism Development**

There are two types of models that contribute to the better understanding of tourism development: the explanatory and the descriptive. Explanatory models refer to the factors (preconditions) that cause development/growth. In tourism, there are two pre-conditions of development, namely the 'necessary' and the 'sufficient' (Rostow, 1990; Auty, 1995). 'Necessary' pre-conditions include various factors that pull people to different destinations, very often nice landscapes and archaeological sightseeing. However, although there are many destinations that have some necessary pre-conditions, they never move from the potential of development to actually developing, because they lack the 'sufficient' preconditions, that is somebody's will to develop the tourism industry, for example investments in infrastructure and accommodation.

Rostow (1960) recognised that for a faster and better development of a nation key role is played by a free and dynamic private sector in partnership with an efficient public sector. Although Rostow's model does not address tourism growth, in particular, but general economic growth from any type of activity, it is a useful tool to explain economic growth in tourism. Tourism can offer to a destination a natural pathway to economic growth through various stages, ranging from traditional non-tourism where no tourists visit the destination, to the precondition to take off where explorers and drifters make their appearance, to maturity where the destination is visited by mass individual tourists, to the final stage of mass consumption where the destination is visited by mass organised tourists.

Descriptive models attempt to look at tourism from the angle of what appears on the ground, e.g. large hotels, facilities and so on. Research on tourism development has been mainly on descriptive explanations. Scholars like Butler, 1990; Cooper, 1990; Urry (1991), have done extensive work on this area. Typical examples of description model are: life cycle explanations, physical models and enclave versus spread out developments.

Tourism Life Cycle and Dynamic Matrix (Butler) Christaller (1963), earlier conceived the concept that tourist areas follow a relatively consistent process of evolution, from discovery, to growth, to decline.

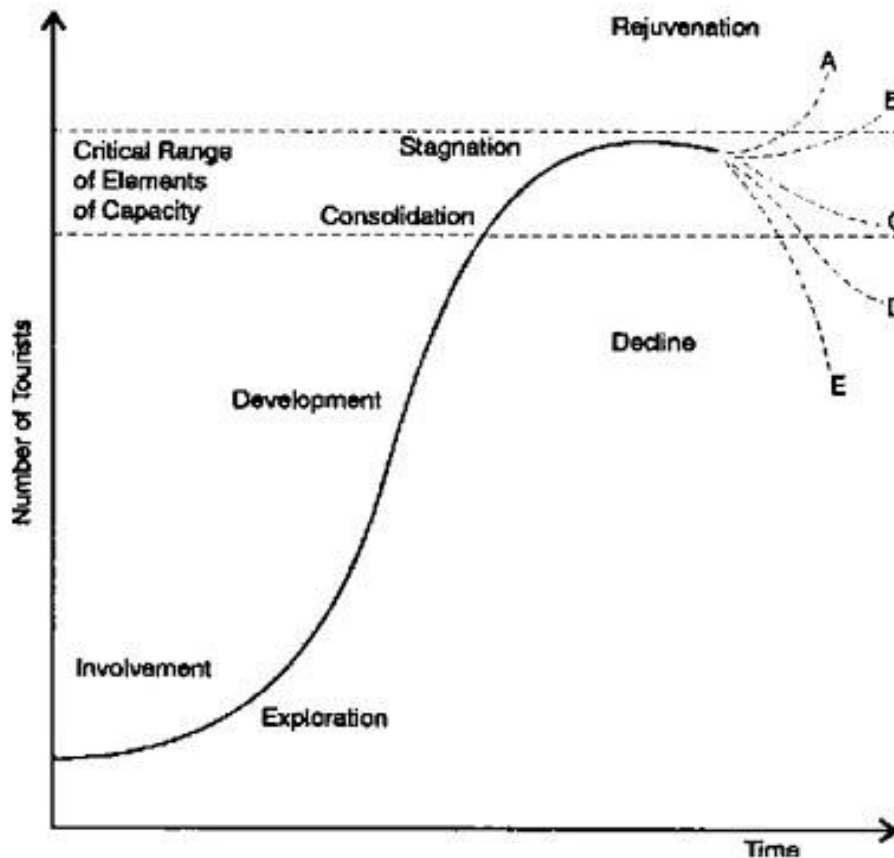
Like most products, destinations have a lifecycle. In his 1980 article, Butler proposed a widely-accepted model of the lifecycle of a tourist destination. The basic idea of Butler's 1980 Tourism Area Life Cycle (*TALC*) model is that a destination begins as a relatively unknown and visitors initially come in small numbers restricted by lack of access, facilities, and local knowledge, which is labeled as Exploration in Figure 1 (Miller and Gallucci, 2004).

As more people discover the destination, the word spreads about its attractions and the amenities are increased and improved (development). Tourist arrivals then begin to grow rapidly toward some theoretical carrying capacity (Stagnation), which involves social and environmental limits. The rise from Exploration to Stagnation often happens very rapidly, as implied by the exponential nature of the growth curve.

The possible trajectories indicated by dotted lines A-E in Figure 1 are examples of a subset of possible outcomes beyond Stagnation. Examples of things that could cause a destination to follow trajectories A and B toward Rejuvenation are technological developments or infrastructure improvements leading to increased carrying capacity. Examples of things that could cause a destination to follow trajectories C and D are increased congestion and unsustainable development, causing the resources that originally drew visitors to the destination to become corrupted, or no longer exist. The trajectory in Figure 2.1 of most interest to this research is trajectory E, which is the likely path of a destination following a disaster or crisis.

The Law of Diminishing Returns can cause a destination to follow trajectories similar to those of C or D, and that the concepts and practices of destination recovery, as applied to destinations recovering from a disaster, could easily be applied to a destination in Decline as a result of the Law of Diminishing Returns.





**Figure 2.1 Tourism Life Cycle**

Source: Butler, (1980)

## 2.6 Host Community and Tourism Development

Tourism is gradually seen as a key community tool, with the recognition of its economic contribution in bolstering stagnating economies and its ability to unify local community residents (Fennell, 2003). At community levels, tourism offers opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development (Aref, 2010; Coccossis, 2004).

Tourism usually involves some elements of contact among the tourist and the destination environment. The consequences of these interactions are often referred to as the impacts/ effect of tourism. Most people think of tourism in terms of economic impacts, jobs and taxes. However, Kreag (2001), claims that the range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism. Leaders as well as residents who understand the potential impacts of tourism can integrate this industry into their community in the most positive way. The impacts of tourism can be sorted into several categories, the most common ones are; economic, environmental and socio-cultural impacts (Cook et al., 2006). Each of these categories includes positive and negative impacts.

Recent studies indicate that tourism as a factor of change can affect traditional family values (Kousis, 1989), cause cultural commercialization (Cohen, 1988), increase the crime rate (Nicholls, 1976), and lead to negative elements such as prostitution (Cohen, 1988), and gambling (Pizam and Pokela, 1985). According to Peake(1989), before the development of tourism in Malinda, coast of Kenya, the economic and political and religious power were held by elders, who occupied important positions in mosques and headed the extended family households. With tourism, the elders were marginalised and their authorities declined as other members of the family gained independent source of income. Some, the 'clerks' obtained office jobs through tourism establishment, using their income to form nuclear families and purchase consumer goods. Other 'beach boys' disregarded elders turned their back on their family, refused to attend mosques, and entered the informal sector perhaps as male prostitutes. Although a similar pattern may have emerged with the introduction of another source of income, Peake's example shows how new job opportunities in tourism had ramification for family organisation, removed power from traditional elders and influence political structure and status system of the community.

Inskip (1991), observes that tourism also contributes significantly to the development of infrastructure and superstructure with the building of new roads, airports, hospitals, restaurants and attraction to enable maximum number of society to benefit from the cultural, recreational and leisure activities of the tourism sector and finally it encourages cultural exchange between tourists.

Kreag (1988), claims that even though jobs are created in the host community as a result of the tourism industry, tourism businesses often include a significant number of low-paying jobs, often at minimum wage or less. These jobs are often seasonal; causing underemployment or unemployment during off-seasons. Labour may be imported, rather than hired locally, especially if particular skills or expertise is required, or if local labour is unavailable. Some tourism-related businesses are volatile and high-risk ventures that are unsustainable. Greater demand for goods, services, land, and housing may increase prices that in turn will increase the cost of living. Tourism businesses may claim land that could have higher value or other uses. Additionally, non-local owners and corporations may export profits out of the community. The community may have to generate funds (possibly through increased taxes) to maintain roads and transportation systems that have become more heavily used.

On the other hand, Kreag(1988), suggests that tourism can also degrade the environment. Palomino (2003), claims that the development of tourism requires the existence of an

infrastructure, as well as hotel accommodation and another facilities specific to tourism. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardised through improper uses or overuse. Providing tourist services can alter the landscape's appearance. For instance, visual pollution may occur from billboard proliferation. As tourism develops, demand for land increases, especially for prime locations like beachfronts, special views, and mountains. Without forethought, natural landscape and open space can be lost. The destruction or loss of flora and fauna can happen when desirable plants and animals are collected for sale or the land is trampled. Tourists or the businesses that cater to them often causes removal of plants, animals, rocks, fossils, coral, and cultural or historical artifacts from an area. Uncontrolled visitation or overuse by visitors can degrade landscapes, historic sites, and monuments. Where water is scarce, tourists can overwhelm the available supply. Tourists can also inadvertently introduce non indigenous species, as can increases in the trade of animals and plants. A constant stream of visitors and domestic pets may disrupt wildlife by disturbing their breeding cycles and altering natural behaviours (Mbaiwa, 2003).

## **2.7 Tourism Planning and Development**

According to Gunn (1992), it is now acknowledged that tourism must be developed and managed in a controlled, integrated and sustainable manner, based on sound planning. With this approach, tourism can generate substantial economic benefits to an area, without creating any serious environmental or social problems. Tourism's resources will be conserved for continuous use in the future. There are many examples in the world where tourism has not been well planned and managed. These uncontrolled developments may have brought some short-term economic benefits (United Nations Environment Programme, 2009).

Recent tourism plans place much more emphasis on the environmental and socio-cultural factors of tourism development and on the concept of sustainable development. Tourism planning is carried out at all levels of development international, national, regional and for specific areas and sites.

According to Gunn (1994), planning tourism at all levels is essential for achieving successful tourism development and management. The experience of many tourism areas in the world has demonstrated that, on a long-term basis, the planned approach to developing tourism can bring benefits without significant problems, and maintain satisfied tourist markets. Places that have allowed tourism to develop without the benefit of planning are often suffering from environmental and social problems. These are detrimental to residents and unpleasant for many



tourists, resulting in marketing difficulties and decreasing economic benefits. These uncontrolled tourism areas cannot effectively compete with planned tourist destinations elsewhere. They usually can be redeveloped, based on a planned approach, but that requires much time and financial investment.

## **2.8 Public Involvement Tourism in Planning**

World Tourism Organisation (2009), suggests that planning is for the benefit of people, and they should be involved in the planning and development of tourism in their areas. Through this participation, tourism development will reflect a consensus of what the people want. Also, if inhabitants are occupied in planning and development decisions - and if they appreciate the benefits the tourism can bring - they are more likely to support it. At the country wide and regional levels of preparing tourism plans, the common approach to obtaining public involvement is to appoint a steering committee. This committee offers guidance to the planning group and reviews its work, especially the outline reports and policy and planning recommendations that are made. A planning study steering committee is typically made up of representatives of the relevant government agencies involved in tourism, the private sector, and community, religious and other relevant organisations.

## **2.9 Summary**

Tourism development has brought about in a wide range of cultural, environmental, social and structural transformations of tourism destinations. Tourism accelerates economic development and social improvement in many countries including African countries. Nonetheless, if not well managed it could lead to negative impacts on the host community.

To ensure that the host community benefit, there is the need to put in place the necessary strategies and facilities to ensure that the host community benefits and barriers that need to be overcome. From a global perspective, many tourism destinations are confronted with these challenges of balancing the benefits and adverse effects from tourism development and its effects on residents. In response to these challenges, there is a need for an effective planning to sustainable tourism.

## **CHAPTER THREE**

### **PROFILE OF STUDY AREA AND RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This Chapter presents the profile of the Kakum National Park, research design, method of determining the sample, the sampling techniques used to select the required respondents for the study. Finally, the chapter provides an overview of the methods used to collect and analyse data for the study.

#### **3.2 Profile of Study Area**

There are seven (7) National Parks in Ghana. Among these parks is Kakum National Park which is located in the Central Region of Ghana (Fig. 3.1). Kakum National Park (together with Assin Attandanso Resource Reserve) is located in the Twifo Hemang Lower Denkyera District of the Central Region of Ghana. The park lies between latitudes  $05^{\circ} 20'$  and  $05^{\circ} 40'$  and longitudes  $1^{\circ} 18'$  and  $1^{\circ} 26'W$ . This national park is about 33 kilometers north of Cape Coast via a paved road. It covers approximately 360 square kilometers of Ghana's rapidly dwindling rainforest and stretches from Yakese in the south to Assin Adiembra in the north. The vegetation type is moist evergreen rainforest with tall hardwood up to 65m in height. This area is generally undulating with highlands level ranging between 150m -250m above sea level.

Kakum Park is a state-owned protected forest reserve, jointly managed by the Wildlife Division of the Forestry Commission and the Ghana Heritage Conservation Trust, a NonGovernmental Organisation.

According to the Ghana Statistical Service (2010), the district has a population of 116,874. The distribution shows that females account for 59,250 with 57,624 males, representing 50.7 percent and 49.3 percent respectively. Besides, the ownership of the land for the park is vested in the stools of Hemang, Denkyira, Assin, Attandanso and Abura. The Government of Ghana officially opened the park in 1994 by President Jerry John Rawlings.

The Kakum Forest, named after the Kakum River whose headwaters lie within the park's boundaries, was originally set aside as a forest reserve in 1925 (Wellington, 1998). The Kakum conservation area has been chosen as a case study because of the important role it plays in economic and socio-cultural life of the people. It is a major drainage divide for the Kakum



River. In 1992, the Kakum Forest Reserve was reclassified as a National Park and the adjacent AssinAttandanso forest as Resource Reserve (Forestry Commission, 2005).

The uniqueness of this park lies in the fact that it was established at the initiative of the local people and not by the State Department of Wildlife who are responsible for wildlife preservation in Ghana (Wellington, 1998). It is also the only park in Africa with a canopy walkway, which is 350 metres (1,150 ft) long and connects seven tree tops which provide access to the forest. Two communities located near the entry point of the Kakum National Park were selected for this study. The communities were Abrafo-Odumase and Jukwa Mfuom and they were studied to find out the effect of tourism development on host community. The selection of the two communities was based on some criteria such as proximity and accessibility to the National Park. Abrafo is closer to the park whereas Jukwa Mfuom is far away from the park.

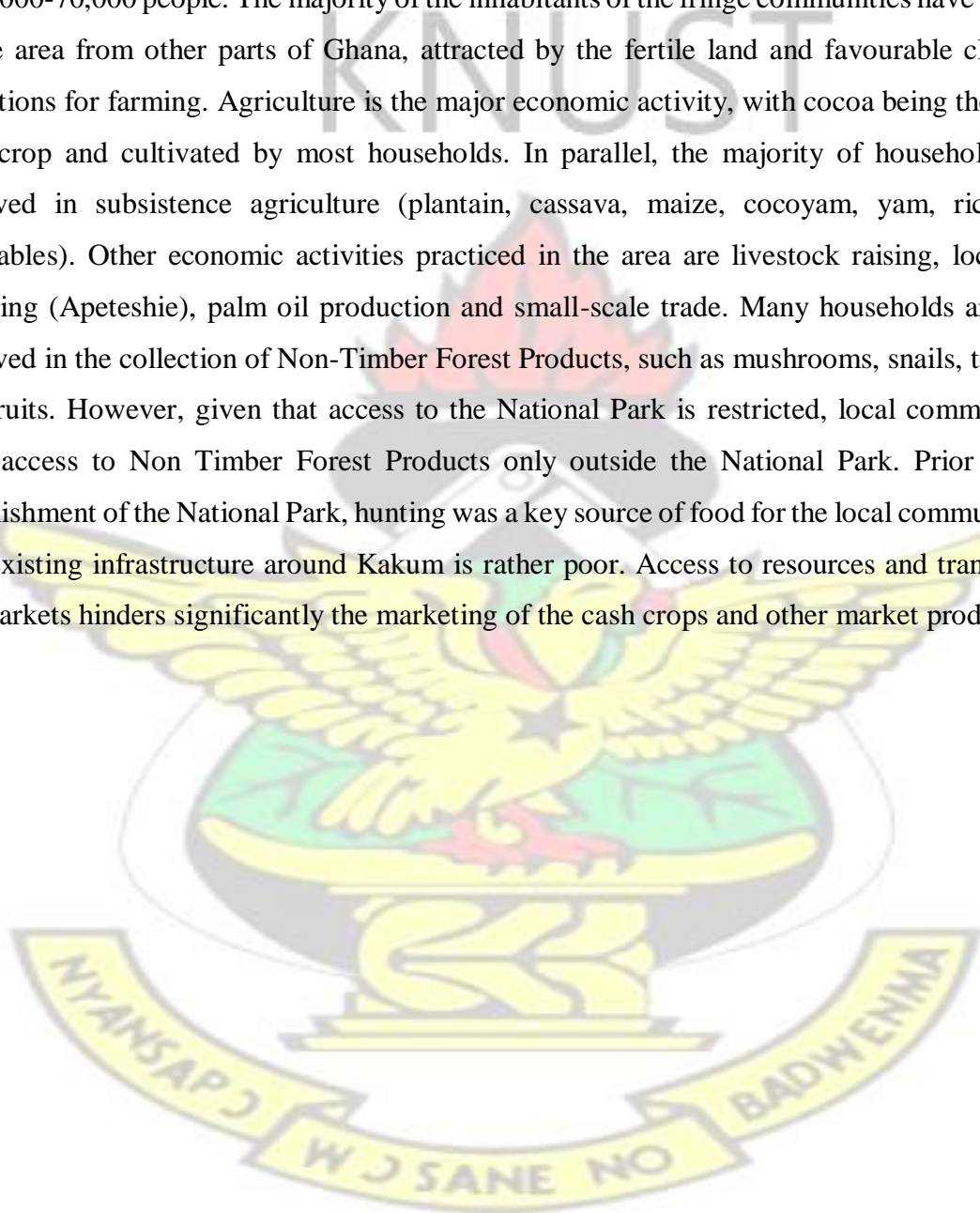
Mfuom and Abrafo are two important towns which are located on the boundary of the Kakum National Park. The park is situated between the two towns which makes the towns see the park as belonging to them. Mfuom is a rural settlement with a population of about 2570 people and Abrafo which is also a rural settlement with has a population of about 2,130 people. Most of the people in these villages consist of the elderly and children. Like many other places in the country, most of the youth have migrated to the city in search of better fortunes. The few young people who still are in the village participate in small-scale farming activities and can often be seen in the town entertaining themselves with various games (Draughts and Table tennis). The elderly, on the other hand, often go to their farms and on return sit together to deliberate on the affairs of the village. One of their major concerns is the fact that their youth have nothing to do in the village and are increasingly becoming a burden on society.

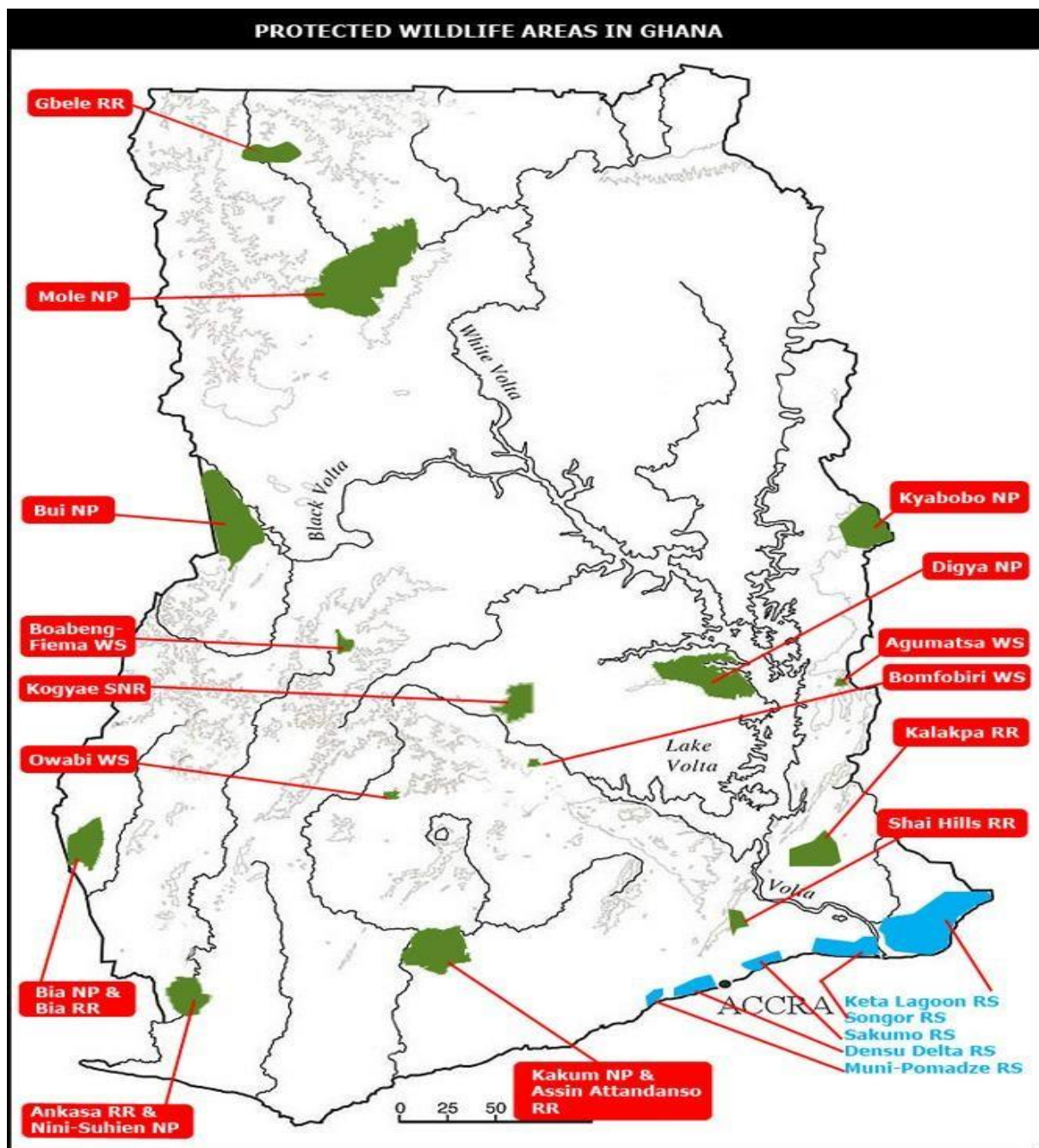
### **3.3 Economic Activities**

The primary economic activity of Mfuom and Abrafo is farming. Most of the farmers farm for subsistence. The remaining food product is sold to meet other subsistence needs like meat, salt, soap and fish. This group of farmers constitutes the majority. There is also another group of farmers which can be identified as the palm nut and cocoa farmers. This group of farmers can be described as the rich by the village standards. Their products are normally purchased by the produce buying company hence marketing them is not much of a problem.

There is also small-scale commercial activity in the area. This activity is small in the sense that few people participate and not many of the people are able to buy many things from the market. There are drinking bars where alcoholic beverages are sold (Eshun, 2008).

About 60 fringe communities and many small settlements can be found around the Kakum National Park; though exact population Figures are not known, estimates bring the population to 65,000-70,000 people. The majority of the inhabitants of the fringe communities have moved to the area from other parts of Ghana, attracted by the fertile land and favourable climatic conditions for farming. Agriculture is the major economic activity, with cocoa being the main cash crop and cultivated by most households. In parallel, the majority of households are involved in subsistence agriculture (plantain, cassava, maize, cocoyam, yam, rice and vegetables). Other economic activities practiced in the area are livestock raising, local gin distilling (Apeteshie), palm oil production and small-scale trade. Many households are also involved in the collection of Non-Timber Forest Products, such as mushrooms, snails, tortoise and fruits. However, given that access to the National Park is restricted, local communities have access to Non Timber Forest Products only outside the National Park. Prior to the establishment of the National Park, hunting was a key source of food for the local communities. The existing infrastructure around Kakum is rather poor. Access to resources and transfer to the markets hinders significantly the marketing of the cash crops and other market products.

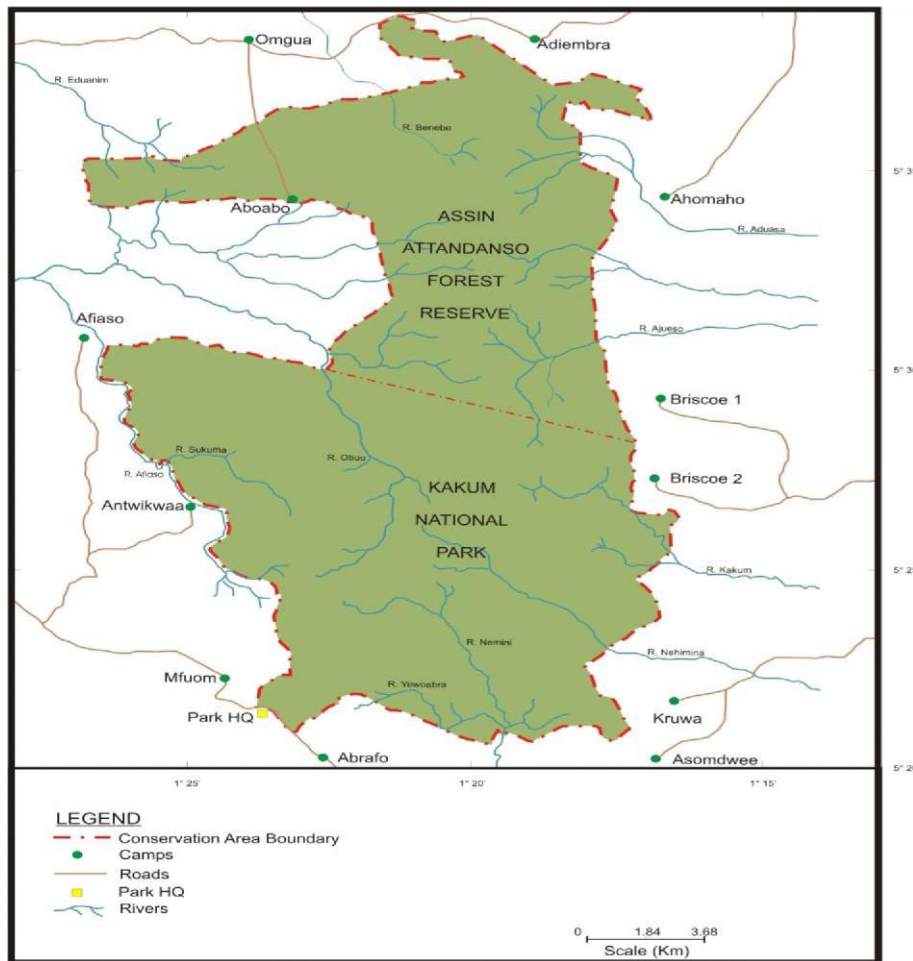




**Figure 3.1: Kakum National Park in National Context**

Source: <http://www.wildlifeghana.com/map.html>, April, 2013





**Figure 3.2 A Map of Kakum Conservation Area**

Source: Kakum National Park July, 2013

### 3.4 Research Design

The study design adopted for the research is the case study which attempts to examine the tourism development and its effects on host community.

Yin (1984), defines the case study research method as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used. According to Kothari (2004:113) —The case study method is a technique by which individual factor whether it is an institution or just an episode in the life of an individual or a group is analysed in its relationship to any other in the group. Young (2004, p. 247) describes case study as —a comprehensive study of a social unit be that unit a person, a group, a social institution, a district or a community. In brief, we can say that case study method is a form of qualitative analysis where in careful and complete observation of an individual or a situation



or an institution is done; efforts are made to study each and every aspect of the concerning unit in minute details and then from case data generalisations an inferences are drawn.

The reason for choosing case study method in this particularly study is as follows: A case study approach was used in undertaking the research because the phenomenon under investigation is a contemporary one and the study is based on a real life situation. Being an exhaustive study of a social unit, the case study method enables us to understand fully the behaviour pattern of the concerned unit. In the words of Cooley (2005:31), —case study deepens our perception and gives us a clearer insight into life. It gets at behaviour directly and not by an indirect and abstract approach. Besides, through case study a researcher can obtain a real and enlightened record of personal experiences which would reveal man's inner strivings, tensions and motivations that drive him to action along with the forces that direct him to adopt a certain pattern of behaviour. Also, this method enables the researcher to trace out the natural history of the social unit and its relationship with the social factors and the forces involved in its surrounding environment. Again, it helps in formulating relevant hypotheses along with the data which may be helpful in testing them. Case studies, thus, enable the generalised knowledge to get richer and richer. The method facilitates intensive study of social units which is generally not possible if we use either the observation method or the method of collecting information through schedules. Moreover, the use of different methods such as depth interviews, questionnaires, documents, study reports of individuals, letters, and the like are possible under case study method.

However, the danger of false generalisation is always there in view of the fact that no set rules are followed in collection of the information and only few units are studied. Secondly, it consumes more time and requires a lot of expenditure. More time is needed under case study method since one study the natural history cycles of social units in detail.

Data was collected from both household based on perspectives and village based aspects. Semi-structured questionnaire, focused group discussions and expert opinions aided by checklists as well as participant observation were employed. In semi-structured interview, a mixture of both open and close-ended questions was used. A simple random sampling technique was used to select household's respondents as per existing village registers. The representation of social groups in terms of gender, age classes and occupation, number of year in the community were taken into considerations and therefore little bias was accepted. In addition, an in-depth interview was made with the Park Manager to obtain a detail information about the operation of the park.

### 3.5 Sample Size Determination

The sample frame included the total number of households within the study area. From the sample frame the study employed a statistical model to settle on the sample size at a 92 percent confidence level with 8 percent margin of error.

$$n = \frac{N}{1 + N(\delta^2)}$$

Where n= the sample size, N= the sample frame, 1= a constant, and  $\delta$  is margin of error. Thus, N= 4700 and  $\delta = 0.08$

It is expected that the analysis of these units will provide a context for describing and analysis the situation in the study area. The sample sizes for the residents of Mfuom/Abrafo, tourists and Manager of the Park are indicated in Table 3.1.

**Table 3.1: Sample size**

Community	Population	Sample size
Mfuom/Abrafo	4700	369
Tourists	290	168
Manager of park	1	1
Total	4901	538

Source: Field Survey, 2013

### 3.6 Sampling

Multi-stage sampling techniques were adopted to obtain information from respondents. Both probability and non probability sampling tools were used to gather data for the study. The purposive sampling procedure under non probability sampling was considered the best option for all categories of the target population in this study. This is because it enabled the researcher, first of all to select two communities that are close to the entrance of the park; and also to sample views from different categories of people who provided the needed information.

First, purposive sampling technique was used to select two communities within the Kakum National Park. The result of the purposive sampling procedure was the identification of Abrafo and Mfoum Jukwa which are located north and south respectively within the conservation Area. Abrafo is near the park whereas Mfoum Jukwa is far from the park. The simple random

sampling technique was operationalised by assigning numbers to communities' members using the communities' electoral register. The register captured people who were 18 years and above. The assigned numbers were kept in a box and handpicked till the sample sizes were exhausted.

This sampling technique allowed to target those perceived to have some important information about the subject under study. All persons in the targeted groups considered critical to the study were interviewed. The different groups that were contacted included opinion leaders and community leaders' members of the communities. Stratified sampling procedure was then used to group the communities into suburbs in order to give each suburb equal chance to the communities to participate in the study. Stratified random sampling is a probabilistic sampling option. The first step in stratified random sampling was to split the population into strata that is communities near and far from the park. The strata are chosen to divide a population into important categories relevant to the research interest.

Stratified random sampling is used instead of simple random sampling because the categories of the strata are thought to be too distinct and too important to the research interest, and/or when investigators wish to oversample a particularly small group of interest. The study examines the views of research participants in tourism development in the vaccine study. Here, the total population is stratified according to region –near the park, and far from the park.

### **3.7 Data Collection**

Permission was sought from the Wildlife Division, of the Forestry Commission Headquarter Accra, in order to administer questionnaires to tourists and the Park Manager. Both primary and secondary data were used for this study. Primary data were collected through field surveys. Face-to-face questionnaires were administered to residents in public places within the community as well as houses. This involved administration of questionnaires that sought information from the host communities about their perception of the tourism activity, tourist perception of the sites, how the tourist got to know about the park.

The questionnaire was designed to collect data on such variables as age, sex, marital status, education, place of origin, occupation, religious affiliation, effect of tourism development on the residents be it , cultural, environmental economic and social.

Thus, in order to determine the extent of local community involvement in the study area's tourism industry, through the household survey questionnaire, respondents were asked on 5-point Likert scale how strongly they agree or disagree with a series of statements regarding



varying ways of involving local community in tourism. The research chose to use Likert Scale because it was found to be mostly appropriate for measuring peoples' views, opinions and perceptions. An advantage of the Likert scale is that a higher response rate for questionnaires is obtained because they can be completed in a short time. A flaw of the scale is that respondents are forced to choose one of the alternatives provided (Saunders et al., 1997). To minimise this weakness, three open ended item was placed at the end of the alternative responses provided, asking respondents for other comments or suggestions. The open-ended items helped respondents provide a wide range of responses that offered useful information for the study. However, some of the responses were not relevant for the study. The identities of respondents were protected, treated with respect and the confidentiality that they deserved.

### 3.8 Data requirement and source

Data about the development of tourism Kakum National Park were gathered from the Community leaders, Community members, tourists' National park officers /guards and key institutions. The detailed data is presented in the Table 3.2

Table 3.2 Major type and source of information collected

Type of information	Source of data
Map of Kakum National Park	The Manager of the Park
Facilities at the park	Manager of the Park and tourist
Facilities in the community	Residents and Park's Manager
Review of major literature on the development of tourism.	Library, internet resource, and other authorities on tourism development.
Perception on the effects of tourism on the communities	Residents
How the park management relates with inhabitants	Manager and inhabitants
Perception of tourists	Tourists

Source: Author's construct, 2013.

### 3.9 Unit of analysis

The units of analysis constitute the most basic part of the phenomenon under study. Kumeckpor (2002), indicates that the units of analysis in any investigation refer to the actual empirical units, objects and occurrences which must be observed or measured in order to study a particular phenomenon. In other words, the unit of analysis is a single member of the population. In order to fully understand how this could be done appropriately, Patton (1987) points out that the key factor for making the decision about the appropriate unit of analysis



rests on what unit the researcher wants to discuss and draw conclusions at the end of the research. To this effect, the units of enquiry in this research included the management of the park, tour guides, tourists and community members within the study area.

### **3.10 Data Analysis**

Statistics obtained from the field was organised through data cleaning and processing by coding and editing before data entry process. Data was disaggregated and presented using Statistical Package for the Social Scientist 16.0. Appropriate statistical tools were used to process the raw data for interpretation and relevant inferences made from the output of the Statistical Package for the Social Scientist analysis. Bar charts, pie charts, tables and maps were employed to represent the data for interpretation. Both qualitative and quantitative methods were equally employed for analysis as and when they were needed.

## **CHAPTER FOUR**

### **ANALYSIS AND DISCUSSIONS ON EFFECTS OF TOURISM DEVELOPMENT ON HOST COMMUNITY**

#### **4.1 INTRODUCTION**

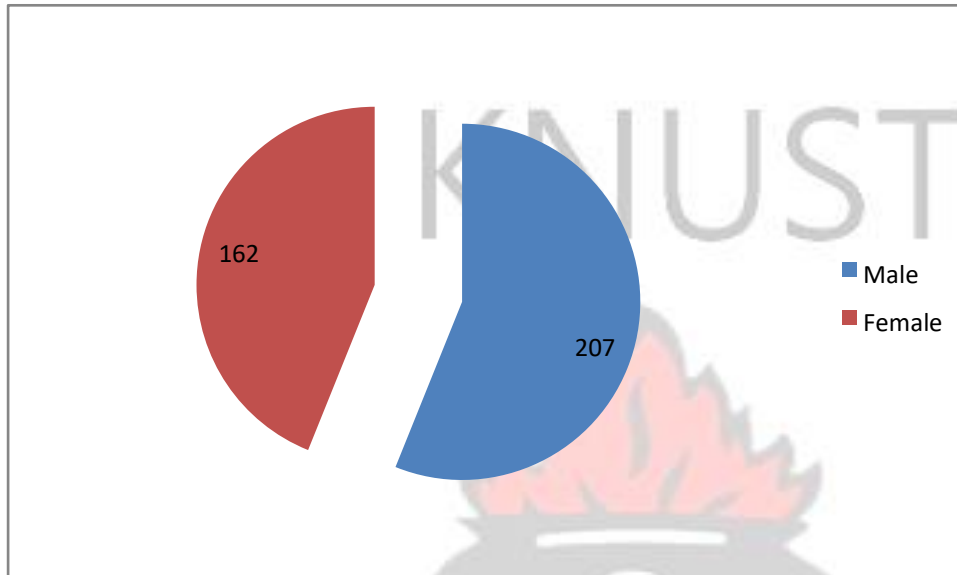
This chapter provides detailed analysis of findings of the study. This chapter is subdivided into three sections. In the first section, the presented data relate to the demographic characteristics of the Kakum conservation; the analyses data collected through semistructured questionnaires established the effects of tourism development on the host community. It considered the effects of tourism development on the host community in terms of social, economic and environmental. The second section of this chapter focused on the tourists' perception about the park. The emphasis is on the socio-demographic characteristics of the host community as well as their perception on the tourism development, the tourists' attitudes towards the establishment of the Kakum National Park and their views about how to develop the park is presented. The final part of this chapter is an in-depth interview with the manager of the park.

#### **4.2 DEMOGRAPHIC CHARACTERISTICS**

Demography of Abrafo and Mfuom communities were taken into consideration: gender; occupation; age; religion; level of education; marital status; the period of living in the area. It also gives an insight into their socio-economic status, all these factors influence the way the communities relate to the reserve.

#### 4.2.1 Gender

When the gender of the respondents was determined it was revealed that 56 percent were females whereas 46 percent were male as depicted by Figure 4.1.



**Figure 4.1: Gender of Respondents** Source:

Field Survey, 2013.

It is clear from the Figure 4.1 that female respondents were in the majority. These results confirmed the fact that during the weekday most males are out for work and females stay at home to do household chores and look after the home and children.

It was revealed from the study that men tend to occupy the most 'visible' positions involving direct contact with the public in restaurant and catering establishment, whereas women provide behind the 'scene' support.

The study has revealed that there was high Sex Dependency Ratio as 3:1. The Sex Dependency Ratio refers to the ratio of males to females in the population (normalised to 100). This implies that males who are less, might cater for more females and children in the area because it is normally provide the needs of their families. It was noted that a sizeable proportion of the economic active population are unemployed, underemployed, students and housewives, hence the dependency ratio is adversely affected. They therefore rely on the economic dependency ratio, which shows the true reflection of the situation on the ground. This was estimated at 1:5 for the Kakum Conservation Area.

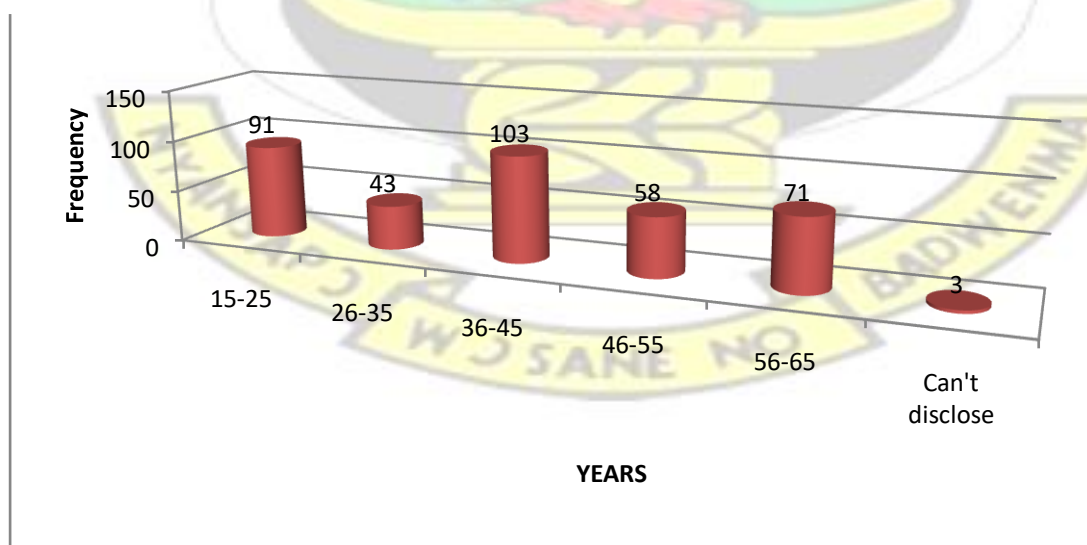
Women in Kakum Park tend to face more barriers to in serving employment in the industry than men on the grounds of age and marital status. Tourism offered women opportunities for income-generation and entrepreneurship. However, women are concentrated in the lowest paid, lowest skilled sectors of the industry and carry out a large amount of unpaid work in family tourism businesses. Women are not well represented in the highest levels of employment and management of the reserve. Out of the total employee at the park, only 30 percent are female.

The lack of equal opportunities for women, particularly in decision-making processes, has a negative impact not only on their personal and professional lives; it is detrimental to whole communities. The absence of women at the heart of decision-making in tourism continues to stall the advancement of women, men and their families, in the community.

Empowering women to participate fully in economic life is essential in building strong economies; creating more stable and just societies; achieving national agreed goals for development, sustainability and human rights; and improving the quality of life of women, and consequently, that of communities. For the tourism industry, the impact of greater gender equality and women's empowerment would be highly beneficial to the community.

#### 4.2.2 Age

In terms of age characteristics, most of the respondents fall between 15 and 65 years of age as in Figure 4.2. This is most important in cases where respondents are supposed to give a retrospective account of changes which might have occurred within and around their communities over time.



#### **Figure 4.2: Ages of Respondents in Abrafo and Mfoum**

Source: Field Survey, 2013

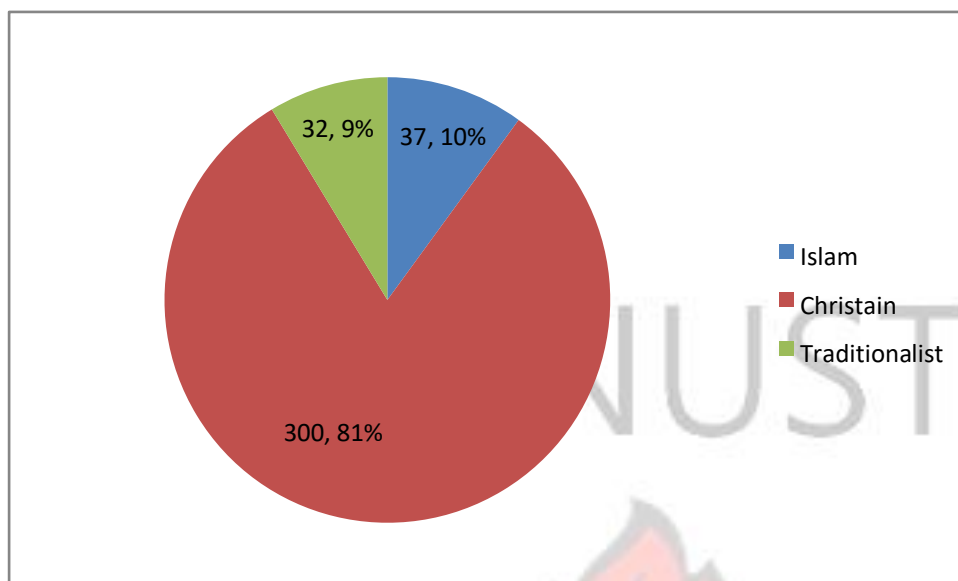
The age distribution as illustrated in Figure 4.2 helps us explaining to appreciate the age structure and composition of the communities' overall population. It reinforces the assertion that the study area population is disproportionately dominated by an active labour force age group (25-55 years). Majority of respondents (27.9 percent) fall between age group of 36-45 years in Figure 4.2. Most of the people who serve the visitors in the tourism spots are mainly youngsters. The highest numbers of respondents fall under the age group of —25- 35 years in the community. Most of them feel modern when they copy and follow the life styles of tourists especially of western visitors which are called the demonstration effect in tourism.

Older people constituted 19.2 percent of the respondent were most vulnerable groups in the community, since their income generation capacity is generally lower than in the case of younger age. Older people in the Kakum Park are not covered by any governmental pension scheme or other kind of social welfare programme, and in many cases they rely on their wards and peasant farming for survival. There is the need to establish a scheme for the old people in the community especially to the most destitute in the community to improve upon their condition of living. This will enable the elderly get regular source of income and acquire their basic needs like shelter, clothing and food. This could be done with collaboration between District Assembly, Non Governmental Organisations and the Park Management.

##### *4.2.3 Religion in the community.*

In terms of religion, Christianity was the most dominant religion in the study area 81 percent as indicated by the Figure 4.3. The dominance of Christians' in the study area might be due to nearness of the reserve to Cape Coast where the Christian missionary work started.





**Figure 4.3 Religious Affiliation of Study Community**

Source: Field Survey, 2013

Religion is a vital element of national identity, contributing significantly to the cohesion of nations as well as fomenting conflict within and between states. Religion is also linked to tourism development, in terms of consumer (tourist) behaviour and the supplier (host), as well as the relationship between them. The effects of the religion on tourism development on the destination were identified. Difference between the religion of the host and the tourist may affect the service supplied to the tourist in community. It is also argued that people's approach to a tourist attraction may be influenced by their religion. The possible influence of tourism on local religion as a factor that should be taken into account in the development of tourism in Kakum Conservation Area.

The findings from fieldwork in Kakum Park suggested that religious and ethical principles could and should be applied in development planning processes pursuing community development through tourism. The application of Christian's ethics to a range of tourism development options is the major focus. The study revealed religion could be used as a tool in informing and educating the host communities about activities of the park. It also could be used as a tool toward the embarking of programme to improve the livelihood of the people. The religious bodies in the study area could play major role in the development of sustainable tourism planning in order to minimise conflict and achieve balanced and sustainable, culturally sensitive tourism development for the benefit of all stakeholders.

#### *4.2.4 Residential status of Respondents*

Analysis of data gathered on residential status of respondents revealed that 56.9 percent of them are natives while 43.1 are migrants as shown in Table 4.1. The analysis also revealed that control over the park lies in the hands of the natives in whose hands all the other resources are even though it is being managed by both the Ghana government and the private sector. From the analysis, in spite of the fact that the native are the majority, the migrants do most of the manual jobs like —by dayll, artisanship, weeding and others. As a result of this, the migrant are able to afford to pay and access the tourist facility more frequently compared with the native who do only subsistence farming.

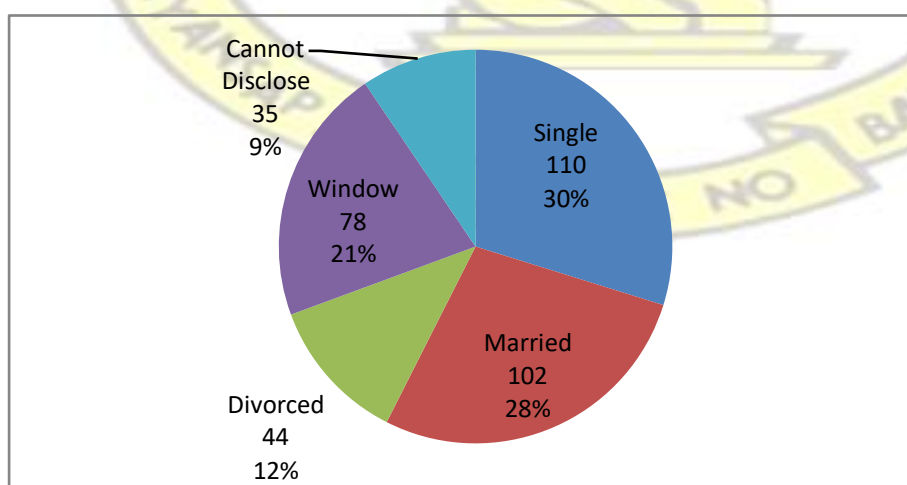
Table 4.1 Residential Status of respondents

Category	Frequency	Percent
Natives	210	56.9
Migrant	159	43.1
<b>Total</b>	<b>369</b>	<b>100</b>

Source: Field Survey, 2013

### 4.3 Marital status of respondents

Analysis of data on marital status of respondents showed that 30 percent of the respondents were single, 28 percent were married, 21 percent widows, 12 percent were divorced and the rest of the 9 percent failed to disclose their status. Figure 4.4 shows the percentage distribution. The analysis further revealed that the 30 percent of the respondents who are not married offer services to the tourist on arrival to the community in exchange for money both local and foreign currencies. This creates indirect employment to the youth of the community which subsequently improve upon the standard of living of their families and the entire community at large.



#### Figure 4.4 Marital Statuses of Residents

Source: Field Survey, 2013

It was further revealed that employers usually prefer young single women for shop work, hotel work, and restaurant because these women are less likely to be prone to absenteeism and or have fewer distractions as a result of family commitment whereas men can generally find work at any age in the park.

##### 4.3.1 Educational Level

Analysis of data on educational status of respondents showed that 42.5 percent of the respondents had no education, 18.4 percent had primary education, 28.7 percent middle/ junior high school, 8.9 percent had secondary education, 1.1 percent had university and the rest 1.9 percent failed to disclose their status as shown in Figure4.5.

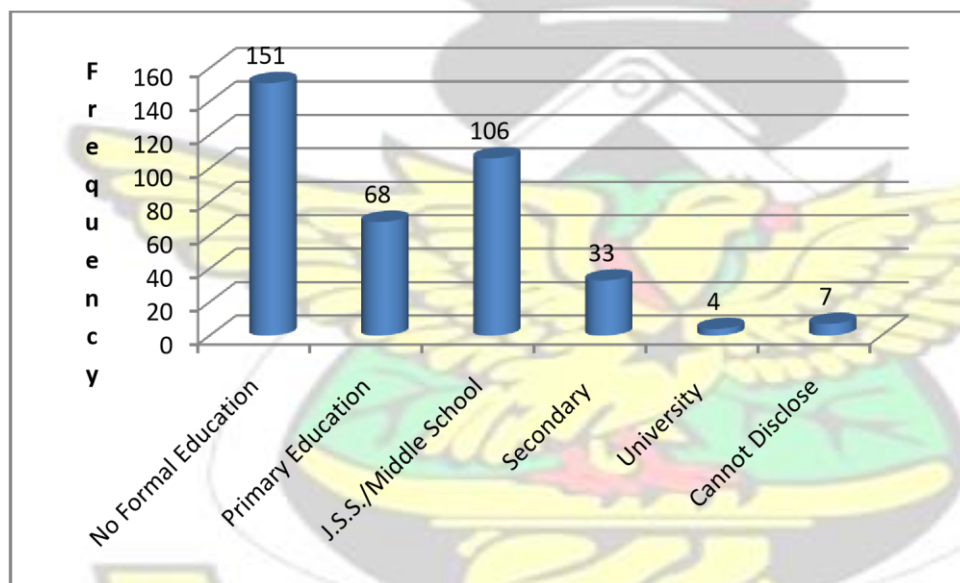


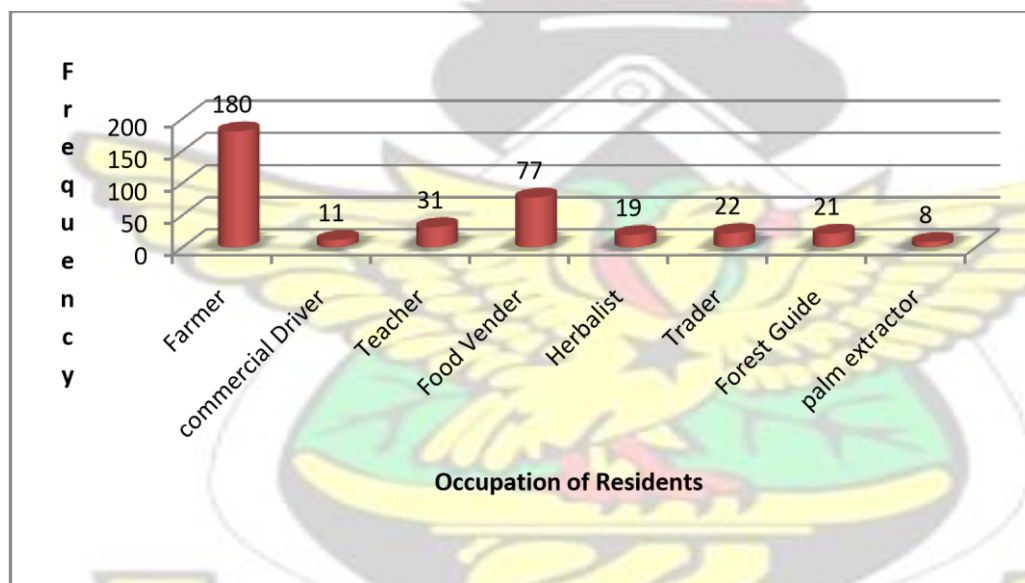
Figure4.5 Level of Education of residents

Source: Field Survey, 2013

Majority of respondents had no or lower level education, it is quite impossible to get a ‘white collar job’ and therefore they depend on their environment especially the forest for survival. The level of education presupposes that greater number of respondents had no qualifications to merit the opportunity of being employed in the formal sector and thus employment by the park authorities was not possible. This situation therefore makes their live unbearable for the host population. There is the need to put in place scholarship scheme for the children to have access to education.

#### 4.3.2 Employment

Members from the two communities have various occupations from which they make their living. Their occupational distribution is presented in Figure 4.6 the below.



**Figure 4.6: Occupation of Residents**

Source: Field Survey, 2013

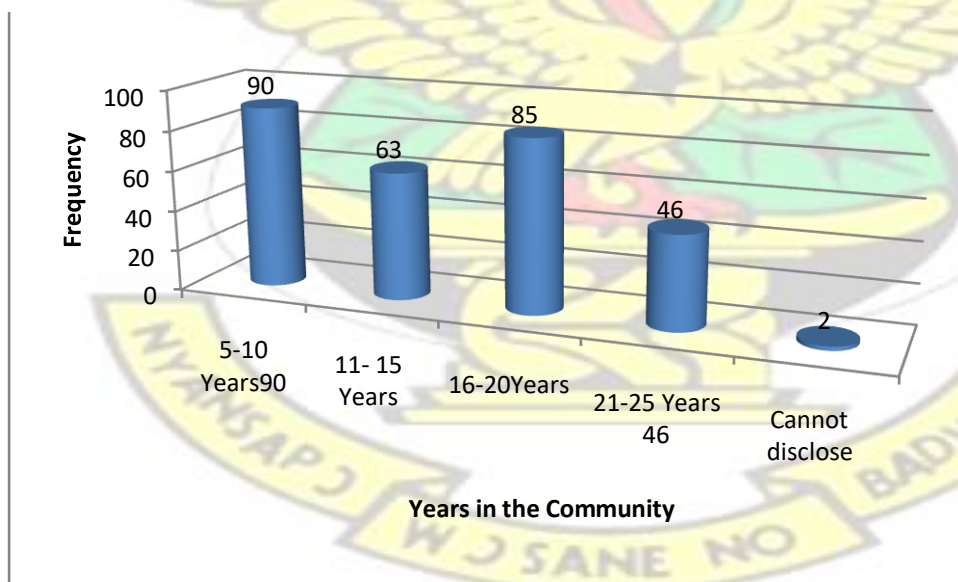
The area is dominated by the agriculture sector. Farming remains the major employer and a major source of livelihood. They depend on rainfall for the cultivation of crop. The failure of rainfall might result in low crop yield and therefore the people cannot make earnings meet. Tourism development has some implication in Kakum Conservation Area; the hunting, farming sector has been replaced by the park. The study revealed that alternative forms of tourism jobs were created; they are often casual and temporal. This has lowered the standard of living of the people.



The examination of the occupational activities of the sampled respondents indicates that farming is the predominant preoccupation of most local community members in the study area. In general, farming, foodstuffs selling, petty-trading and housekeeping are the main activities of majority of the respondents. Agricultural-processing is a fairly important activity in the area. As was the perception and revelation by respondents, farmland accessibility to household in the area is rapidly diminishing and this is attributable to the establishment and further expansionary activities of the park project. It may not be far from right to also indicate as an observation by the study that the farmland situation could be as a result of increases in sizes of household due to uncontrolled population growth.

#### 4.3.3 Duration of Residence of Respondents in the Area

Data gathered from the study revealed that 24.4 percent lived in the area between 5-10 years, 17.1 percent had lived in the community between 11-15 years, and 22.5 percent had lived between 16-20 years as shown by the Figure 4.7.



**Figure 4.7: Number of years lived in the Abrafo and Mfuom communities**

Source: Field Survey, 2013

Community is more likely to be knowledgeable and exposed to the impact of the conservation project than persons who have lived in the villages for shorter periods of time. This is an

indication that the study captured respondents who have considerable level of knowledge and exposure about the study area and subject under scrutiny.

#### 4.4 Community Perception of the Tourism Development of the Park

According to Ashley (1995), the success and sustainability of a rural development project depends on local people's participation in both the planning and implementation phases of the project. Table 4.2 shows whether the inhabitants were aware of compensation paid to them before the reserve came into being.

Table 4.2: Compensation to inhabitants

Response	Frequency	Percent
Yes	238	64.5
No	131	35.5
<b>Total</b>	369	100

Source: Field Survey, 2013

When the participants were asked how the establishment of the conservancy affected them, there were diverse views. The study discovered that 41.2 percent were not happy because the establishment of the park has resulted in loss of ownership of their land. In Kakum Conservation Area problems occurred between the farmers and baboons, monkeys and elephants. The animals disturbed the crop production by eating and destroying for example: maize and cassava fields, cocoa farms. It is as a result of this that most of the peripheral communities near the conservation area do not support the park's establishment. Again it was observed that many men in the villages have started to face problems due to alcohol abuse, which relates to unemployment.

It is interesting to note that the respondents viewed the benefits of tourism for the community in the reserve of provision market center for the traders the community. The local people believed that restricted exploitation of the forest resources within the forest reserve has helped to increase in the amount of rainfall and the number of wild animals in the park. Since they are predominantly farmers they needed the rains to boost up their harvest. They were therefore of the view that the establishment of the park and the subsequent banning of logging and hunting was a step in the right direction.

Again, majority of the local people were of the view that the establishment of the park was for posterity. This would give the younger generation the opportunity to see the various kinds of animals which hitherto were being depleted. Those who supported the establishment of the

park were of the view that the tourism activities has served as a reliable source of employment especially among the youth. Majority of the residents (64.5 percent) of the view that Ghana Heritage and Conservation Trust has helped in projects and programmes like the library, a community center and an Information Communication Center in the conservancy area. However, in terms of the distribution of the project, about 70 percent are concentrated in Abrafo whereas the other communities share the rest of the projects. Abrafo has a library, a community centre, teacher Quarters whereas Mfuom cannot boast of one.

The study further revealed that Kakum National Park has extended electricity to some villages like Kruwa and the surrounding villages. Alternative rural livelihood and asset security measures were also put in place to provide direct benefit to the fringe communities in order to better the lives of the people. These include the introduction of wildlife based enterprises such as mushroom production, grasscutter and snail rearing, woodlots establishment and small community - based ecotourism projects.

Also, home stay accommodations are organised by some community members for tourists. Hotels are springing up in Gyaeware and Abrafo to cater for the increasing tourist population to the park. The local grocery market and traditional restaurants (Chop bars) have also developed in direct response to the increasing visitation to the park.



**Plate 4.1: ICT center and a library at Abrafo**

Source: Field Survey, 2013

#### *4.4.1 Tourism and cultural*

With regards to cultural exchange between tourist and community members, respondents reported that the majority of community members 53.7 percent are of the opinion that tourism



has resulted in cultural exchange, 6.3 were uncertain whereas 40.1 percent disagreed as shown by the Table 4.3

Table 4.3 Perception of Inhabitants about Culture

<b>Response</b>	<b>Frequency</b>	<b>percent</b>
Agree	148	40.1
Uncertain	23	6.3
Disagree	198	53.6
Total	369	100

Source: Field Survey, 2013

Many respondents enjoyed the opportunity to talk with new people and exchange ideas. However, others disliked the presence of so many strangers in town. Also, it can foster understanding between people and cultures and provide cultural exchange between guests and hosts. Majority of inhabitants claimed that the youth are of the believe that the traditional and indigenous dresses are being revived and fostered only because of tourism. But they also opined that the young generations are highly influenced by the demonstration effect. They rush after the symbols of so-called modernity: sunglasses, shaggy hairs, tattoos, hair raise, piercing (eye-brow/navel/tongue/teats etc.), transparent outfits etc. in the host communities.

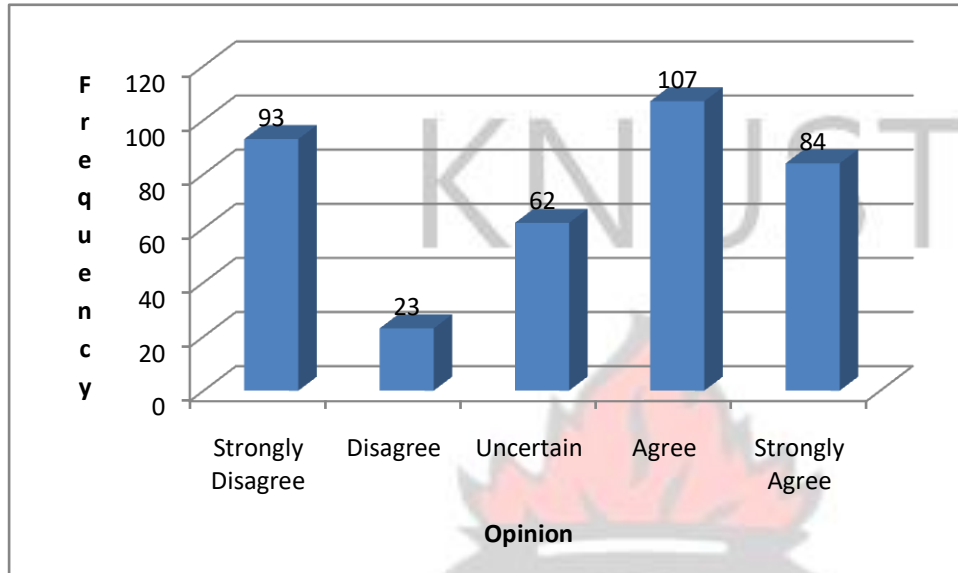
The teenagers are found very keenly follow the dressing styles of the visitors. Majority of respondents (57 percent) claimed that the girls of this age group (20-45 years) prefer very short and relatively transparent clothes as tourists do. The multicolored shaggy hair is being a fashion among the girls in this area. Boys are also not free from this influence. Having long hair and putting on hip-hop dresses are being common in these communities.

Some of the respondents said Europeans and Americans especially eat our local dishes like Fufu, Ampesi and Banku. Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes. The interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve our cultural tradition but cultural erosion may occur due to the commodification of cultural goods. (United Nations Environment Programme, 2010). An elder in Abrafo said many people feel that by putting on "cultural shows" for the tourists they are actually destroying their own culture, as the visitors look upon it as some kind of freak show.

#### *4.4.2 Tourism and intertribal marriage*



The study revealed that 31.4 percent of the respondents did not believe that the tourism has resulted in intertribal or transnational marriage in the study community and 16.8 percent were unsure. The research revealed that 20 intertribal marriages took place within the community in 2012. The Figure 4.8 shows the Intertribal Marriage in the host communities.



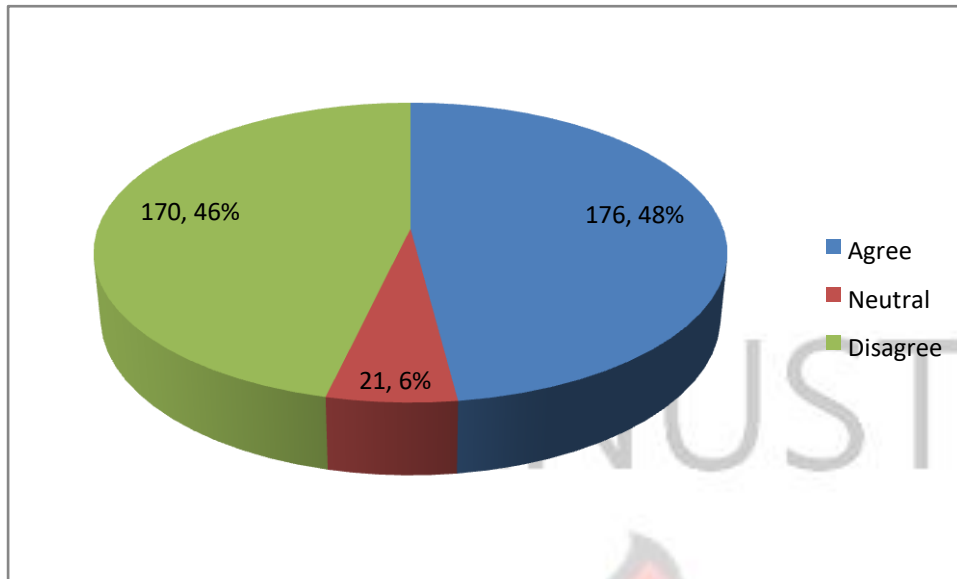
**Figure 4.8 Intertribal Marriage in the host communities**

Source: Field Survey, 2013

Those who agreed were of the view that in the era of increasing globalization, where a growing number of people have ties to networks of people and places across the globe, rather than to a current geographic location, people are increasingly marrying across national boundaries. Intertribal or transnational marriage is a by-product of the tourism activities. It came to light that an intertribal marriage is a way of cross fertilizing ideas and promoting peace and harmony in the society.

#### *4.4.3 Tourism and Conflict*

The study revealed that 48.2 percent indicated that there is a peaceful existence between the tourist and residences, 5.7 percent were neutral, whereas 46 percent believed there was no peace between the tourist and the host community as shown by the Figure 4.9.



**Figure 4.9 Conflicts in the Host Community**

Source: Field Survey, 2013

Those who perceived that tourism does not lead to conflict claimed that it brings people into contact with each other. This increases the chances for people to develop mutual sympathy, tolerance and understanding and to reduce prejudices and promote the sense of global brotherhood. On the other side, tourism can increase tension, hostility, and suspicion. Claims of tourism as a vital force for peace are exaggerated. Indeed there is little evidence that tourism is drawing the world together.

Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are over development, assimilation, conflict, and artificial reconstruction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture. This has led to increase in the income of the host community in order to meet their basic needs (Lea, 1993).

#### *4.4.4 Tourism and social problems*

The study revealed that most respondents (48.2 percent) perceived that these social issues exist in the community, 8.4 remained indifferent and less than half (43.4 percent) as shown in Table 4.4.

**Table 4.4 Social Problem in the host community**

Responses	Frequency	Percent
-----------	-----------	---------

Agree	177	48.2
Indifferent	31	8.4
Disagree	161	43.4
Total	369	100

Source: Field Survey, 2013

Those who are in favour of the above argued that growth in tourism, however, has also led to increased opportunities for, and incidences of, crime. Indeed, a long-established relationship exists between increases in crime and tourism; major economic crimes (e.g., robbery, burglary) in the study area. First, tourists are lucrative targets, since they typically carry large sums of money and other valuables. Second, tourists are vulnerable because they are more likely to be relaxed and off guard—and sometimes careless—while on vacation. Finally, tourists are often less likely to report crimes or to testify against suspects, wishing to avoid problems or a return trip. It was observed that most prostitutes (48.2 percent) prefer tourists and, especially, white tourists as customers because they pay appreciably more than local or regional West African customers. Despite the fact that prostitution is illegal in Ghana and is punishable by law, many people practice it especially in tourist site. Participants are of the view that they might contract sexually transmitted disease and spread it to the people of the host community (Arku, 2013).

An analysis of the crime situation in Kakum Conservation Area, over the last four years (2008-2012), revealed that the population endured three consecutive years of increased criminal activities. Indeed, the official statistics from Ghana Police Service indicated that crime increased from 15 reported cases in 2008, cases 19 in 2009, further increased to 25 in 2010. A close examination of the data revealed that there is an increase in the crime rate which has direct effects on the communities. This situation has not attracted many tourists to the site. This has resulted in decrease of revenue to the park as well as entrepreneurs at the park.

#### 4.4.5 Tourism and Family Disruption

Majority (55 percent) of the respondents were of the view that there was no problem or conflict between the family members but the 36.6 percent confirmed cases of conflicts in the family due to the tourism activities whereas 8.4 percent remained neutral.

Table 4.5 Family Disruption in the host communities

Responses	Frequency	Percent
Agree	203	55.0

Neutral	31	8.4
Disagree	135	36.6
<b>Total</b>	<b>369</b>	<b>100.0</b>

Source: Field Survey, 2013

Family destruction is as a result of the fact that a few decades ago in our community single person households were virtually not existent. As a result population ageing, migration, and other social and economic changes like tourism occurring in the area, there is an emerging trend of single person households. Again, most communities thought that the reduction of the family size could be attributed partly to economic difficulties, low levels of income, the highcost of living, the costs of education of children and the desire to maintain a better standard of living, which is best achieved within the more affordable smaller size family. Consequently, the nuclear family with its parents and children became the model of society and soon ruled out the traditional, extended family usually constituting three generations as mostly practiced by tourist.

On the other hand, it is argued that the micro-economic system of the community has facilitated the freeing of women from household chores and their entrance to the labour market. The market has invented a number of new labour-saving methods to enable women to supply their labour in the market; consequently women's share of the labour force has increased in community thereby contributing their quota to welfare of their family. Employment of women has become a new phenomenon since women in rural areas used to be home keepers. Tourism industry has allowed women to start their own businesses outside

the home environment. Some men are still finding the absence of their wives during the day hard to accept and in some instances has caused conflict within some household. These businesses have also given these women some financial independence and catapulted their positions to being breadwinners. Some men still feel threatened by new positions of women within their families.

By creating income generating opportunities tourism sector thus contributes in the social change process. This changed role of women will have greater impact on the livelihood of the community in future as most of the women in this area think that these changes will increase women's education, their access to income generating activities and will empower them to play more active role in the society.



## 4.5 Economic factors

### 4.5.1 Jobs Opportunities at the Host Community.

Data from the study revealed that 48.8 percent agreed that tourism development provided jobs in the community, 5.7 percent were neutral whereas 45.5 disagreed that tourism has created jobs.

Table 4.6 Job opportunities in the community.

Reponses	Frequency	Percent
Agree	180	48.8
Neutral	21	5.7
Disagree	168	45.5
<b>Total</b>	<b>369</b>	<b>100</b>

Source: Field Survey, 2013

In terms of employment, most of the respondents (48.8 percent) were of the view that Kakum National Park has helped to increase employment opportunities for the teeming unemployed youth who hitherto have to engage in peasant farming and hence resulting in low incomes. The difficulty is that most of the host communities are predominantly rural areas, lacking basic skills required for working in tourism industry. It is worth mentioning that, even among the few locals employed in the sector, majority were tour guides, community guides and labourers who performed only manual and menial jobs such as security, drivers, messengers, and the like in the sector thereby falling at the lowest rungs of the job ladder.

It was evident that given the low level of education (40.9 percent who did not have formal education) and low skills available, only 5.7 percent of local inhabitants and indigenes would have had secured jobs on the tourism even if these employment opportunities were largely available.

It is important to note that being employed provides a regular source of income, and thus economic security. It helps people meet basic financial needs, as well as acquire additional assets. On the other hand it can be revealed that economic inequalities of the host population as a result of the industry have increased social tensions within communities.

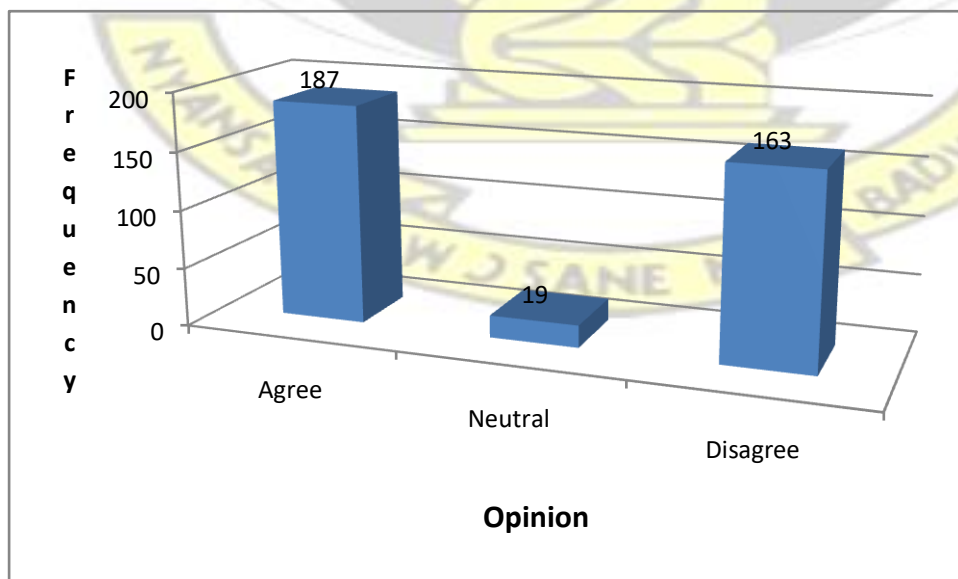
Furthermore, a close examination of the study area revealed that the positive social impacts of tourism employment were a higher opportunities given to employed members of the community. 57 inhabitants work in the park as tour guides, community tours guides, cahiers,

data relating officers, maintenance team, cleaners and employee for Ghana Heritage and Conservation Trust. They have also increased economic power and could purchase goods and services from other community members. Few families relied on tourism as a sole source of year-round income. Tourism also allowed existing business to grow and contribute to new business growth.

The introduction of tourism activity into more remote areas meant that the people of Kakum Conservation Area who used the areas for subsistence harvest had to share these spaces with visitors. Although tourism had not impeded access to subsistence resources to a great extent, some active subsistence users wondered about the quality and integrity of these resources, has affected their lives.

#### *4.5.2 Local businesses and tourism.*

From Figure 4.10 majority of the participants 51.2 percent (agreed) that tourism has improved trading activities. With respect to commerce, there has been a remarkable improvement, since the tourism activities have helped to increase the population of the area. There is readily market for the farmers' products especially the selling of foodstuffs like plantain, palm oil as well as construction materials such as cement, concrete blocks, and roofing sheet. Again, there is a restaurant inside the park where tourists have been buying most of their foodstuffs from the communities. With this in place, it has helped to accelerate economic development as it is evident by the number of new shops openings, hotels, restaurants, filling stations, banks just to mention a few. Such development has strengthened the relationships between the communities and the park. However, 44.2 percent are not happy because they are not allowed to sell inside the park.



### Figure 4.10: Local Benefit of Tourism in the host communities

Source: Field Survey, 2013

Tourism has brought a large number of people from outside into the locality. These people spend their money on accommodation, shopping, food, drinks, local transportation and so on. This spending has provided an economic boosts to local enterprises in the locality. The injection of income resulting from visitor expenditure has the potential to create jobs and indirectly to the development of other sectors of the local economy. One respondent said there is forward and backward linkage in terms of trading in the community. Tourism helps boost other sectors like accommodation, food, services, transportation, and communication. The patronage of the service goes a long way to create jobs for the host community.

It is important to note the direct spending by tourists and the associated economic activities have multiplier effect. Tourism has generated different types of income for the community: business income, wage earnings, rates and levies. Direct spending by tourists has a positive impact and on business profitability and employment growth. According to (UNEP, 2011), much of a region's tourism patronage comes from the metropolitan centers which is an effective way to redistribute wealth from the urban to rural areas.

#### 4.5.3 Infrastructure and Social Amenities

The study revealed that the majority of participants (60.7 percent) were of the view that tourism development has improved the infrastructure at the community, 11.9 percent were uncertain whilst 27.4 percent were of the view that the industry has not led to the provision of infrastructure as indicated by Table 4.7

Table 4.7 Infrastructure at the National Park

Response	Frequency	Percent
Agree	224	60.7
Uncertain	44	11.9
Disagree	101	27.4
<b>Total</b>	<b>369</b>	<b>100</b>

Source: Field Survey, 2013

It was revealed from the study that infrastructural benefits of the park included rehabilitated road, electricity, staff quarters, toilet facility, borehole and improved school structures. Other infrastructure development such as market, library, bus-stop and playground were assisted projects undertaken on yearly basis by student volunteers from Miami University, USA. These

volunteers also support teaching staff of schools in the community. This programme was indicated as remarkable initiative of a tourist who adopted the community and is also sponsoring some community children in their education. Other material benefits from the tourist include educational materials, uniform and sandal supplies to junior school in 2002 and 2003. There is also yearly sponsorship of educational excursions for the junior school. These facilities have improved the standard of living of the communities through the improvement of education and health; promotion of safety and provision of transport networks.

#### 4.5.4 Environmental Benefits

The quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy environmental resources on which it depends.

Construction of hotels and other tourist facilities have destroyed the natural environment. 49.6 percent of the respondent felt the putting up tourism facilities like hotels, restaurants; shops have a negative impact on the environment as depicted by the Table 4.8

Table 4.8 Environmental Benefits of Tourism in the Host Community

Responses	Frequency	Percent
Agree	183	49.6
Uncertain	44	10.6
Disagree	147	39.8
<b>Total</b>	<b>369</b>	<b>100.0</b>

Source: Field Survey, 2013

Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials 10.6 percent were undecided. On the other hand about 39.8 percent perceived that the construction would not affect the natural environment. It will only make the area an attractive to tourist.



The park has affected the local, regional and global climatic condition. The National Park has resulted in rainfall all the time throughout the year. The study revealed that the climatic condition has helped farmers since they need rain for their crops to grow. This climatic condition has helped to increase the production of cocoa, palm nut.

#### 4.5.5 Tourism and pollution

The survey revealed that 53.2 percent of respondents agreed that tourism had resulted in littering and pollution and littering, 14.9 were uncertain whereas 31.9 percent disagreed.

Table 4.9 Pollution of the Host Community

<b>Response</b>	<b>Frequency</b>	<b>percent</b>
Strongly Agree /agree	196	53.2
Uncertain	55	14.9
Strongly disagree /Disagree	118	31.9
<b>Total</b>	369	100

Source: Field Survey, 2013

It was observed that during weekend and public holidays, there are concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment, rivers, scenic areas, and roadsides. In addition, that tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus typical of the developed world, in our remote areas that have few garbage collection or disposal facilities. On the other hand, a smaller percent (14.9 percent) are of the view that it is a matter of training people to dispose the garbage properly. Garbage collection point should be provided in the community (Sunlu, 2003).

Increased constructions of tourism facilities have increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

In general, air pollution has a direct and serious effect on human health (Energy Foundation, 2001). Various researches showed increased risk from lung cancer and asthma among children due to transport emissions (Nafstad et al., 2003; Lee et al., 2006; Vineis et al., 2006). In addition, air pollution may have a local smog effect, a regional effect on acid rain, and a global effect with climate change. Air pollution effects such as acid rain, acidification of lakes and

seas, and climate change have triggered an array of research and analysis that has identified transport as one of the most significant causes (Hunter and Shaw, 2006).

Littering especially plastic bags, pieces of paper, cans and bottles are a common sight along the roads and in the national park. The high amount of tourists visiting the Kakum Park has reached levels where the amount of garbage generated has increased and is beginning to negatively impact on the environment.

This study is in line with a study by United Nation Environmental Programme (2001), solid waste and littering in the nature despoil the natural environment. The more physical impacts are degradation and loss of wildlife inhabitants and of scenery, and disturbance and erosion of the local ecosystem caused by clearing forested land and construction of tourism facilities and infrastructure.

The study further noted that the potential for ground-water contamination with nitrate from septic tank drainage in areas where ground-water is close to the surface (10 meter or less), and contamination by faecal bacteria and possibly viable pathogens could occur if septic tanks are situated in areas where ground-water is at 1 meter or less beneath the surface. This scenario suggests that water pollution might be possible in areas around tourist camps and lodges in the Kakum Park.

#### *4.5.6 Tourism and visual and aesthetic view*

Majority of respondents (63.4 percent) believed that tourism has disintegrated the structures within the natural features and indigenous architectural of the destination. Few of participants 10.7 percent were neutral about this issue. In contrast 25.9 percent thought that the tourism that had rather improved the improved the aesthetic and visual beauty as shown by the Table 4.10.

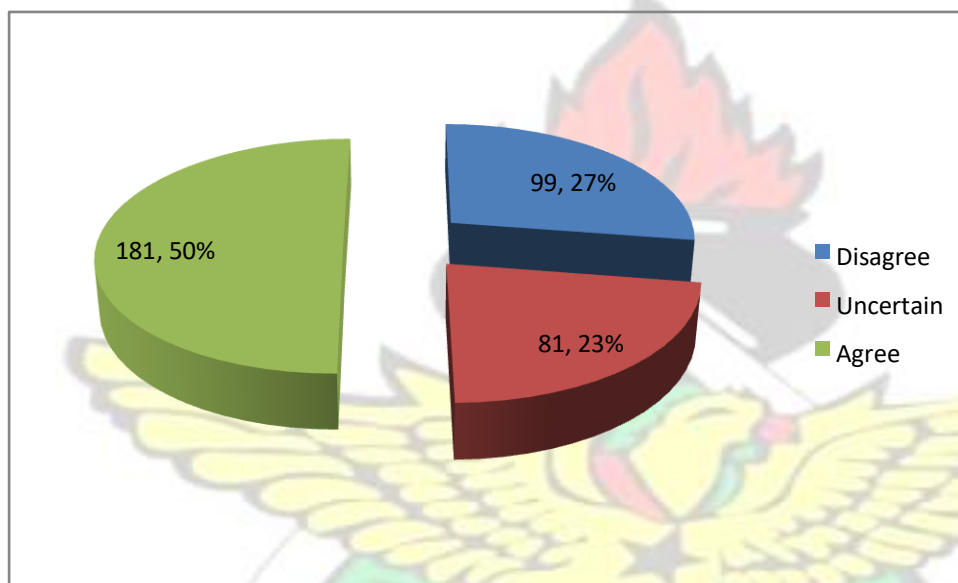
Table 4.10 Visual Aesthetic of Kakum National Park.

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Agree	234	63.4
Uncertain	39	10.4
Disagree	95	25.9
<b>Total</b>	<b>369</b>	<b>100</b>

Source: Field Survey, 2013

Large resorts of disparate design may look out of place in a natural environment and may clash with the indigenous structural design. Also, lack of land-use planning and building regulations in Kakum National Park has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal which are needed to compliment architectural of the parklocal resources (Hall, 2001).

The analysis revealed that 50 percent of participants agreed tourism had led over exploitation of the local resource, 27 percent disagree whereas 23 percent remained uncertain as shown by Figure 4.11.



**Figure 4.11: Local Resources in the Host Community**

Source: Field Survey, 2013

Depletion of local resources have resulted in water shortages; created great pressure on other local resources like energy, food and so on, that already might be in short supply or destroy beautiful scenic landscapes. Moreover, the reserves deny access to farming and hunting. Although alternative forms of tourism activities have been created, it is often causal and therefore the people cannot make ends meet.

#### *4.5.7 Opinion about concessions at the Park*

The study revealed that 25.5 percent were of the view that scholarship scheme should be introduced followed by, assistance to orphan 15.7 percent and assistance to funeral 16.8 percent as presented by the Table 4.11.

Table 4.11 Proposed Projects at Kakum National Park

<b>Projects</b>	<b>Frequency</b>	<b>Percent</b>
<b>Scholarship</b>	<b>109</b>	<b>25.5</b>
<b>Assistance To Orphans</b>	<b>108</b>	<b>16.8</b>
<b>Assistance To Funeral</b>	<b>107</b>	<b>15.7</b>
<b>Local Sport</b>	<b>106</b>	<b>13</b>
<b>Housing For Elders</b>	<b>105</b>	<b>12.2</b>
<b>Transports</b>	<b>104</b>	<b>7.3</b>
<b>Community Center</b>	<b>103</b>	<b>4.6</b>
<b>Assistance For Disable</b>	<b>102</b>	<b>1.1</b>
<b>Provision Of Kiosk/ Shop</b>	<b>101</b>	<b>1.89</b>
<b>Total</b>	<b>369</b>	<b>100</b>

Source: Field Survey, 2013

A critical analysis of the data revealed that over 25 percent want the park to invest in their children education. They therefore opted for scholarships scheme in the community to help ease this disparity. Often children born into wealthy families win coveted educational positions simply because of their ability to pay their fees in full. Many of the participant believed that if our education institutions only cater for wealthy students we would see a decrease in the intelligence of society as it encourages students not to work hard. By offering scholarships schools, universities and institutions can encourage students to work much harder therefore producing better graduates. This in turn creates a better society for our people. They further said that lack of education is the leading cause of poverty. Educating the poor is one of the most important goals in lifting people out of poverty. Scholarships help break the terrible cycle of the rich being educated and receiving high skilled jobs and the poor being left to do low-skilled jobs for low pay.

#### **4.6 TOURISTS' PERCEPTIONS ON TOURISM DEVELOPMENT OF KAKUM NATIONAL PARK**

This part consists of personal information from the tourists' respondents' for a better understanding of their perceptions on tourism development of Kakum National Park.

##### *4.6.1 Gender*

Table 4.12 illustrates that the majority of the respondents were female 97 (57.7), while male's respondents were 71(42.3 percent).



Table 4.12 Gender

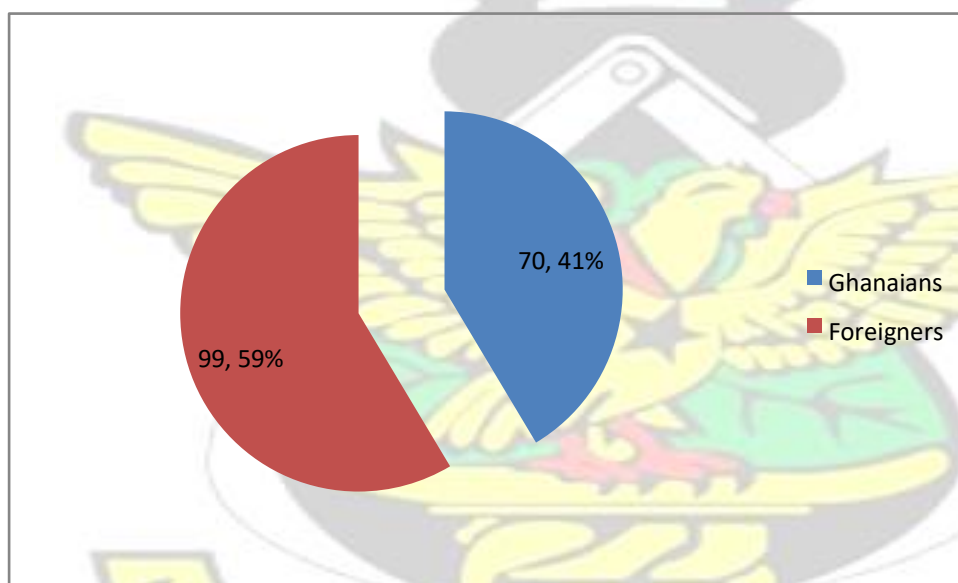
Responses	Number of Respondents	Percentage (%)
Male	71	42.3
Female	97	57.7
<b>Total</b>	<b>168</b>	<b>100.0</b>

Source: Field Survey, 2013

It was revealed when they have interaction with nature their lives are prolonged. It was further observed that the economic status of women have improved therefore their ability to visit the reserve. It was also said we travel to learn so they learn from the park at first hand and therefore can conserve the environment.

#### 4.6.2 Origin of tourist respondents

The majority (59 percent) of tourists' respondents were international tourists, mainly from Europeans whereas 41 percent were Ghanaians as indicated by Figure 4.12.



**Figure 4.12: Ghanaian and Foreign Tourists in the Kakum National Park**

Source: Field Survey, 2013

Close examinations of the data revealed that majority of the respondents 59 percent were foreigners. This would enable the host population interact with each other. The coming of foreigners' tourist has resulted in increase in foreign exchange and the growth of the local economy. As many tourists come to see the Ghanaian culture, the people of Ghana can educate themselves about other cultures while at the same time they can maintain the Ghanaian culture.

On the other hand, there is the need for the park authorities to advertise the park in the local media for Ghanaian to patronise the park.

#### 4.6.3 Occupation of tourists' respondents

Table 4.13 illustrates the occupation of the participants in the study. The study revealed that 41.7 percent were teachers, 14.3 percent were students 20 tourists' respondents.

Table 4.13 Occupations of Tourists

Occupations	Frequency	Percent
Trader	8	4.8
Students	24	14.3
Teachers	70	41.7
Nursing	20	11.9
Other specify	46	27.4
<b>Total</b>	<b>168</b>	<b>100.0</b>

Source: Field Survey, 2013

The survey revealed that teachers (41.7 percent) visited the park followed by other (27.6 percent), nursing was 11.9. The park management could collaborate with the professional bodies like Ghana National Association of Teacher, religious groups to visit the park.

#### 4.6.4 Marital status of respondents

Table 4.14 portrays the marital status of respondents' tourist who have visited the park. The majority of participants were aged single 50.6 percent, 23.2 percent were married whereas 6.5 percent were divorced.

Table 4.14 Marital Statuses of Tourists

Marital Status	Frequency	Percent
Married	39	23.2
Divorced	11	6.5
Single	85	50.6
Separated	5	3.0
Cohabiting	28	16.7
<b>Total</b>	<b>168</b>	<b>100.0</b>

Source: Field Survey, 2013

The study revealed that the single were the highest 50.6 percent group that patronise the park. One reason that may account for the high patronage of single visitors could be loneliness at home or less family responsibility.

#### *4.6.5 Age of Tourists*

Table 4.15 represented the age of tourists respondents who participated in the study. Majority of the tourists were in age groups of 51-60 years (30.9 percent) and 31 to 40 years was (28. 6 percent), and other age groups.

Table 4.15 Age of respondents of tourists

Age group (years)	Frequency	Percent
16-20	14	8.3
21-30	29	17.3
31-40	48	28.6
41-50	25	14.9
51-60	52	30.9
Total	168	100.0

Source: Field Survey, 2013

The study revealed that many elderly people also have more free time and mature age travelers are more flexible with their time and can contribute to a longer tourism season as they can travel during "off- peak" periods. The older part of the market (60 +years), tend to have a longer length of stay than younger seniors for whom work commitments are often an influence on length of stay. Not all, they have higher levels of spending and seek new experiences, soft adventure and opportunities to socialise and meet new people. Many older people are interested in heritage and cultural experiences and seek growth and enrichment from travel.

It was observed that the key activity is the canopy walk. Most of the elderly feel reluctant to participate. There is the need to consider the various age groups and come out with activities that will suit the various categories of ages. This would enable all the various age groups to enjoy the trip. Again, the survey revealed that people aged 60 or over have both purchasing power and leisure time. This represents significant market potential, but means that the sector needs to change to meet those people's needs.

#### *4.6.5.1 Level of Education*

It is shown clearly in Table 4.16 that majority of the tourists (55) have attained secondary education representing 32.7 percent.

Table 4.16 Level of Education of tourists

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Non Formal Education	19	11.3
Primary	18	10.7
Middle/JHS	39	23.2
Secondary	55	32.7
College/Post Secondary	19	11.3
University	28	16.7
Post Graduate	9	5.2

Source: Field Survey, 2013

The study revealed that 79.9 percent of the respondents had secondary education and above therefore would understand issue about conservation. Other categories like post graduate might not have visited the park because of their busy schedule. This study also revealed that educated people had stronger appreciation for leisure and the environment than the uneducated; as over 16 percent of the visitors attained tertiary education, 5.2 attained post graduate, as 11.3 percent had no education.

#### **4.7 TOURISTS (DOMESTIC AND INTERNATIONAL) VIEWPOINTS**

The viewpoints of tourists consist of pre-developed statements which were addressed to all tourists. They are concerned about the impressions that tourists (domestic and international) had on Kakum National Park. All these questions and statements were closed ended questions with place for specification and comments where necessary. A 5-point Likert scale ranging from Very Satisfied to Very Dissatisfied.

##### *4.7.1 State of Conservation*

The status of conservancy provides a basis for tourism development, which the park management needs to put in place in order for the industry to be successful. The study revealed that 25.6 percent of the respondents were indifferent, 60.7 percent were satisfied, and 10.7 percent were dissatisfied with the state of conservation as shown by the Table 4.17.

Table 4.17 Conservancy of Kakum National Park tourists' point of view

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
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Satisfied	102	60.7
Indifferent	43	25.6
Dissatisfied	23	10.7
Total	100	100

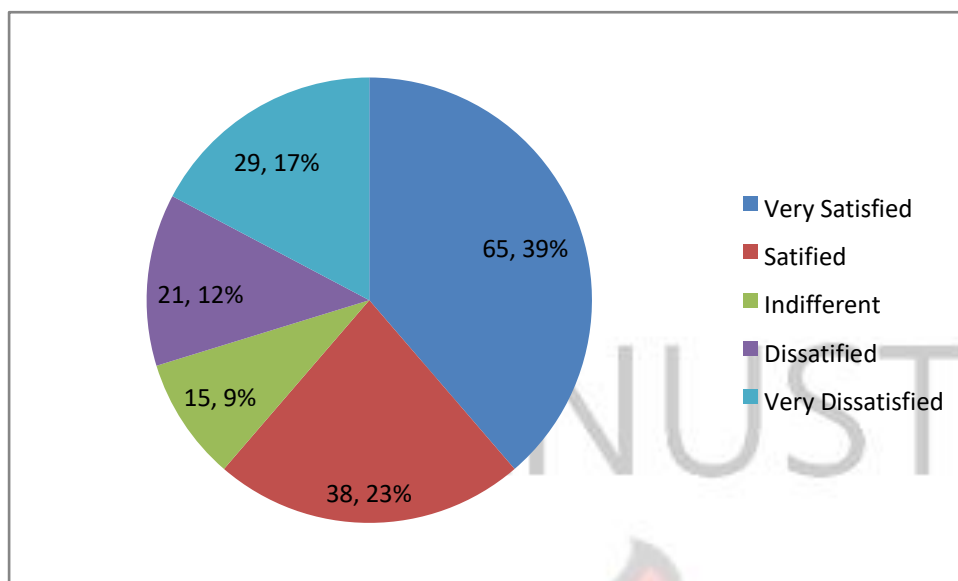
Source: Field Survey, 2013

This has attracted a lot of tourist to the park. It was further revealed that the level of conservancy has attracted people to visit the park. The park's management needs to work hard to maintain and improve the park.

The study revealed that tourist preferred for wildlife viewing in a wilderness environment. Besides, they like viewing rare species, visiting indigenous people, archeology, and birdwatching. They also, preferred education and interpretation with high-quality guides, as well as the opportunity to visit remote, uncrowded areas. Travelers are also seeking more remote destinations. They are looking for experiences off the beaten path, seeking wild and unspoiled areas. Culturally, many travelers want to escape the sameness of familiar tourism environments and instead want to experience the diversity and richness of local cultures.

#### 4.7.2 Local Inhabitants

This statement intended to find out how far the tourists perceived the host community. The extent to which tourists are attracted to the host the host community depends upon how members of the communities receive tourist into their area. The revealed that 39 percent of the tourists were satisfied with the inhabitants reception. The percentage distribution of responses on the perception of tourist toward the host community is presented in Figure 4.13.



**Figure 4.13: Tourists' perception of Local Inhabitants**

Source: Field Survey, 2013

This implies that while improved relations help to build trust in order to reduce the tourists' feeling of vulnerability, it will be demonstrated further that it is even more important that local institutions and inhabitants are perceived as honest, benevolent, and competent, which are conceived as the main components of trust. In addition, it is also necessary that the perceived image of the tourist destination builds itself on a base of differentiating elements.

#### 4.7.3 Shopping in the Community

Majority of the respondents (52.9 percent) were happy with shopping in the community whereas other was dissatisfied as shown in Table 4.18.

**Table 4.18 Shopping in the community**

Responses	Frequency	Percent
Very satisfied/satisfied	89	52.9
Indifferent	26	15.6
Very dissatisfied /dissatisfied	53	31.5

Source: Field Survey, 2013

The activity of shopping is a key determining criteria in a tourist's decision to travel to a certain destination, and in many cities it is the main or secondary reason for visiting. Therefore shopping, cities, and tourism are inextricably linked, and particularly as a visitor attraction and generator of income, shopping is central to tourism. Retailers that sell to tourists are unique

because their potential customer base is often much larger than the traditional trade area of local residents. Most, however, could benefit from further exploration of the links between the tourism market and their retail businesses. Developing the local tourism industry makes sense for many small communities that are experiencing drastic economic changes. By bringing in outside dollars, a community can benefit from a larger and more diverse mix of retail. Trading in the host community will ensure that residents of Kakum National Park can enjoy shopping conveniences and selection such as those offered in larger, more distant places. Also, tourists might bring in money from outside the community. Outside revenue stimulates the local economy and those dollars are often recirculate within the community in the form of wages, purchases of goods, supplies and services, construction contracts to mention a few. Not all, it can provide new entrepreneurial opportunities for community residents. Tourism is an —export industry in that it sells goods and services to consumers who reside outside the area. Furthermore, Kakum Conservation Area being rural communities, tourism trading brings customers with comparatively high disposable incomes. These visitors are more likely to buy retail goods that can yield high profits.

#### *4.7.4 Transportation Access to the Park*

The study revealed that majority of participants 63.7 percent held a favourable attitude toward the transportation system. A small percent 17.9 were not in favour while 18.5 percent were neutral about the transportation system in the park as indicated in Table 4.19.

Table 4.19 Means of Transportation to the Park

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Satisfied	107	63.7
Neutral	32	18.5
Dissatisfied	29	17.9
<b>Total</b>	<b>168</b>	<b>100.0</b>

Source: Field Survey, 2013

Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive without travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded. In Ghana automobile is the primary source of transportation. Many tourist were of the view that improvement in transportation system has increased the accessibility of areas once considered

off-the-beaten-path. A few of the tourist were of the view that the one-way cause jam during weekend and public holiday.

#### 4.7.5 Access to Information

The study revealed that 67.8 percent were satisfied, 6 percent were uncertain, whilst 26.2 were dissatisfied. Access to information tourist is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people. This can help tourist to know the services and facilities available at the park. In the case of those who were happy claimed that information about the kind of attraction, where they are located and how to get there is of vital importance which is accessible through the internet. Those who are not happy are of the opinion that other form of sharing information through promotional videos, radio, television advertisements and travel documentaries are the main information dissemination tools.

Table 4.20 Information about the Park

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Satisfied	114	67.8
uncertain	11	6
Dissatisfied	43	26.2
<b>Total</b>	<b>168</b>	<b>100</b>

Source: Field Survey, 2013

#### 4.7.6 Tour Guides

The survey revealed that 61.9 percent of the participants tourist were happy with the guides, 10.2 percent were undecided whilst 27.9 percent. Their views of the tourist are shown in Table 4.21

Table 4.21 Tourist Guide

	<b>Frequency</b>	<b>Percent</b>
Satisfied	104	61.9
Indifferent	17	10.2
Dissatisfied	47	27.9
<b>Total</b>	<b>168</b>	<b>100</b>

Source: Field Survey, 2013

Those who are in favour 61.9 percent argued that the role of tour guide cannot be down played. According to them they provide full information about the features and history of the park. As the importance of places is known by the guide, he will educate and narrates you all the local



stories, history and culture as and when the location comes. The importance is placed on the guide's knowledge; they tried their best to explain to you in language you know. Ability of the tour guides to speak a foreign language may be the most important tool of communication with the international visitors. About 90 percent of the local people or tourism employees have limited knowledge of foreign language; making it difficult to deal with the tourist.

#### 4.7.7 The Hotel and Restaurants

The study revealed that most respondents 48.9 percent were satisfied while 15.8 percent were neutral, on the contrary 35.3 percent were not happy as shown by the Table 4.22.

Table 4.22 Hotel and restaurants in the park

Response	Frequency	Percent
Satisfied	83	48.9
Neutral	26	15.8
Dissatisfied	59	35.3
<b>Total</b>	<b>168</b>	<b>100</b>

Source: Field Survey, 2013

This information is useful to managers of restaurants in tourist destinations. According to tourists that hotel and restaurants are an important factor in the choice of a holiday destination. Most tourists had also found that the restaurants at a destination can enhance the guests' overall satisfaction with the destination. Some tourist said "they provide us with the best service possible so they will feel comfortable using their services". All the services provided such as, guest greeting, and providing a clean and tidy room, showing the facilities provided, were satisfactory. Other tourists thought that the prices of drinks and hotel fees were expensive.

#### 4.7.8 Frequency of visit by Tourist

The study revealed that 56.5 percent of the respondents were visiting the park for the first time whereas 43.5 percent more than once as shown by the Table 4.23 below.

Table 4.23 How many times tourists had visited

Responses	Frequency	Percent
First Time	95	56.5

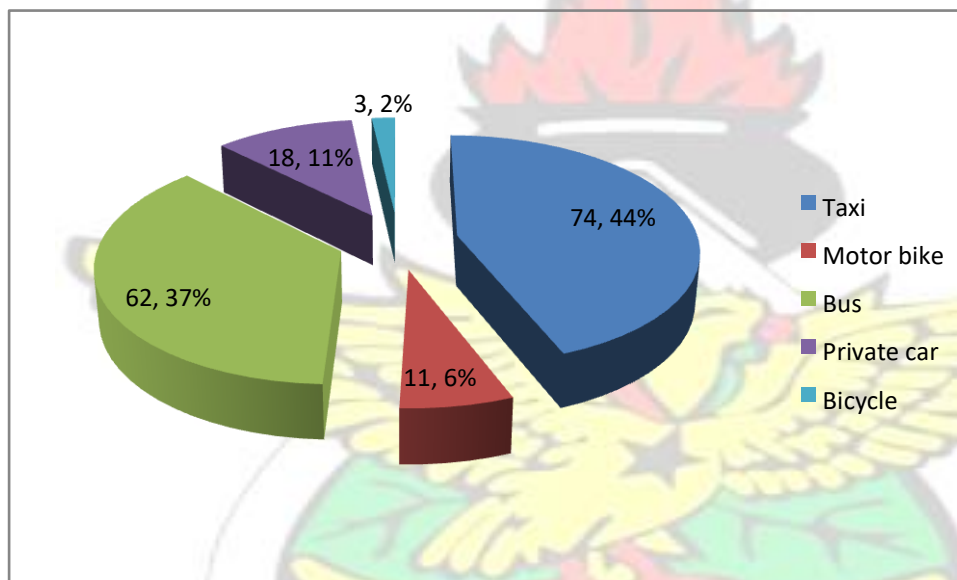
More Than Once	73	43.5
<b>Total</b>	<b>168</b>	<b>100.0</b>

Source: Field Study, 2013

Respondents who have visited the park more than once claimed that they enjoyed the first visit calling for this one. Most of the tourists spent an average of 2 - 3 nights there. The long stay of the tourists at the Park implied that there was longer interaction between them and their hosts.

#### 4.7.9 Means of Transports to the Park.

The study revealed that (44 percent) entered the park by taxi followed by private cars was 37 percent as well as other alternate forms of transportation shown in the Figure 4.14.



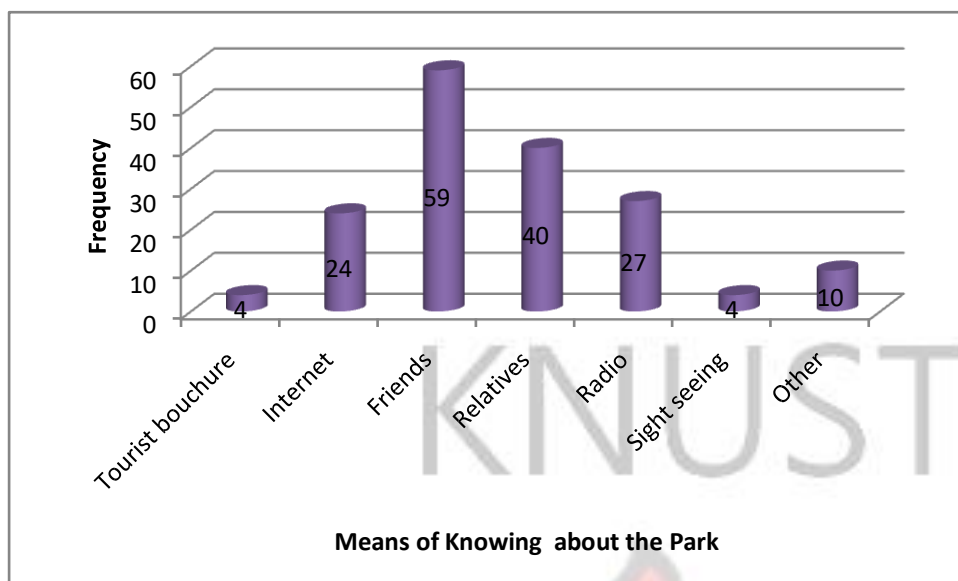
**Figure 4.14 Tourists' Means of Transports to the Park**

Source: Field Survey, 2013

The above data revealed that 44 percent of respondents used the taxi therefore benefitting commercial driver. This goes a long way to boost the local economy as it has created employment for the local taxi drivers. Also such drivers pay road tolls to the government and the district.

#### 4.8 Information of tourist sites

The study revealed that a greater percent 35.1 got to know about the park through friends followed by relatives (23.8 percent) as shown by the Figure 4.15.



**Figure 4.15: How Tourist got to know about Kakum National Park**

Source: Field Study, 2013

This implies that tourist should be treated well so that they can encourage their friends, and relations to visit the reserve. The other means of publicity like print and electronic media should be used to promote tourism.

#### *4.8.1 Interview with Manager KakumNational Park*

According to the Manager of the park was established in 1931 as a reserve, it was gazetted as a national park only in 1992 after an initial surveywas conducted. In 1931, the area drained by the headwater catchment of the Kakum River was declared a forest reserve and managed by the Forestry Division. During this period, logging operations were prevalent, particularly of the mahogany tree species. The logging operations continued till 1989 when the management of the reserve was transferred to the Wildlife Department.

In 1992, the Wildlife Department gazette Kakum to be a park under the Wildlife Reserves Regulations (Legislative instrument 1525, 1991) as the Kakum Conservation Area including the Assin Attandanso Forest Reserve. After a survey of the faunal richness of the conservation area, it was split into the Kakum National Park and the Assin Attandanso Forest Reserve during the same year.

The Kakum River originates within the park, and hence the park is named after the river. Its tributaries which flow through the park are Obuo, Kakum, Afia, Sukuma, Nemimi, Aboabo and Ajuesu. It is located 33 kilometersnorth of Cape Coast and Elmina near the small village of Abrafo. It is easily accessible by taxis from the town center, and through organised tour

buses. The park's welcome center contains a restaurant, lodge, picnic area, camping area, and a wildlife education center. The park is surrounded by 33 villages and also agricultural lands where food crops and cocoa are grown.

#### *4.8.2 How the Kakum National Park was set up.*

The move to convert this forest reserve was initiated by the Late Ato Auston in the late 80s when he decided to alleviate poverty in the central region through the development of historical, cultural and natural resources for tourist attraction. Kakum was recommended because its ecosystem was still intact. There were also many animal species that needed to be protected from excessive hunting. Following a gazette in 1991 and the formation of the park in 1992, the government officially opened the park in 1994.

The National Park is under the Administration of the Wildlife Division of the Forestry Commission. Its local headquarters are in the southern part of the park, near Abrafo village. The Wildlife Division (WD) is responsible for the management and protection of the site and has a three-fold mission:

- to protect biodiversity,
- to improve livelihoods of fringe communities, and ➤ develop tourism.

Currently the Wildlife Division is managing both the Kakum National Park and the adjacent Assin Attandanso Forest reserve under the stricter regulations of the National Park. The Wildlife Division's activities are mainly centered on anti-poaching control and park boundary line cleaning. In addition to these key tasks, the collaborative resource management unit of the park is working closely with the communities; this work has so far focused on two main issues: public awareness, and control of elephant raids on adjacent agricultural lands and reduction of damage. In the context of the better collaboration with the fringe communities, it has set up two Protected Area Management Advisory Units: one for the Assin Attandanso Reserve and one for the Kakum National Park. Local stakeholders are members of those units, the aim of which is to discuss protected area community related issues and propose solutions to eventual conflicts.

#### *4.8.3 Facilities available at the park.*



According to the Park Manager, the reserve has the following facilities: Kakum Canopy Walkway, Kakum National Park Visitor Centre, a tree house, a picnic area, café and a lodge. Kakum Canopy Walkway is Africa's first and only rainforest walkway, it is composed of 350 meters of suspended bridge and six tree platform that reach the height of 300 meters above the forest floor. From the treetops, visitors experience a unique and spectacular view of the rainforest ecosystem and have the opportunity to see flora and fauna, which could never be viewed from the ground. Hundreds of species of butterflies and birds can be viewed from the walkway early in the morning.

The Kakum National Park has a visitors' centre, which is managed by Ghana Heritage Conservation Trust. This centre was built with funding from United States Aid Development and technical support by Conservation International. It is located on a 512-acre site adjacent to the Kakum National Park. This centre provides education to visitors as well as creates environmental awareness among tourists. The park also has a café where they sell food to tourists; this café also serves as a place of relaxation for tourists. It has a hotel called Rainforest Lodge which accommodates tourists. Rainforest Café: It encourages Conservation efforts at the Park by supporting local farmers through the purchase of fresh produce while providing a relaxing location for visitors to enjoy a meal and refreshing drinks. The café serves tourists with local and continental dishes as well as alcoholic and non alcoholic beverages.

The visitor park is an entrance to the park where tourists first visit before any other activities. Tourists pay their fee at the park's entrance before they can enter into the facilities. The communities' members have opportunity to sell their palm wine, fruits and coconut.

The tree house is twelve meter high. It can take about twelve people. It is situated 40 feet above the forest floor and within sight of the tallest tree in the forest where elephants can sometimes be seen below scrounging for fallen fruit. Tourists can pass the night at the tree house with the tour guide protecting them. The tree house sleeps 8-10 depending on your level of comfort. The tree house was remarkably comfortable, its collection of mattresses somehow surviving the humidity and mosquito nets keeping out all but the most inquisitive bugs.

### **The Afafranto Campsite**

This campsite is located 200 metres from the Kakum Visitors Centre. The Afafranto campsite is ideally positioned for visitors wanting an easily accessible forest camping experience.

### **Sun bird Trail**

It is a new trail has been specially developed for bird watchers that incorporate three ecosystems: the rainforest, the secondary forest and a proud environment. Visitors can use this trail to look for more than 400 bird species found on the Kakum bird checklist.

### **Canopy Walkway**

It is an Africa's first rainforest walkway is composed of 350m of suspended bridge and seven tree platforms that reach the height of 30m an over the forest floor. From the treetops, visitors experience a unique and spectacular view of the rainforest ecosystem and have the opportunity to see flora and fauna, which could never be viewed from the ground. Hundreds of species of butterflies and birds can be seen from the Walkway early in the morning and if visitors are lucky, they may catch a glimpse of the Spot nose, Campbell and Colobus monkeys.

#### *4.8.4 Relationship between Kakum National Park and the Community*

Also all the respondents were aware of the operation of the park in the district. They were hopeful for its presence and feel optimistic that their activities will impact positively in the district through generation of employment for the youth and provision of basic facilities.

The park has been in operation since 1992, attracting tourist from the various part of the world. It is managed by two organisations namely: Wildlife Division of Forestry Commission and Ghana Conservation Heritage Trust. Tourism development or people visiting undisturbed natural areas to admire and learn about them, is increasing rapidly in the Kakum National Park.



**Plate 4.2: Rainforest Lodge**

Source: Field Survey, 2013

There is a place where exhibits which interprets the complexities which under lie tropical rain forest diversity are displayed. The interdependence among species and the numerous biological connections which make the rain forest a web of life are also displayed. It also highlights the cultural connections that the people of southern Ghana have with the natural world that makes them part of this web.

#### *4.8.5 The Project Location*

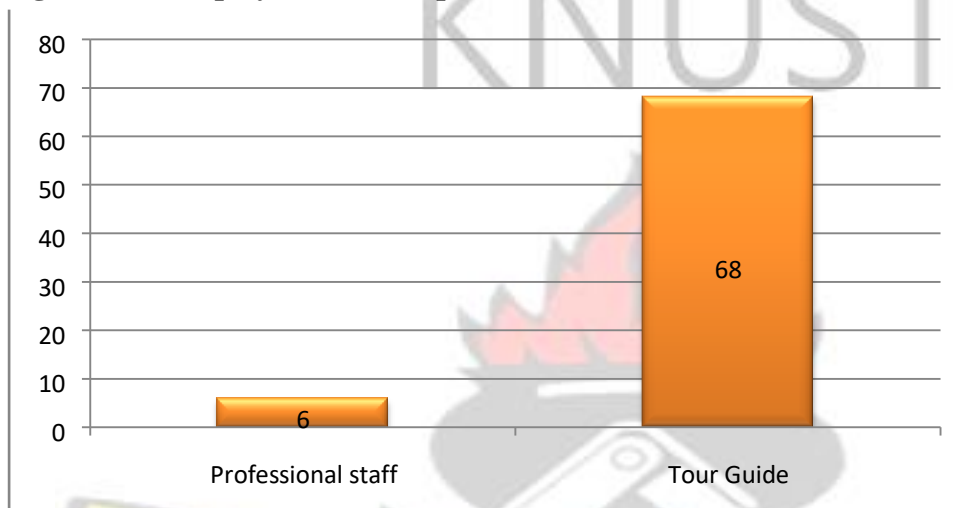
A primary reason why the park headquarters is site at Abrafo is accessibility. Accessibility is the ease with which an activity or a service can be reached or used (Social Exclusion Unit, 2003). On the issue of accessibility, various facilities have pointed out that geographical distance is a force to reckon with. It follows then that, in terms of tourist sites, accessibility is the ease with which they can be reached. Adequate accessibility to different sites will generate interaction among various locations. In the case of Kakum, people from all walks of life can visit the park with ease. He claims that to a greater degree in the provision of a wide range of infrastructure services - airports, better roads, near the park in relationship to other parks inform authorities to site the park at Abrafo and Mfuom. Again the area is close to the park in relation to other communities in the study area.



#### 4.8.6 Locals employee and the positions held.

The data revealed that there was total workforce of 74 employees at the Kakum National Park, who were in the services of two main organisations. The two organisations are: Ghana Heritage Conservation Trust and Wild Life Division of the Forestry Commission. There are six (6) professional staff that are unit heads. This is shown in the Figure 4.1

**Figure 4.16 Employment at the park**



Source: Field Survey, 2013

From Figure 4.16 it could be realised that a greater 92 percent of the employment goes to the people at the park. Further interaction revealed that in terms of community wild guides, there are 10 of which 4 are women representing 40 percent whereas wild life guide are six in number, two women (33.3 percent). The employees came from the communities surrounding the Park therefore all the communities benefitting from the park.

Many businesses in and around the conservancy enjoy a balance of customers that include both tourists and residents. This includes retail outlets, grocery stores, entertainment venues and transportation providers. Ultimately, these tourism-dependent businesses need other service which is paid for in part by tourist dollars.

Likewise, employees in the tourism industry use their wages to make purchases. Even though a business may not think of itself as benefitting from tourism, the indirect benefits of tourism impact nearly every business along the park.



## **CHAPTER FIVE**

### **SUMMARY OF KEY FINDINGS, RECOMMENDATIONS AND CONCLUSIONS**

#### **5.1 Introduction**

The purpose of the study was to examine the effects of tourism development on host communities by using Kakum National Park as a case study. This final chapter therefore outlines the key summary of the findings of the study, recommendations and conclusion.

#### **5.2 Summary of the Findings**

The analysis of data acquired from the field revealed certain issues concerning the purpose of the study. These issues included the relationship between Kakum National Park and the community, the activities of Kakum National Park and their impact to the entire development of the area. The following findings were established by the study: The park has a visitor's center, a tree house, a picnic area, café and a lodge. The visitor park is an entrance to the park where tourist first visits before any other activities. They pay their fee at the park.

The tree house is twelve meter high. It can take about twelve people. It is situated 40 feet above the forest floor and within sight of the tallest tree in the forest where elephants can sometimes be seen below scrounging for fallen fruit. Tourists can pass the night at the tree house with the tour guide protecting them. The tree house sleeps 8-10 depending on your level of comfort (subtract 2 spots for the guides). The tree house was remarkably comfortable, its collection of mattresses somehow surviving the humidity and mosquito nets keeping out all but the most inquisitive bugs.

##### **Kakum National Park Visitor Centre**

It is managed by Ghana Heritage Conservation Trust but built with funding from USAID and technical support by Conservation International is located on the 512-acre land adjacent to the Kakum National Park. Rainforest Café: It encourages Conservation efforts at the Park by supporting local farmers through the purchase of fresh produce while providing a relaxing location for visitors to enjoy a meal and refreshing drinks. The café serve tourist with local and continental dishes as well as alcoholic and non alcoholic beverages.

## **The Afafranto Campsite**

This campsite is located 200 metres from the Kakum Visitors Centre. The Afafranto campsite is ideally positioned for visitors wanting an easily accessible forest camping experience. Sunbird Trail is new trail has been secondary forest and a proud environment. Visitors can use this trail to look for more specially developed for bird watchers that incorporate three ecosystems: the rainforest, the e than 400 bird species found on the Kakum bird checklist.

Canopy Walkway: Africa's first rainforest walkway is composed of 350m of suspended bridge and seven tree platforms that reach the height of 30m above the forest floor. From the treetops, visitors experience a unique and spectacular view of the rainforest ecosystem and have the opportunity to see flora and fauna, which could never be viewed from the ground. Hundreds of species of butterflies and birds can be seen from the Walkway early in the morning and if visitors are lucky, they may catch a glimpse of the Spot nose, Campbell and Colobus monkeys.

### *5.2.1 Relationship between Kakum National Park and the Community*

Also all the respondents were aware of the operation of the park in the district. They were hopeful for its presence and feel optimistic that their activities will impact positively in the district through generation of employment for the youth and provision of basic facilities. The park has been in operation since 1992, attracting tourists from the various parts of the world. It is managed by two organisations namely: Wildlife Division of Forestry Commission and Ghana Conservation Heritage Trust. Tourism development or people visiting undisturbed natural areas to admire and learn about them are increasing rapidly in the Kakum National Park.

### *5.2.2 Contributions of Kakum National Park to Socio -Economic Development of the District*

Just as tourist operations have contributed enormously to the development of Ghana, the district has also benefited from the operations of Kakum Park in terms of both economic and social aspects of their lives. However, there are few concerns with respect to the non-payment of appropriate compensations for affected farms in terms of crop raid by the management of Kakum National Park. Low level of education has been identified as a barrier to efforts by local people accessing tourism employment opportunities. In order to increase the contribution of tourism to poverty alleviation, there is the need to institute training programmes at the community level by the park management and that will ultimately provide opportunities for the local people to be employed in various tourism businesses.

### *5.2.3 Economic Effects*

The activities of Kakum National Park have resulted in the payment of tax and royalties to the District Assembly and the Traditional Authorities respectively. It is also serving as a reliable source of revenue for carrying out development projects, improved livelihoods and standard of living in the district. In terms of employment generation, the park has employed about 92 percent of the core workers from the communities even though the majority of them have low level of education. Also, the tourism activities of Kakum National Park are serving as a growth pole in the district attracting supporting facilities and infrastructure as well as immigration of inhabitants of other districts. The Kakum National Park has also established cooperative groups for the women to put forth and if possible, address issues for the maximization of benefits among them. The majority of the respondents expressed satisfaction as far as the development projects of Kakum National Park in the district was concerned. For the past twenty-one (21) years, Ghana Conservation Heritage Trust has been able to carry out a number of development projects ranging from the construction of boreholes, construction of community centre and toilet, rehabilitation and renovation of schools, construction of library, installation of electricity poles, and quarter teachers. A number of communities have benefited from these development projects which includes Abrafo, Kruwa and Fiama.

This has improved the standard of living of the communities through the improvement of education and health; promotion of safety and security in the communities. However, the issue of adequate compensation for loss of properties in the affected communities poses an issue of disagreement between the victims and the conservancy's objectives.

More than 70 percent of the local residents were self-employed, low-income peasant farmers whose crops were occasionally destroyed by the protected wild animals those properties were destroyed by the wild animals. The Park's policy of non-payment of compensation to the peasant farmers sometimes generated conflicts between the local people and the park's conservation authorities.

There was a limited local community involvement particularly in the administration and management of the Kakum National Park. The local people played a low profile role in policy implementation at the Park, since they were not part of the Park's decision-making body, and were never consulted before the adoption of major policies.

There was much disparity in the levels of involvement in the Kakum Park activities by the various local communities. The communities close to the Park's headquarters (e.g. Abrafo and



Asin Danso) participated more in the Park's activities than the communities such as (Ankako and Mfuom), located farther away from the administrative offices of the Park. The phenomenon is explained by the 'Gravity Theory' which holds the view that the shorter the distance between any community and the centre of interaction (tourist activity), the greater would be the rate of interaction between the two locations. Conversely, the greater the distance between the two locations, the lower the rate of interaction between them as a result of 'distance decay'.

The majority of the visitors to the Kakum Park arrived by means of taxi, private cars, hired buses, tourist coaches and cars. The roads leading to the Park is passable through the year. This has helped to generate future employment for local people. A number of unresolved issues continue to hinder the full realisation of the potentials in the tourism sector. Key among these issues are inadequate human resource base, poor infrastructure (especially transportation), low investments, poor marketing and branding, underdeveloped tourist products and a low level of tourism awareness across the Ghanaian society. The main stakeholders of Kakum National Park include the Ministry of Tourism, the Ghana Tourism Authority; the Ghana Heritage Conservation Trust; the Wildlife Division of the Forestry Commission; the Central Region Development Commission and the Ghana Tourism Federation and the host population.

Kakum National Park; this 357 kilometer square rainforest contains rare butterflies, birds and game (including the forest elephant). An attractive feature of the park is the 350 meters long and 40 meters high treetop canopy walkway that provides a good top view of the park. Sometimes, tourism even destroys the ties that bind people to their faith, family, religion and aesthetics set up of the community. For example, it can be examined in terms of loss of the mother tongue in their daily practice and their way of dressing in the community. Tourism development provides a direct contact between people of different cultures and thus serves as a powerful means of diffusion of world cultures by creating a platform for friendly and peaceful dialogue leading to better understanding between peoples and nations. The tourist services generate employment. It provides direct employment and indirect employment which is particularly valuable in areas with surplus unskilled labor. In the context of Kakum National Park, about 90 percent of the total population depends upon subsistence agriculture which further depends upon the rainfall. So the villagers are busy in the rains but no work in dry season. So they are kind of seasonal unemployment. Thus, community tourism consumes those seasonal and disguised unemployed manpower. Peoples are getting employed into their own village by the promotion of tourism.



The study revealed that the sharing of revenue from the conservation project to the communities in and around the reserve was poor. Unlike many society based forest management projects where communities involved in the conservation received direct benefits by sharing dividends accrued from the project, the situation in the Kakum National Park is quite different . It was further indicated that revenue was distributed to the community management committees. These were often made up of the chiefs and some opinion leaders from the communities. The chiefs controlled how other additional income was used: primarily by reinvesting in tourism promotion. People from the communities were skeptical about supporting the project. This is because they do not realise the revenue accrued from such ventures. The community members were therefore, dissatisfied with the system of revenue distribution and use. In that case, revenue sharing did not change the livelihood activities of actors that were engaged in forest extraction activities. Most of the people became disillusioned and frustrated as the project seemed not to benefit them as they had expected. Since revenue sharing was inequitable it created conflicts. The major attraction has been the Canopy Walk Way in the forest and virtually the main purpose of visit for all tourists; both locals and internationals. Both tourist arrivals and receipts have increased ever since the Canopy Walk Way took off within the conservation area. The Kakum National Park has gained prominence as an important tourist attraction in the Central Region and the country at large. Many people are being attracted to the conservation area and a few are beginning to take advantage of the investment opportunities associated with ecotourism development in the communities.

### **5.3 Recommendations**

Tourism stakeholders should create awareness programme on the effects of tourism especially the cultural, economic, environment and social effects of tourism. This will help host communities to protect their traditional values and prevent the erosion of their cultural heritage. For sustainable forest conservation, the Department of Wildlife (WD) and Ghana Heritage Conservation Trust (GHCT) have to, as a matter of urgency perhaps for the first time, realise the need to undertake socio-economic surveys in reserve areas as a necessary input to addressing the concerns of people within the Kakum conservation area. This will be a valuable lesson which may guide future investments by institutions as well as other community based projects initiated by other agencies.

Issues of contention for instance, compensation for crop damage, should be reconsidered by policy makers since human wild conflict can have disastrous consequences on affected households. Also alternative energy sources should be provided, since the communities are

prevented fromf etching fuel-wood fromt he Park. Residents may be encouraged to plant fast-growing commercial plants in their communities for fuel wood. There should be collaboration between the Management of the Park and the District Assembly and Non Governmental Organisations to provide liquefied petroleum gas. Other sources of energy like solar and wind energy should be exploited. This will reduce the use of firewood in the area. The Kakum National Park should, in long term planning, should stress the recruitment of a reasonable number of the local people as employees. This would justify the people\_s expectation of employment opportunities from the Park. This will make the people feel they are part of the park.

The local people should be educated and encouraged to ge tinvolved in community tourism development. This project can be done with collaboration between Management of the Park and the District Assembly and Non Governmental Organisations. Community development projects may include the provision of restaurants and home-stay facilities. Residents should be guided to package their cultural and historical products in such a way that would make them attractive to visitors. The developmentof numerous tourist attractions could also induce tourists to stay longer and spend more money in the Park and in the communities; this will very likely promote return visits which are an indication of the popularity of the Park as tourist attraction. There is also the need to improve on agricultural base of the communities around the Park since majority of them are farmers. Provision of incentives to farmers can assist them expand their production and market which can also go a long way to sustain the forest.

Members of the communities should be encouraged by the Management of the Park and the District Assembly and Non Governmental Organisations to participate in other activities like the making of soap, Batique, Tye and Die, rearing of livestock, gari processing and other local industrial products with raw materials from their farm products. Rearing of grasscutters, snail, bee keeping, mushroom cultivation, sale of traditional products, craft and arts making and other activities should be undertaken by the inhabitants to earn income. This will enable the people to preserve their farm product as well as adding value to their farm products.Host community participation which is a pre-requisite for tourism development should been couraged and facilitated in tourism development processes to give the host community a sense of ownership and control over the resources of the community. There should be the development of other attractions in the communities that have tourism potentials. The Management of the Park and the District Assembly and Non Governmental Organisations should Bonsaben Forest Reserve can also be turned into another attraction site managed by the communities around it. This can

help to ease the pressure on the Kakum National Park and provide additional revenue for communities around these areas.

#### **5.4 Conclusion**

The tourism activity in Kakum National Park has both opportunities and challenges. The opportunities could be harnessed toward attracting tourist to the park. The challenges identified can be described as a combination of factors some of which are social and cultural, environmental, economic, attitudinal and technical. The study has provided valuable information and data for effective planning and implementation of tourism programmes and projects. To ensure effective planning and implementation of the programmes and projects, all major stakeholders must come on board. Again, tourism services delivery is the collective responsibility of individuals, communities, Kakum National Park the District Assembly, including the sub-district institutions and the private sector.

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## APPENDICES

### APPENDIX 1 QUESTIONNAIRE FOR HOST COMMUNITIES

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

FACULTY OF PLANNING AND LAND ECONOMY

DEPARTMENT OF PLANNING

Topic: Tourism Development and Its Effect on Host Communities: A Case Study of Kakum National Park.

Please, answer the questions that follow by ticking the appropriate option (if provided) or writing unrestrictedly for open - ended questions. Please answer all questions freely but objectively.

The information is for academic purposes only and will be treated with the strictest confidentiality.

Thank you

Part 1

Demography

1. Gender

Male		01	Female		02
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2. Occupation

Farmer	0	Trader	1	Commercial driver	2	Educationist	3	Food vendors	4
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Herbalist	5	Hunter	6	Fisherman	7	Unemployed	8	No response	9
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### 3. Age

15-25		01	26-35		02	36-45		03
46-55		04	56-and above		05	Cannot disclose		06

### 4. Religion of respondent

Islam	0	Traditional	1	Christianity	2
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### 5. Level of Education

No formal education		01	Primary Education		02
Secondary education		03	Tertiary education		04
Cannot disclose		05			

### 6. Marital status

Single		01	Married		02	Divorced	03
widowed		04	Cannot disclose		05		

### 7. How long have you lived in this community?

1-5	1	6-10	2	11-15	3
16-20	4	21-25	5	Cannot disclose	

## Culture and Social

In your opinion, how does tourism development affect the culture of community over time? Respond to the following items based on your perception by ticking strongly agree (SA), agree (A), uncertain (U), disagree (D) and strongly disagree (SD)

Statement	SD	D	U	A	SA
1. The overall benefits of tourism outweigh its negative impacts.	1	2	3	4	5
2. Tourism has resulted in more cultural exchange between tourists and residents	1	2	3	4	5
3. Tourism has encouraged intertribal marriage.	1	2	3	4	5
4. Promotion of tourism can bring about conflict between visitors and local people.	1	2	3	4	5
5. Tourists are burden to community services.	1	2	3	4	5
6. Local residents have suffered from living in a tourism destination area.	1	2	3	4	5
7. Tourism has changed our precious traditional culture.	1	2	3	4	5
8. Tourism contributes social problems such as crime, drug use, prostitution, and so forth in the community.	1	2	3	4	5
9. Family disruption	1	2	3	4	5

## Economic factors

The following statements are about the economic effect of tourism in your community. Please tell us how much you agree or disagree with each statement.

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

Statement	SD	D	N	A	SA
1. Tourism provides desirable jobs in the community.	1	2	3	4	5
2. One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community.	1	2	3	4	5
3. Local businesses benefit the most from tourists	1	2	3	4	5
4. Tourism helped in Provision of Infrastructure and Social Amenities	1	2	3	4	5



4. Tourism brings more investment to the community's economy.	1	2	3	4	5
5. Tourism generates tax revenues for local governments.	1	2	3	4	5
6. Our standard of living has increased due to tourist spending in the community.	1	2	3	4	5
7. The prices of many goods and services in the community have increased because of tourism.	1	2	3	4	5
8. The cost of living in the community has increased because of tourism.	1	2	3	4	5
9. Tourism development rarely employs local staff for senior management positions.	1	2	3	4	5
10. Improves investment, development, and infrastructure spending	1	2	3	4	5
11. Jobs may pay low wages.	1	2	3	4	5
12. The local residents are denied access to natural resource	1	2	3	4	5

#### Environment

Statement	SD	D	N	A	SA
1. Construction of hotels and other tourist facilities have destroyed the natural environment.	1	2	3	4	5
2. Improvement of the area's appearance (visual and aesthetic)	1	2	3	4	5
3. Tourism can result to pollution and littering in our area making it untidy.	1	2	3	4	5
4. Pollution (air, water, noise, solid waste, and visual)	1	2	3	4	5
5. Loss of natural landscape and agricultural lands to tourism development	1	2	3	4	5
6. Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artifacts by or for tourists)	1	2	3	4	5
7. Disruption of wildlife breeding cycles and behaviors	1	2	3	4	5

Are there any other effects associated with the Kakum Park? Please describe.

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Are you aware of compensation being paid in respect of the land/property acquired by Government?

Traditional leaders	1	District assembly	2	Family head	3	Chief	4
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Individuals	5
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Are the inhabitants consulted regularly about the activities at the park?

Yes	0	No	1
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Please describe any one activity at the Park that is contributing to the area's development.

If yes mention them

1
2
4
5

In your opinion, has the creation of the Park affected the local communities?

Yes	01	No	02
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If your answer to above Question is yes, please state any two ways in which the creation of the Park has affected the communities.

1	
2	
3	

If given the opportunity what project would you like management to put in place?

In your opinion, what concessions should be introduced at the Park to make the local people happy?

Scholarships for students	Assistance for disabled people
Assistance for orphans	Provision of communication tools such as radios
Assistance to funerals(e.g. funds, vehicles etc)	Installation of water stand pipes in households
Support for local sport activities	Provision of kiosk/shops in our area
Services and houses for elderly people	Provision of loans
Provision of transport services particularly in the use of vehicle	Availability of game meat

community center	Other (Specify)
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Suggest ways of improving upon activities at the Park.

1	
2	
3	
4	

### APPENDIX 3 INTERVIEW SCHEDULE FOR KAKUM NATIONAL PARK MANAGER

1. When was KNP set up

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3. What facilities are available at the park?

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4. Before the project was started, was there consultation with the community to determine whether they wanted the project or not?

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5. Why is the project located in this area and not in another?

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At what levels is the community involved?

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12. Has Kakum National Park been able to meet all its objectives?

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13. If no, which objectives have not been met and why?

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14. Was there any resistance by farmers to move away from the land where Kakum National Park is located?

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15. If yes, how was it resolved?

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16. How do you rate the local people's participation in the project?

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----- 17.

How do the people benefit?

----- 18.

Do you have a benefit distribution plan?

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19. In your own opinion are locals benefiting from community-based tourism at Kakum National Park?

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-----  
20. If yes what visible changes have been brought by the project?  
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**APPENDIX 2**  
**QUESTIONNAIRE FOR TOURISTS**

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ARCHITECTURE AND PLANNING

FACULTY OF PLANNING AND LAND ECONOMY

DEPARTMENT OF PLANNING

Questionnaire for Tourist

(Academic Purpose)

Part one

Please tick/underline where applicable:

1. Sex: a. Male ☐ b, Female ☐

2. Age: a. 16-20 years ☐ b, 21-30 years ☐,c, 31-40 years ☐, d, 41-50 years ☐ e, 51-60 years ☐

Other Specify.....

2. Marital status: a single ☐, b Divorced ☐, c Married ☐, d widow, Separated ☐,f cohabiting ☐,

4 What is your highest level of education?

a. No formal education ☐ b, Primary ☐ c, Middle/JSS ☐, d. Secondary/SSS e. Post Secondary/College f. University

5. Occupation

a. Students

- b. Teaching
- c. Business man
- d. Other specify.....

Part two

Statement	Very Satisfied	Satisfied	Indifferent	Very Dissatisfied	Dissatisfied
State of conservation					
Local inhabitants					
Shopping					
Transportation access to the park					
Transportation access inside the park.					
Monument					
Peace solitude					
Quality and Quantity of hotel and restaurants					
Access to information					
Reception of guest					
Entertainment					
Tourist guide					
Hoteland restaurants					

Part three

1. How many time(s) have you visited Kakum?

First Time	01	More than once	02
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2. How did you find out about tourist site in the park?(tick all relevant options')

Tourist Brochures	01	Internet	02
Friends	03	Relatives	04
Radio	05	Newspaper/Magazine	06

Sightseeing tour	07	Other (Please specify	08
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3. How did you come to Mole?

Taxi	1	motor bike	2	Bus	3
i. Private car	4	Bicycle	5	Other (Please specify)	6

4. Based on your visit to the park, what do you think are the best tourism potential to be exploited at the park? Please mention some

1<sup>st</sup> .....

2<sup>nd</sup> .....

3<sup>rd</sup> .....

4<sup>th</sup> .....

5. Please give any comment or suggestion that you assume is relevant to the development of tourism at the park.

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**THANK YOU VERY MUCH FOR YOUR COOPERATION**