

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY,
KUMASI**

**TOURISM AND COMMUNITY DEVELOPMENT IN THE UPPER
WEST REGION.
CASE STUDY OF SELECTED COMMUNITIES**

by

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**DIORKEY
KWAME NKRUMAH UNIVERSITY OF
SCIENCE AND TECHNOLOGY
KUMASI-GHANA**

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**A Thesis submitted to the Department of Planning,
Kwame Nkrumah University of Science and
Technology, Kumasi in partial fulfilment
of the requirements for the degree**

of

**MASTER OF SCIENCE
Development Policy and Planning**

**Department of Planning
Faculty of Planning and Land Economy
College of Architecture and Planning**

April, 2009

DECLARATION

I hereby declare that this submission is my own work towards the MSc. and that, to the best of my knowledge, it contains neither material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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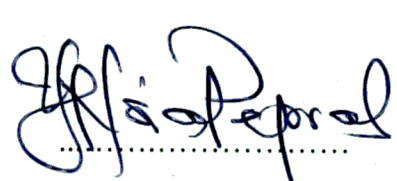

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DEDICATION

This work is dedicated to my parents Mr. Augustine A. Guba, Mrs. Francisca Guba and my Siblings.

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ABSTRACT

Majority of the people living in the rural communities are poor and agriculture is their predominant occupation. However, the first Millennium Development Goal highlights the eradication of hunger and reduction of poverty by half by the year 2015. The attainment of the said goal depends on the rate of development of the rural communities since they carry majority of the poor especially in developing countries in Africa. To achieve this goal, there is the need to diversify from agriculture and go into areas which these rural communities are endowed. One of these areas is tourism. Tourism can be used as a poverty reduction tool in rural communities since it has several advantages. These include creation of employment opportunities through the sale of goods and services to tourist who visit the area, generation of revenue to the district assemblies for development purposes and also foreign exchange for the country. As such, tourism is an industry that can play an important role in the socioeconomic development of the rural communities. The benefits of tourism must not be overemphasized to overshadow the negative effects that accompany tourism development. Measures should be put in place to curtail the negative impacts of tourism in the rural communities, since these communities may not have the management capacity to handle these negative impacts.

This research assesses the potential of tourism in community development in the Upper West Region of Ghana. It tries to unearth the use of tourism as a community development tool for the benefit of local economies. Household and institutional questionnaires were used in the data collection exercise. Personal observation was also employed in the collection of primary data.

The study revealed that there are enormous tourism potentials in the two districts in the UWR which are untapped for the development of the region. There are however, some constraints which hinder the effective and efficient operation of the industry in the region for the people to reap the desired benefits of the industry. The major constraints revealed by the study are the bad nature of the roads leading to the tourist communities, lack of accommodation facilities to house tourist and lack of good restaurants in the communities. In the light of these findings, the study recommends that feeder roads should be constructed or upgraded where appropriate to allow easy access to tourist sites

in the rural communities for them to get the maximum benefits. There is also the need for public private partnership in the tourism industry to facilitate development. Thus, as Ghana is increasingly becoming a tourist destination, it is important to examine how the natural resources in the rural communities can be utilised in the area of tourism for the improvement of the standard of living and the overall development of rural communities.



ACKNOWLEDGEMENT

This work would not have been successful without the Grace, prayers, support and guidance of God and some people. I therefore thank all those who assisted in diverse ways to see me through this programme. I thank foremost my creator, God, who granted the knowledge and good health throughout this programme.

My thanks goes to my supervisor, Dr. K.O. Agyeman who took the pain and patience to direct, scrutinise and give constructive criticism that saw this work pass the test. I also thank all the staff of the Department of Planning who contributed in many ways to my career development.

I also indebted to Mr. Henry Yeledour of the Ghana Tourist Board in Wa for generously giving me information on the tourism.

I say thank you to my parents and siblings who supported with their prayers, encouragement and materials.

To my numerous friends I say a big thank you. I would like to say thank you to Ali Alexis, Constantine Nanguo, Baligi Yelvioldong, David Dapilah, Salifu Ambrose, Raymond Aabeyir, Kunsu Raymond, Jamilatu and Leticia Dassah for their financial support given me in the trying times of the programme.

I am also saying a big thank you to Darius Mwingyine, Baslyd Nara, Alatinga Kennedy, Nicholas Fielmuo, Africanus Beirnibe and my newly found friend Owusu Amponsah for their suggestions and support. To my course mates who I had a very nice time studying with I say thank you. For those whose names must have been left out from the list I ask for pardon and still indebted to you.

May the most gracious Lord richly bless you all.

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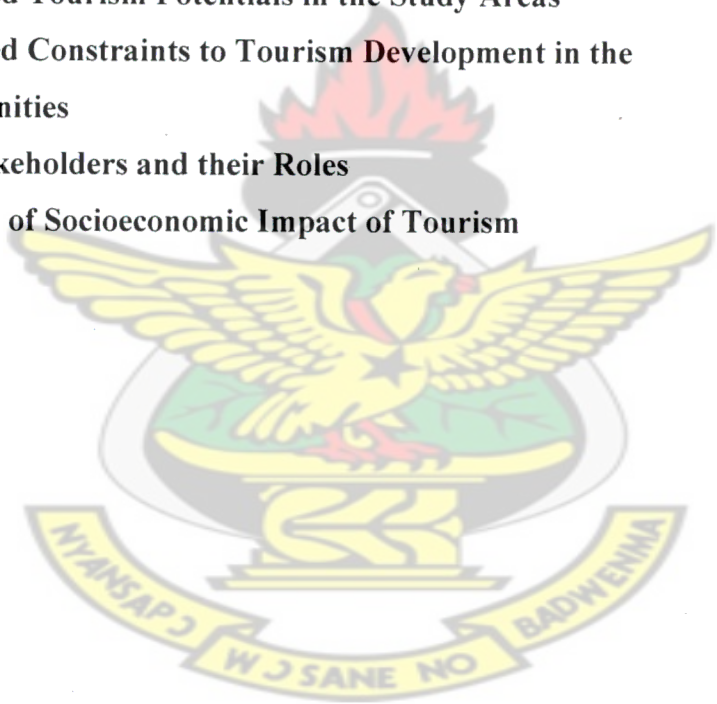
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LIST OF ACRONYMS

CEC	Commission for Environment Corporation
DA	District Assembly
DEAT	Department of Environmental Affairs and Tourism
DMTP	District Medium Term Development Plan
ECOWAS	Economic Community of West African States
GDP	Gross Domestic Product
GHS	Ghana Health Service
GPRS I	Ghana Poverty Reduction Strategy I
GSS	Ghana Statistical Service
GTB	Ghana Tourist Board
ILO	International Labour Organisation
ISSER	Institute of Statistical, Social and Economic Research
MDG	Millennium Development Goal
MMB	Museum and Monument Board
MTDR	Ministry of Tourism and Diaspora Relations
NDPC	National Development Planning Commission
PANAFEST	Pan African Festival
PTO	Provisional Tourism Organisation
SWD	Sissala West District
SWDMTP	Sissala West District Medium Term Development Plan
TB	Tourist Board
TMT	Tourism Management Team
UNDP	United Nations Development Programme
UWR	Upper West Region
WTO	World Tourism Organisation
WWD	Wa West District

CHAPTER ONE

GENERAL INTRODUCTION

1. Background

All over the world, tourism has contributed immensely to the economies of many countries. It is also one of the fast developing sectors which have the potential of improving the economies of developing countries. It has contributed immensely to the socio-economic development of many communities the world over. Its potential as a tool for poverty reduction especially in developing countries cannot be overemphasized.

The tourism potential is great in most developing countries and if well developed will accelerate the growth of those economies/countries and their overall development. In Tunisia and Sri Lanka, there has been Roller-Coaster effect of tourism as there was a rapid boom in this sector in their economies in the 1970s (Lea, n.d).

According to Amedeo and Giorgio (2000), the tourism industry's Gross Domestic Product (GDP) has grown faster than the world's GDP since the 1950s. International tourism is one of the most important tradable sectors in recent times. Its expenditure on goods and services is estimated at about 8 per cent of the total world's export receipts and 5 per cent of the world's GDP. It is estimated that 300 million tourists visit annually around the world. This number was expected to rise up to 500 million in 2007. (Amedeo and Giorgio 2000)

Pearce and Butter (2002) buttressed on the contribution of tourism to the development of the world's economy. They observed that the contribution of tourism to the world's economy doubled from 1988 to 1997 as tourism industry's receipts doubled from US\$ 204 billion to US\$ 444 billion in the respective years.

In Ghana, the tourism industry has an enormous capacity of generating financial resources for development. According to ISSER report, the Ghana Tourist Board estimated the contribution of tourism to direct employment rose from 19,000 in 1996 to

52,742 in 2006. This gives a percentage increase of 180 while indirect employment within the same period increased from 46,000 to 130,450, a percentage increase of 184. Direct and indirect employments in 2007 were 60,000 and 147,000 respectively. The industry has a huge potential of the industry to create employment in the country if it is well development throughout the country (ISSER 2007).

The rationale of the study was to highlight tourism as economically viable industry which could promote community development in the country to augment government's effort of creating employment to reduce poverty and improve on the living conditions of the people.

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1.1 Problem Statement

Tourism has the potential of generating financial and human resources for the development of communities in which tourist sites are located and the country at large. It contributes largely in terms of foreign exchange compared with other sectors. In Ghana, tourism contributed 4.9, 5.8 and 6.3 per cent to GDP for 2005, 2006 and 2007 respectively. It is realised that there is a consistent increase in tourism contribution to GDP. The total tourism receipts for these years correspondently increased from 836 to 986.8 and 1,172 million US dollars (ISSER 2007).

From observation although tourism attracts a lot of benefits to the country, the industry is faced with a number of constraints that inhibit the steady development of the industry. Most tourists' sites are located in the periphery. However, the roads leading to these areas are poorly developed and are in deplorable conditions. This serves as a constraint that needs attention as most tourists go through a lot of trouble visiting these areas. This serves as a disincentive to the development of these communities.

Another issue confronting the tourism industry is the issue of accommodation. Most of the rural communities in which these tourist sites are located do not have decent accommodation facilities for visitors who may want to pass the night at these tourist communities. According to ISSER report, 2007, accommodation has been a challenge to

the tourism industry over the years. There is only one five star hotel and few four and three star hotels in the country. These hotels however are found in the urban areas which are distant from the tourist's sites located at the periphery. Another supporting facility to accommodation which is lacking is good restaurants in the rural communities. Only a few well developed tourist sites like Kakum Park are privileged to have restaurants attached to the tourist sites.

In addition to these constraints, there is unavailability of sanitary facilities such as toilets and urinals in the rural areas where these tourist sites are located. This means that visitors will have a problem attending to nature's call. Places of convenience are lacking in most of our rural communities and these pose developmental challenges to the communities as they attend to nature's call in the open. This makes the community untidy and unattractive to tourists. The benefits which could facilitate the development of these communities in this case are lost (Ameade 2008).

Marketing of tourist sites to attract tourists to bring in the necessary foreign exchange and the needed financial resources to facilitate the development of the tourist communities is inadequate. Most of the tourist sites are not up to date with modern marketing strategies to market their products. The use of internet facilities in tourism in Ghana has been a challenge as most of our tourist sites are in rural areas which do not have internet facilities. The Pioneer newspaper attributes this to the low visits of tourists to the country and poor marketing of the tourist sites. The paper argued that out of sixty million American tourists who visit around the world in a year, only twenty thousand visit Ghana (Pioneer, 12/07/06 edition).

Out of the numerous tourist potentials in the Upper West Region, only Wecheau Hippo Sanctuary is highlighted in State of the Ghanaian Economy published by ISSER in 2004. The rest of the tourist potentials which could be of interest have been left out. According to Integrated Tourism Development Final Report (1996) in Ghana, the Tourist Board (TB) has been mandated to identify, develop and maintain tourist sites. The board has done little in creating the necessary conditions that will attract tourists to the identified

sites. The Ministry of Tourism has not put in place structures at the few developed tourist sites to track revenue collection at these points particularly at up and coming tourist sites. As a result, government loses a lot of revenue as many tourists come into the country.

Tourism is an industry which can be used to facilitate community development if these problems are curtailed. By any measure of development, no community can develop with the challenges described above. Tourism can be linked to community development if it generates the needed financial resources to help put up infrastructure and create employment opportunities for the rural communities in which tourists sites exist.

Northern Ghana has been classified as the poorest zone in the country. By the Ghana Statistical Service survey, seven out of ten are poor in Northern Region, eight out of ten are poor in Upper West Region and nine out of ten are poor in Upper East Region (GPRS I, 2002).

The people in this part of the country depend heavily on subsistence agriculture for their livelihood, most especially in the Upper West Region. However, yields for particular cropping seasons are usually low and do not suffice for the whole year. The low yields could be attributed to degradation of the soil which renders the soil poor in terms of fertility. Also there is one cropping season in the area which is bedeviled with erratic rainfall. As a result of these problems, there is mass movement of people from this area to the south in search of fertile lands and other jobs, leaving the aged, children and women behind. This raises developmental problems both at the destinations of the migrants and at the origin of migration. The tourism industry if well developed using the natural resources in this part of the country can create alternative employment for the people. The people will take advantage of the activities of tourism to diversify into other economic activities which will gain them some income and thus alleviate their poverty.

In the mist of poverty, the area is paradoxically rich in natural resources that could be utilized to the advantage of the communities. There is however the need to diversify into

other areas such as tourism to make a living. Tourism in Ghana according to ISSER 2004 report is the third foreign income earner after cocoa and minerals. This could be capitalized on as there are many attractions and natural resources in the area.

The situation is disappointing especially in least developed regions in Ghana. In the Upper West Region, there are a number of tourist sites which are poorly developed and almost non-operational. There are other tourist sites which have not been explored by the tourist board, thus unknown to tourist. This is evidenced as only one tourist site has been captured in the ISSER 2004 report of the State of the Ghanaian Economy.

In summary, the problems which confront the tourism industry and prevent the industry from facilitating development of the communities that harbour these tourist sites are poor road network, poor marketing of the few known tourist sites, inability to explore tourist potentials, poor sanitary facilities, lack of accommodation and restaurant facilities. Based on these issues raised, the following questions are raised to enable find solutions to the problems militating against the development of the communities in which tourist sites are located. The research questions therefore are:

- What are the potentials and constraints of tourism in these localities?
- What are the roles and contributions of prospective stakeholders toward the development of tourism in these localities?
- What are the existing socio-economic impacts of tourism in these localities?
- What policy recommendations can facilitate the development of the industry?

1.2 Objectives of Study

The main objective of the research is to examine the contribution of tourism as a poverty reduction tool to the development of communities in which tourist sites are located and to come out with measures that will facilitate the use of tourism as a community

development tool by policy makers. To achieve this main objective, the following specific objectives serve as pillars:

- To identify potential tourist sites
- To analyse the potentials and constraints of tourism in the localities;
- To investigate the roles of prospective stakeholders and ascertain their contribution to the development of tourism in the localities.
- To assess the existing socio-economic impact of tourism on the localities.
- To make policy recommendations that will assist in community development through tourism.

1.3 Scope of Study

The research contextually looked at tourism and its contribution to community development. It gathered data on some socio-economic variables in the study areas. Data on infrastructure such as the number of health facilities and service provision, literacy rate and educational attainment were taken into consideration. Other variables dealt with include the potentials and the constraints for tourism development in the Upper West Region.

Geographically; the study considered two tourism communities in the Upper West Region of Ghana. These communities are Wecheau in the Wa West District, where there is a hippopotamus sanctuary, and Gwollu in the Sissala West District where the famous slave defense wall is located. These communities were chosen for the study because of the establishment of tourist sites and also because of the migration of the youth in these areas down the southern sector for jobs during the dry season. The study examined the socio-economic impact of tourism in the communities since the identification of the tourist sites by the Ghana Tourist Board (GTB).

The research dealt with the various stakeholders and key players, and their roles in the tourism industry that should facilitate the development of the industry. Some environmental factors were also taken into consideration since tourism and its activities operate in space.

1.4 Significance of Study

Tourism has an enormous potential of contributing to the development of the country. When given the necessary attention, it can contribute substantially to the Gross Domestic Product (GDP) of the country and also improve on the local economies in which tourist sites are located.

It also has the potential of creating employment for the youth as well as creating an opportunity for rural communities to earn income. This will contribute to the poverty reduction efforts of the country. However, these resources have not been explored to create these opportunities for the communities.

The protection of the tourist sites by the Tourism Management Team (TMT) and the communities will assist in the conservation and protection of the environment. The study will create awareness of the importance of tourism to community development. These will enable policy makers to formulate policies to tap the untapped tourism potentials in some communities.

Tourism has the tendency to impact negatively on the socio-cultural system and the environment of the communities in which these tourist sites are located. In terms of the environment, it could generate waste management problems, and destruction of the physical environment. Socio-culturally, it can breakdown the moral fabric of the communities and also pose public health problems.

1.5 Organisation of the Report

Chapter one begins with an introduction of the importance of tourism as an emerging industry which can mobilise resources to promote community development. The chapter also highlights the problems that face the industry and prevent it from generating the needed financial and technical resources for community development. The objectives and the need for the research are mentioned in this part.

Chapter two reviewed relevant concepts and literature pertaining to tourism. An attempt is also made to establish a theoretical linkage between tourism and community development. This serves as the basis for the research.

Chapter three dealt with the profile of the study area and the methods applied in the research. It tried to highlight some of the characteristics of the communities which can be tapped for tourism development in the communities. The methodology looked at the sampling techniques and the variables considered in the research.

Presentation and analysis of the data gathered from the field constituted the fourth chapter. The information here is presented in tables, charts and pictures to emphasize the points. This leads to the last chapter which presents the findings and drew recommendations from the findings. Conclusion on issues emanating from the recommendation was made.

1.6 Limitations of Study

There were two main limitations encountered in the field during data collection in the two communities. The first is the language and means of communication. There times were it was difficult getting the equivalent of some words in the local language even though the researcher understands and speaks the language of the people. Native literates were employed to do some interpretations when it was difficult for the researcher. This was

how the limitation was overcome somehow. The second limitation was the unwillingness of some of the respondents to give accurate responses. This was a major issue that could cause distortions in the analysis. The permission of the chief's regent was sort to encourage the respondents to volunteer information. Also some motivation in the form of kola and pito was given to some people to get some information.



CHAPTER TWO

LITERATURE REVIEW

2. Introduction

Having stated the problems and the objectives within the defined scope of the research in chapter one, chapter two seeks to provide an insight to what others have done with regards to the subject matter. Concepts are defined in this section. The chapter also seeks to establish some theoretical basis for the study. Based on the strength of the theory analysis was made.

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2.1 Definition of Concepts

2.1.1 Tourism

The United Nations Conference on International Travel and Tourism in 1963, defined tourists as temporary visitors who spend more than 24 hours in destinations other than their normal place of residence. The motive for the journey should be for holidaymaking, recreation, health, study, religion, sport, visiting family or friends, business or meetings (Sinclair, 1998).

The tourism industry includes activities of business entities, governmental bodies and their related activities which accommodate the needs of travellers and tourists. Thus, tourism from the community's perspective involves many different businesses, transportation, some attractions, lodging, services and facilities of both public and private organizations.

For the purpose of this study, the definition given by the World Tourism Organisation (WTO) cited by Harris and Howard (2001) will be adopted. Their definition does not only see tourism as only a leisure activity outside ones immediate environment but as a business activity. They defined tourism to comprise the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive

year for leisure, business and other purposes. This definition equally includes periods of short term travel or movement of people outside their original place of residence for activities of pleasure and leisure which may not involve an overnight stay at tourist destination.

2.1.2 Types of Tourism

2.1.2.1 Domestic Tourism

Eurostat, WTO and UNSD (2001) defined Domestic tourism as any travel of resident visitors within the economic territory of a particular country. This means the economic activity engaged by this type of tourism helps in the distribution of economic resources.

“A domestic tourist is defined as a resident of a place including non-nationals staying away from their usual residence for one or more nights, for tourism purposes such as holidays, visits to friends and relatives, business, conventions, missions, study, health and religion. People on day trips are counted as domestic tourists” (UNDP, 2006).

2.1.2.2 International Tourism

The definition of international tourism can connote the activities of an international tourist or the characteristics of an international tourist. The WTO describes an international tourist as any person who travels to a country other than that person's usual residence. This travel outside the person's usual environment should not exceed a period 12 months, and the main purpose of the visit is the exercise of an activity remunerated from within the country visited (UNDP, 2006).

2.1.2.3 Ecotourism

The Commission for Environmental Corporation (CEC, 2000) defines ecotourism as “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature and any accompanying cultural features

either past or present, that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”.

Ecotourism is an alternative set of principles and practices to harness tourism’s economic potential for conservation and sustainable development. It emerged as a result of the fact that conventional tourism could not speed up conservation of nature and promote the well-being of local peoples (Christ et al, 2003). This implies that ecotourism has to do with proper management and conservation of the environment in a sustainable manner with the involvement of the communities concern.

In the case of this study, both domestic and international tourism come into play as most of the tourists’ sites attract both domestic and international tourists. According to ISSER report (2004), there are increasing numbers of tourists that visit the country. Ecotourism is one of the major forms of tourism that attract these tourists to the country. The activities of these tourists in the community contribute to the development of the tourism industry and the community in which these facilities exist.

2.1.3 Sustainable Tourism

There are several definitions of sustainable tourism. However, the Commission for Environmental Corporation defines it appropriately. They said “sustainable tourism meets the needs of present tourist and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life-support systems” (CEC 2000).

This definition highlights three key dimensions of the development process which must be sustained to uplift the well being of mankind. These key aspects are economic, social and environmental. It emphasises the achievement of economic growth without compromising the ability of future generations; cognizance should be taken of

environmental resources that are being used to ensure their sustainability. The products of the economic growth are equitably distributed to create the necessary opportunities for the benefit of all in a geographic location. To achieve this, some standards must be set. These standards should be flexible instruments capable of evolving as community values and should be based on issues identified in the communities. If development is not sustained in this context, the efforts of development will be derailed.

Christ et al (2003) described sustainable tourism as one that “seeks to minimize the negative footprint of tourism developments and at the same time contribute to conservation and community development in the areas being developed”. Some of the negative footprints they identified are pollution of the environment, destruction of alternative livelihoods and eroding of cultural values. Sustainable tourism has emerged as a more responsible form of tourism development. In the past, traditional tourism developments have been a major threat to biodiversity conservation as the environment and wildlife were being depleted for the purposes of tourism. This can be attributed to unavailable management controls and effective planning systems.

According to Christ et al (2003) sustainable tourism can directly contribute to biodiversity conservation by:

- offering less destructive livelihood alternatives to local communities and landowners in buffer zones and conservation corridors, away from unregulated logging, intensive cattle-ranching, monoculture, hunting, and unsustainable tourism;
- providing protected-area managers with additional financial resources from visitation and donations; and
- raising visitor awareness, promoting community involvement and interest in conservation issues, and generating political support for conservation through environmental education during travel.

Natural countryside, cultural and biological diversity are non-substitutable resources for tourist activities. Management and protection of these resources turn to have long-term,

sustainable economic benefits, Corsten (1998). There is great awareness of environmental pollution in the tourism industry and this to some extent influences the choice of destination by tourists. It is evident in Europe that the environment is a leading concern when tourists come to rank their level of satisfaction with destination. The greater concern and response to sustainability issues, the greater will be the long term employment opportunities and benefits for the competitive industry.

2.2 Theoretical Framework

Having defined the concepts in relation to tourism, an attempt is made here to draw a linkage between tourism and community development. Theoretically, tourism is an economic activity, which brings in foreign exchange into the country through the provision of services. It also facilitates the exchange of services and expertise between the tourists' country and the country with the tourist's attraction. This system equally applies to domestic tourism as tourism serves as a vehicle for the distribution of resources from the centre to the peripheries. The rich urban areas share with the poor rural communities.

From the above submission, tourism as a sector can theoretically be linked to community development by identifying its advantages in the development of local economies.

The activities of tourists at their destinations create opportunities for selling of goods and services such as agricultural products, handicrafts, drums, xylophones, etc produced by locals in the community. The resulting employment and income generation results in increased household incomes. The district assembly is therefore able to generate revenue from the locals through taxes as the people are able to pay. Outsiders who also come to do business in the community pay some taxes to the district assembly. The district assemblies also in turn use these revenues to carry out development activities such as construction of roads, putting up places of convenience, health facilities, potable water facilities, etc. These activities contribute directly and indirectly to the development of the community.

Tourism creates the opportunity to diversify the local economy. The local people who are mostly peasant farmers through tourism have the opportunity to shift from solely peasant agriculture to other places which will give them some extra income. Remote areas, particularly, attract tourists because of their origin, culture, wildlife and landscape value. Sometimes the infrastructure and social service facilities are established or improved using earnings from tourism. Using such facilities, members of the community not only improve their incomes but also their social well being.

Tourism offers small-scale business opportunities to residents of the communities compared to other non- agricultural activities. It employs a high proportion of women, and values natural resources and culture, which may feature among the few assets belonging to the community. Thus, tourism offers opportunities in terms of employment creation and income generation, to the vulnerable groups in the community such as women.

There is however also some negative effects which may arise from tourism that can have unfavourable economic effects. These include the large-scale eroding of the cultural values of the communities involved, pollution of the environment and increase in the cost of living in the communities. These if not curtailed result in making tourism expensive in the communities as the gains made from tourism would have to be used to pay for the negative repercussions. This rather retards the progress tourism would have made in the development of the community (Luvanga and Shitundu, 2003).

To maintain the benefits of tourism, there is the need for sustainable development in the tourism plans of most communities in order to maximize the benefits from the industry. Measures should be put in place to mitigate the negative effects that may result from tourism.

2.3 Constraints and Challenges

The tourism industry has the potential of accelerating development in many economies in the world. However there are some constraints and challenges that confront the achievement of this objective. These constraints and challenges differ from country to country and from place to place. Some of these challenges are reviewed here.

Inadequate participation of the private sector in tourism planning, investment and promotion according to De Guzman (2007) remains a constraint and a challenge affecting the industry. Weak infrastructure, high promotion and information costs, among other things remain a challenge to the industry. Government tries to minimise physical constraints and infrastructural bottlenecks that hamper tourism development and the movement of tourists across tourist sites. Thus, the public sector's role in tourism development generally consists of the provision of social overhead capital such as infrastructure, for example roads, telecommunication, etc. The public sector is also responsible for providing the regulatory framework within which the private sector can operate. Private sector involvement in this direction will be a boost to the industry (Lin and De Guzman, 2007).

Lin and De Guzman (2007) assert that natural and cultural heritage assets which are of importance for tourism are threatened by their owners through inappropriate use of the resources. Hence there is the need for assistance in improving the environment, a public good, by government as it would not be provided by individuals or private sectors except there is collaboration.

According to Lin and De Guzman (2007) coordination is a problem in the tourism industry which leads to the under exploitation of tourism resources. The tourism industry consists of a whole range of interrelated enterprises whereby the success of one enterprise decision depends on the decision and action of others. For example, excessive competition among related enterprises may lead to duplication of efforts and resources, leading to fallen service quality. There could also be overexploitation of tourism resources when property rights are weak or non existent. Communal property ownership

of natural resources is gradually causing environmental degradation and the result is called “tragedy of the commons”. This is because individual users exploit common property rather than consider its long-term sustainability. The use of national parks and cultural heritage sites are usually open to all. However, commercialization and increasing population steadily erode the values that visitors seek in these places.

2.4 Impact of Tourism

Tourism has impacted variously on different sectors of development as pointed out in some impact studies conducted by Kim (2002) in Virginia. The impacts notably are environmental, economic, social and cultural. These impacts could either be beneficial or otherwise. However, the net impact of tourism has been positive.

2.4.1 Employment Generation

Okech and Mwagana (2005) assert that tourism creates employment for people in communities where there are tourist sites, as the rural poor are employed in tourism enterprises through the supply of goods and services to tourists by the community. They also claim that tourism provides flexible job opportunities for the rural poor. The problems with employment in this industry they identified are competition for jobs by locals, and the seasonality of tourism employment.

According to Kim (2002) a study by Ritchie (1988) revealed that in British Columbia and Alberta Canada, 87 per cent of respondents accepted that tourism was an important contributor to the number of jobs in the province. He however found also that most jobs in the industry were seasonal and hence created unemployment at certain periods.

2.4.2 Revenue Generation

Communities and their respective districts stand to benefit from tourism development if well planned and managed. This boost to the local economy according to Mwagana and Okech (2005) can only be achieved if the right structures are put in place to track revenue

from leaking out of the district or the community. This they claim can be curtailed through the improvement of trading conditions, licensing, quality improvements amongst petty traders, etc. The necessary conditions for success with micro community-based businesses should be designed together with the accompanying support. Efforts should be directed towards supporting local businesses through marketing assistance, networking between enterprises, avoiding institutional dependency, and the need for local empowerment.

Kim (2002) argued that the net income or receipts from the tourism industry by a community is dependent on government policies and the variety of local economic characteristics. The share of both national and local interests in tourism business activities may either encourage the development of the industry or not. Kim confirmed that improvement of income, standard of living, investment and business activities can be attributed to tourism. Citing some studies on some local residents in Hawaii, Kim claimed that tax revenue derived from tourist expenditures and tariffs could lower their own tax as well as increase their property tax too.

Looking at the sector in terms of gender, women constitute forty six per cent of employment in most countries as compared to the general labour force of thirty four to forty per cent given by the ILO. However contributions by women to the labour force in the tourism sector vary from country to country depending on the maturity of the industry in a particular country. The figures range between two to eighty per cent with the average figure for the mature tourist countries being fifty per cent (Hemmati, 1999).

This indicates that women's employment in the tourism sector is fairly high. This can be attributed to the large business activities in the industry that women can do to assist in the development of the industry. It also indicates the development potential of women that is being wasted in countries where these women are not engaged.

2.4.3 Cost of Living

High cost of living is one of the negative economic impacts that tourism comes with in communities where there are tourist sites. Kim (2002) argues that tourism brings about increase in the prices of goods and services in the communities in which there are tourists' sites. This is due to the presence of the tourist in the community. Land rents increases as a result of competition for land for accommodation purposes. This leads to increase in housing rents, hence making it difficult for the poor in the communities to access these facilities. This is common especially in urban tourist sites and is gradually catching up with the rural areas as a result of urbanization.

2.4.4 Social Impact

Socially, tourism has blessings and misfortunes to the communities in which tourism operates. Peak seasons of tourism come along with congestion in shops, traffic and sites. This causes a lot of inconvenience and problems (Kim, 2002).

Another problem identified by Kim that emanates from tourism is the high crime rate in the tourist destinations. He conceptualized this problem to be an increase in the use of drugs and the abusive consumption of alcohol in the area. This contributed to high crime in most tourist site communities. These lead to prostitution and hence an increase in sexually transmitted diseases in these areas.

However on the contrary, Allen et al. (1993) discovered that tourism development increases sensitivity to change of public services, but concluded that satisfaction and availability of services was more a function of population size than tourism impact.

2.4.5 Cultural Impact

Traditional, social and cultural structures and behaviour patterns tend to change with development of tourism in a particular area. Ascendancy in enculturation becomes the order of the day. This situation is more pronounced in developing countries and local communities. Most of their cultures and customs tend to be overwhelmed by more developed cultures from the western world (Kim, 2002). This is true especially when two different cultures come into contact; there is always the tendency of diffusion of cultures. But this does not always go in favour of developing countries as we are always the first to

copy the western style of dressing, housing, cooking and many others to the detriment of our own culture. This turns to deplete the tourism potential of most areas in developing countries. Instead of us preserving our culture and values, we rather adulterate it with the western culture.

Tourism has however also contributed to the renaissance of traditional art, crafts, dance and music (McKean, 1976). Tourism appears as a vehicle for the preservation and enrichment of local culture for the purposes of attraction. Thus tourism serves to have a positive impact on our cultural identity. Tourism also brings about cultural exchange between residents and tourists which could be valuable to both partners.

2.4.6 Environmental Impact

In terms of the environment, tourism has both negative and positive impacts. According to Kim (2002) tourism creates a greater environmental awareness and appreciation for the need to preserve the environment. This adds value in terms of beauty for tourist purposes and thus calls for investment in environmental campaign and infrastructure. Ritchie cited by Kim claimed in his study that 93 per cent of respondents accepted that tourism affected the quality of natural parks. Kim pointed out that tourism contributes significantly to the preservation of some wildlife species. Beneficiaries from environmental tourism do well to protect the environment in order not to lose their source of livelihood.

On the contrary, tourism has also contributed negatively to the environment. According to Kim (2002) tourism produces large quantities of waste products. This poses a severe problem particularly in developing countries who are less sophisticated in technology to effectively manage the waste generated.

Pollution of the environment as a result of tourist activities is now of greater concern to society. Kim (2002) argued that air pollution as a result of emissions from vehicles at congested tourism sites harms vegetation, dust soil also affect human visibility. This type of pollution he however pointed out is less in rural areas. Water resources also suffer

some pollution from the effect of activities of some tourism facilities. Hotels close to water bodies drain their waste into these water bodies and end up causing eutrophication, thus affecting aquatic life. According to him, the primary pollutant of water is wastewater generated that run into water bodies. This goes a long way to affect aquatic life which is another important area of development.

Christ et al (2003) also highlights the pollution problem associated with tourism as a worrisome issue particularly in developing countries. They identified littering and water pollution as some problems associated with mainstream tourism that can have negative consequences. The littering problem is exacerbated in remote areas, where waste collection can be logistically difficult as they do not have the capacity to manage the waste.

2.5 Tourism and Environmental Conservation

Christ et al (2003) argue that tourism development depends on the environment. Thus destroying the environment on which the success of the industry is based is like killing the goose that lays the golden eggs. According to them tourism makes significant contribution to the protection of the environment which is the basis of its sustenance. They further argued that most governments support the creation of protected areas because of the benefits that tourism brings to their countries. Local communities are alert in the conservation of nature because of the enormous economic benefits they stand to gain through tourism. The development of ecotourism has evolved as a result of attempts to modify tourism to have an environmental face. Ecotourism focuses on what travellers do plus their impact on the environment and the people of the host country. The concept is based on conservation of the environment and sustenance of the well being of the local people. Ecotourism thus go hand in hand with biodiversity, conservation and the improvement of rural livelihoods.

Christ et al mentioned five direct benefits the conservation of the environment gains from tourism as:

- a source of financing for biodiversity conservation, especially in legally protected areas;
- economic justification for protected areas;
- economic alternatives for local people to reduce overexploitation of wild land and wildlife resources on protected areas;
- constituency-building, which promotes biodiversity conservation; and
- an impetus for private biodiversity conservation efforts.

There is a commutative and a mutually supporting relationship between tourism and environmental conservation which can be successfully developed. Christ et al pointed out that maintaining an attractive resource base will in turn continued to attract more tourists and support a healthy tourism industry, thus generating more funds for conservation.

Various reasons have been given for the conservation of the environment, apart from recreational, economic, aesthetic and cultural values. Conservation of the environment has a far reaching impact on climate. Conservation of forest resources turn to protect some medicinal plants which are beneficial. Some animal parts have medicinal values and their conservation is necessary.

Christ et al however argued that whatever the form of tourism developed, infrastructure and facilities for the tourism industry usually require significant tracts of land and building materials. Most tourism development takes place in a rapid and unplanned manner, resulting in the transformation of the landscape which often leads to deforestation and disruption of habitats leads to significant loss of biodiversity. This could bring about some socio-economic consequences for degraded communities and will cost a lot of resources to reverse.

2.6 Concepts of Community Development

2.6.1 Definition of Community

Pamela et al (1998) argued that there are varied definitions of communities which are based on shared profession, religion, geographical location, interest or on the interactions and relationships between groups. They cited Pitamber Sharma's (1998b) definition of a community. Sharma gives a basic definition of community as a tradition-based formal organization of individuals and households. Sharma further argues that a community may include everyone residing in a particular area, or those that come together because they:

- share a defined area, and common resources or public good within that area
- have a common interest in the use and management of the public goods
- are enabled to participate in all decision making processes, and
- are autonomous entities.

Kontey (2000) defined a community as group of people with a common land area. With reference to a Ford Foundation Workshop document, he elaborated a community as a large group of people living with common relationships strengthened by common interests, values, goods and beliefs inhabiting a geographical area and interacting with one another continuously throughout one's life. Most communities are homogeneous in nature with similar characteristics.

For the purpose of this study, a community shall be viewed as a group of people living within a defined geographical land area with common values, interest and beliefs that turn to unify them. Geographical land area in this context connotes all the natural resources that are found within the defined area. This definition tries to highlight the importance of a community as a pillar for development.

From the definitions given above, a community has a place based connotation. That is, communities are defined according to a group of people's physical location and their relationship with their surroundings. This suggests that all people of a community are bounded and limited to a single area. There is however conflicts and differences of

opinion that sometimes subtly occur but these when managed properly go a long way to unify them.

2.6.2 Community Development

Development in the past was perceived to be much of economic empowerment. Development was translated into growth in Gross Domestic Product (GDP) and per capita. However, with the new thinking of development, it ropes in several dimensions to include social, political, environmental and spatial issues that are linked to the holistic development of mankind. Songsore (2003:1) emphasizing the shift from the past economic concept of development cited Currey (1973) definition of development as:

“the process of change through which a society evolves the values, political leadership and other forms of social organizations necessary to mobilize and utilize resources in such a way as to maximize opportunities available to the majority of its members, for the realization to the fullest possible extent of their potential as human beings. Development is to serve the interests of majority; no society is perfectly homogenous, all are composed of competing interests and social change must benefit some and harm others. But on balance, it must be the interests of the majority that are advanced”.

He argued that human development is an end and the vehicle to this end being economic growth. Thus the purpose of economic growth is for the enhancement of mankind to live a desirable life. The undertone of development is the equitable distribution of wealth in space.

Kontey (2000) suggested that education, socio-economic and political issues as a function of development should be taken care of. He viewed empowerment and social inclusions as part of the development of a community. He summed up community development as any activity that leads to the improvement of the standard of living and general infrastructure of a community. Such development he added should evolve from the community, be community based and reflect the interests, needs and aspirations of the people.

2.6.3 Effects of Community Development on Poverty Reduction

The benefits of tourism on local communities are immediate and widespread. This presents a challenge of the need to develop ecotourism in the communities. According to Belanger (2006) tourism creates jobs for the local people in the communities in which the industry operates. The jobs come in through growth in hotels, restaurants and guided tours. When the locals are the hotel owners, the restaurant workers, and the tour guides, it is only proper business that they get to keep the money that they make and not have to share it with foreign powers. This creates business growth and provides additional income to communities which hitherto were economically unstable. Tourism creates new markets for local products and services. According to Belanger (2006) social benefits of ecotourism include improved funding for facilities and an improved infrastructure, the acquisition of new skills and technologies, increased cultural awareness by the culture itself as well as by the rest of the world, and also improved land use patterns for development in the area.

2.6.4 Participation in Community Development

In carrying out development projects, gaining momentum in the execution of the project should be the principal objective for the design and implementation. This can be achieved by enlisting the participation of intended beneficiaries to reflect a learning approach of projects (Uphoff, 1985).

Uphoff (1985) pointed out that expenditures on development would be worthwhile if projects are planned in such a way that intended beneficiaries take part in the decision making, implementation, evaluation stages of the project design and also the ultimate benefits that emanates from the projects. He also attributed the failure of most rural development projects to the inability of planners to involve potential beneficiaries of the project in the plan design at the initial stages. He further asserts that the inability of the Upper Region Agricultural Development Project to achieve its desired results is due to less participation of the potential beneficiaries. Mistakes in the planning and

implementation of the project, he argues would have been reduced if farmers and rural residents were involved in the initial stages of the project design.

He also added that in the participation of local development projects, there should be equity participation and board participation. This should be in the form of shares in the project and representation at the higher management levels of the project. Participation in general makes projects more realistic and increases the people's commitment to the course of the project.

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For the tourism industry to develop and be vibrant there is the need for the various stakeholders to come in and play their respective roles. The various groups in the community must contribute their quota for the industry to create the necessary benefits. Various resources and participation by the private, public and Non Governmental Organisations will have to be put together to achieve the desired results.

Writing on tourism in Ecuador, Wood (1998) argues that as a result of inadequate expertise and knowledge of the tourism industry, NGOs have a role to play in the design and the implementation of viable and sustainable tourism in local communities. He however identified some problems in the participation of NGOs in tourism development. One is the lack of cooperation by the highly skilled private sector in the industry. Another issue identified in the Ecuador study is the unfair competition by the various investors in the industry's infrastructure especially where there is a tax exemption. This creates a lot of misunderstanding between the private sector operators and NGOs. When this occurs, tourism planning and businesses associated with the industry are delayed, thus leading to failures and non-achievement of desired results (Wood, 1998).

Gender participation in tourism in Ecuador is not encouraging even though better in some countries. It was observed that there is a broad participation of women in tourism at the global level. This level of participation was attributed to the general expansion of the industry. The expansion is pronounced in developing countries than the industrialised

countries. Despite the increase in participation of women in the industry, there is the issue of differences in the earnings of women as compared to their male counterparts. Women in terms of occupation are associated with low class jobs compared to their male counterparts (Hemmati, 1999).

2.6.5 Infrastructure and Tourism Development

For tourism development in any community, the public sector has the onus to provide infrastructural facilities that will favour the operations of the industry. The high cost of providing these infrastructures such as roads, electricity, water and communication facilities deter the private sector from going into the provision of these facilities. Government has to put in place some of these facilities to favour tourism development in any community. When these facilities are provided for tourism purposes, the community in turns benefit from them (Lin and De Guzman, 2007).

Thus, these infrastructural facilities provided by government are shared by the local community and the tourist. This contributes to the improvement of the standard of living of the community and its overall development (Hamzah, n.d).

Hamzah looked at infrastructure in tourism development to comprise of two types: the soft infrastructure and the hard infrastructure. The soft infrastructure implied investment in training, business development, industrial leadership and accreditation. The hard infrastructure on the other hand comprises transport facilities and services, information facilities, environmental protection and repair and interpretation of heritage and landscape.

These infrastructural facilities, whether hard or soft, are necessary for the development of any tourism industry. In the case of the study, it is important as it empowers the people and helps in their personal development as well as the total development of the community. There cannot be tourism development in isolation except it is tied to the development of the community.

2.7 Tourism and Migration Patterns

Assimeng (1999) identified some factors for migration in Africa and particularly Ghana. He highlighted economic, social, cultural and adventure as the factors that motivate migration from rural areas to urban centres. Among these factors, economic reasons are the key for migration to urban areas. Assimeng, citing Ward and others argued that inadequate village access roads and large distances between communities hamper access to information in the rural communities for policy formulation in Ghana.

Kuentzel and Ramaswany's (2001) study showed a positive relation between tourism development, migration and residential development. Their findings suggest that tourism amenities, economic and social conditions are sufficient conditions for residential change and migration.

Most community development researchers and planners assume recreational and tourism amenities are key incentives that entice seasonal and permanent residential development in communities. Kuentzel and Ramaswany (2001) further cited Galson and Baehler (1995), saying, the enhancement that keeps a community attractive to visitors could equally serve as attractions for permanent residents and their investments. This suggests that if a rural community develops its tourist sites, it will be in the position to attract investors in vacation homes and hotel facilities in the communities. This will thus create employment opportunities in the area.

Kuentzel and Ramaswany (2001) further argued that psychological attraction of rural dwellers to amenities in towns such as scenic qualities, water resources, recreation paths, parks, museum, restaurants and shopping opportunities are some of the factors that attract visitors to a community.

Snepenger et al's (1995) study revealed that people had to relocate their businesses to tourism rural based communities in Greater Yellowstone area. This relocation according to them was motivated by the presence of social and recreational facilities in the area.

Kuentzel and Ramaswany (2001) citing Warnick (1997) assert that certain tax policies can either positively or negatively influence residential development in tourist communities. Negative influence may limit the development of residential and hotel facilities in those communities. They further assert that in the United States millions of people migrated from rural areas to urban areas between 1850 and 1950. They pointed out that the situation later reversed in favour of the rural communities. Reasons for this change of events were attributed to regional restructuring that led to disinvestment in the urban areas but rather an investment in the rural areas. Another reason was the use of service base sector businesses and the application of deconcentration theory. This theory emphasizes on locational distribution of businesses and technological development such as communication, computer technology and infrastructure development. This facilitated mobility to recreation and sight seeing facilities in the hinterland.

2.8 Tourism and Poverty Reduction

2.8.1 Definition of Poverty

According to the World Bank (2001) "Poverty is a pronounced deprivation of well-being related to lack of material income or consumption, low levels of education and health, vulnerability and exposure to risk, and noiselessness and powerlessness". Another International body, the UNDP sees poverty as "being deprived of those opportunities and choices that are essential to human development: for a long, healthy, creative life, for a reasonable standard of living, freedom, dignity, self-respect and respect from others".

2.8.2 Effect of Tourism on Poverty Reduction

Many people have different understanding of what constitutes poverty reduction. However, one of the authoritative definitions of poverty reduction is given by Angelsen and Wunder (2003). They viewed the concept as all programmes, strategies, activities coupled with all efforts adopted by organizations, governments, groups and individuals in an attempt to minimizing human deprivation and lack of basic needs for survival (Angelsen and Wunder, 2003). Poverty reduction can be viewed as the situation whereby people are provided with alternative opportunities to meeting their survival needs. Tourism thus becomes one of the alternatives by which people can be empowered to meet their basic needs.

Tourism has the potential of contributing to the alleviation of poverty in communities where tourist's sites are located. According to Luvanga and Shitundu (2003) in Tanzania the tourism industry creates employment opportunities through the marketing of goods and services to tourists who arrive in the locality. These trading activities include the poor who often trade in handicrafts, agricultural products etc. This increases their income and thus reduces their poverty levels as well as improving their standard of living.

They added that through tourism, some infrastructural facilities in the area or locality are provided and thus open a number of opportunities and services. The poor use these facilities to improve upon their income levels and most importantly their social well being as well as capabilities. Again tourism serves as another means of diversification from the traditional agricultural employment. It serves as an economic activity especially in instances where the land is no longer productive. This diversification reduces the vulnerability and poverty of the poor in the community, particularly women.

However, these activities of tourism must be operated with caution as it can equally come along with some negative activities that may end up worsening the poverty situation of the poor in the communities. This implies that planning and impact assessment should be carried out before communities adopt tourism as an economic activity. This, when well done minimises the negative repercussions that come along with tourism especially in this era of globalisation, modernization and information technology.

2.9 Development of Tourism in Ghana

According to Teye, attempts to develop a viable tourism industry in Ghana can be traced to the early part of the post independence period. However, from the late 1980s tourism has received considerable attention in the economic development strategy of Ghana. The number of tourist arrivals and amount of tourists' expenditure has steadily increased, while both public and private investment activity in various tourism sub-sectors have expanded. This led to establishment of a Ministry of Tourism in 1993 to underscore government's commitment to tourism development in the country. Also assistance from the United Nations Development Programme (UNDP) and the World Tourism Organisation (WTO), led to the preparation a 15-Year Tourism Development Plan by the Ministry for the period 1996 to 2010.

In Ghana, the tourism industry is the fourth highest contributor to GDP. Its contribution to GDP increased from 5.83 per cent in 2006 to 6.3 percent in 2007. The industry also recorded an increase in revenue by 19 per cent, which is from 989 million Ghana cedis to 1.2 billion Ghana cedis within the same period (Daily Graphic, 2008). The paper also identified road development to the tourist sites and the rural areas for that matter as an important ingredient in promotion and development of tourism in Ghana which government must pay attention to their improvement. The paper laments that it is rather roads in the urban areas are executed at the expense of the rural area. Another concern put up by the paper is the lack of proper management of the affairs of these sites in the country.

There have been several tourists visiting Ghana in a year. Table 2.1 shows some major tourist sites in Ghana and the number of visits to the site while Table 2.2 shows the tourists arrivals in the country. There is an increasing patronage of Ghana's tourism by both local and domestic tourist, this has enhanced the foreign exchange base of the economy and has indirectly contributed the preservation of the natural resources such as the forest and wildlife especially those that fall with tourist attritions.

¹Table 2.1 Number of Visits at some Major Tourists Sites

Site	Region	2002	2003
Amedzofe	Volta	2127	2435
Liate Wote	Volta	2670	2692
Tafi-Atome Monkey Sanctuary	Volta	2235	1727
Xavi	Volta	44	309
Boabeng-Fiema Monkey Sanctuary	Brong Ahafo	6240	7330
Tano Boase Sacred Grove	Brong Ahafo	413	895
Tongo Hills	Upper East	273	788
Paga Crocodile Pond (Chief Pond)	Upper East	5826	5473
Wechiau Hippo Sanctuary	Upper West	901	985
Bobiri Forset and Butterfly Sanctuary	Ashanti	1470	2162
Bunso	Upper West Region	123	1420
Domana Rock Shrine	Brong Ahafo	268	488
Totals		22590	26704

Source: State of the Ghanaian Economy, ISSER, 2004.

From the Table 2.1, it can be realised for almost all the tourist sites that, there have been an increase in the number of visitors to the site each year. This shows the interest tourist have in Ghana. However, there is marginal increase in the number of visitors who visit the only tourist site captured in the report. Among the numerous tourist potentials in the Upper West region, it is only Wecheau Hippo Sanctuary which attracts many visitors to the region. Northern Ghana has a lot of tourist attractions e.g. the Mole Game Reserve, the Larebanga Stone and Mosque which are not showcased to attract tourists to facilitate the development of the area.

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Footnote 1: There are no recent figures in the recent editions of the State of the Ghanaian Economy.

Table 2.2 Summary of Tourism Arrivals in Ghana, 2006

Mouth	Residents	Non- Residents	Total Arrivals
January	25,527	20,158	45,685
February	23,428	4,706	28,134
March	50,767	9,945	60,712
April	45,062	11,539	56,601
May	23,661	7,221	30,882
June	30,584	7,803	38,387
July	35,269	6,145	41,414
August	28,984	7,229	36,213
September	3,646	2,803	6,449
October	10,081	3,508	13,589
November	10,398	2,504	12,902
December	11,459	2,275	13,734
Total	298,866	85,862	387,341

- *Residents are Tourists who stay at tourists sites while Non- Residents are those who do not stay over at the sites.*

Source: State of the Ghanaian Economy, ISSER, 2006.

A major problem hampering the tourism industry in Ghana is accommodation since the country can not boast of any luxurious facilities to accommodate tourists. As far as accommodation is concerned, Ghana has more of low quality accommodation and this has not improved over the years. This can be well appreciated in the Table 2.3 below.

Table 2.3 Hotel Accommodation by Category, 1998-2005

Year	5 star	4 star	3 star	2 star	1 star	Guest houses	Tourist homes	Budget	Total
1998	0	3	15	65	96	74	2	475	735
1999	1	2	18	94	94	79	34	512	834
2000	1	2	22	92	123	127	10	651	992
2001	1	2	22	92	123	127	3	651	1053
2002	1	3	24	116	140	150	0	728	1169
2003	1	4	25	135	151	165	1	765	1250
2004	1	4	25	133	153	156	19	797	1315
2005	1	4	28	137	154	171	2	836	1333
%change in 2005	0.0	0.0	12	3	9.6	0.7	4.9	-	2.2

Source: State of the Ghanaian Economy, ISSER, 2005.

From Table 2.3 it can be realised that there have not been any significant increase in the provision of luxurious facilities, however, there have been a sharp increase in the number of low cost facilities (budget) and small scale hotels over the period. Most of these facilities do not provide the expected quality of services. These facilities have created jobs for people in the communities in which they are located. There are also limited numbers of licensed restaurants (28) in the country that provide catering services to the tourists. The informal restaurant services that provide service to tourist in Ghana are numbered 343.

2.10 Institutional Structures of Tourism in Ghana

2.10.1 Ministry of Tourism and Diasporan Relations

This is the body of government in charge of formulating policies and giving direction to activities and operations of the industry in the country. Government intends to use tourism as a strategy to reduce poverty by bringing tourism to the doorstep of Ghanaians through awareness creation and the identification and development of effective marketing strategies to attract tourists. To achieve the above purpose, the Ministry of Tourism was created in 1993 and charged with the following functions:

- To initiate and formulate policies, taking into consideration the needs and aspiration of the people.
- To undertake tourism development planning with the consent of the National Development Planning Commission
- To coordinate, monitor and evaluate the efficiency and effectiveness of the performance of the tourism sector (Ghana Tourist Board Directory, 2008).

2.10.2 Ghana Tourist Board

The Board is the implementing organ of the Ministry of Tourism and Diasporan Relations. It has its main functions as to:

- Implement and advice the Ministry on the formulation of policies on tourism
- Market both locally and internationally the industry and also play regulatory functions
- Regulate, classify, license and control the standards of accommodation, catering and retail travel and tourism enterprises.

In addition to these main functions, the Board is to provide support services to investors and update them with information on market trends and projections on the components of the industry (Ghana Tourist Board, 2008).

2.11 Case Study of South African Tourism Industry

In South Africa, tourism is the fourth largest generator of foreign exchange to the national economy. It contributes 8.2 per cent to the national economy. This is reflected in the increase in export earnings by 13.2 per cent in 1998 (Spenceley, 2001). The industry employs 3.2 per cent of the total workforce with its Travel and Tour economy employing 7.3 per cent of the labour force (Mahony and Van Zyl, 2001). The country has paid much attention to the industry to ensure that maximum benefits are drawn. This is reflected in the progressive increase in the budgetary allocation of the Ministry of Environmental Affairs and Tourism (DEA&T) in the country. From 1995 to 1998, investments in the tourism industry in South Africa constituted R44.9 billion. This amount was invested in the major infrastructural areas as follows: transport infrastructure 15 per cent, accommodation 29 per cent, services 6 per cent, attractions 2 per cent, complexes 21 per cent, gaming 25 per cent, and ecotourism 2 per cent.

The South African government tourism institutional structure is made of two main institutions; one body in charge of Tourism Resources Management and the other for Environmental Quality and Information Management of the Resources in the industry. The Tourism Resources Management has three other sections under it. These are Tourism, Biodiversity, and Marine and Coastal Coordination. The Environmental Quality and Information Management is also made up of Environmental Quality and Protection, Environmental Coordination and Communication, and Weather Bureau.

The focus areas of the Tourism branch are:

- To create the conditions for responsible tourism growth and development.
- To promote the conservation and development of natural and cultural resources for sustainable and equitable use.

- To promote and enhance the quality and safety of the environment.
- To provide accessible environmental and tourism information for sound planning and decision making.

Outside the governmental institutional structure for tourism development in the country are private agencies that operate to promote the development of the industry. At the national level, there is the National Tourism Agency that has the following responsibilities:

- 
- International marketing and tourism promotion
 - Research, market intelligence and information management
 - Ensure Industrial Standards
 - Promote product development
 - Ensure human resource development
 - Facilitate and coordinate tourism development in the provinces
 - Implement national tourism policies

The country also has the Provincial Tourism Organisations (PTO). They manage activities at the province level. In addition to that they also carry out these other functions:

- Assist community organizations to organize themselves for greater representation
- Administer registration for guides

2.11.1 Participation of the Community in Tourism Industry

There is relationship among stakeholders in the tourism industry in South Africa. The government has provided the enabling environment for both the community and the private sector to relate harmoniously.

The role of communities in tourism development is defined by the DEA&T as follows:

- Should be organised to play a more effective role in the tourism industry and interact with government and role players at all levels.
- Identify and exploit potential tourism resources and attractions within communities.
- Use opportunities for tourism training, awareness and finance incentives for tourism development.
- Seek partnerships with established private sector tourism.
- Support and promote responsible and sustainable tourism development, including being tourists.
- Oppose developments that are harmful to the local environment and community culture.
- Participate in decision-making of planned and proposed major tourism developments.
- Work to enhance positive benefits of tourism and minimise negative impacts.
- Organise to maximise the sharing of information and experience.
- Have representation in national, provincial and local tourism structures.
- Encourage the press to proactively provide tourism information to communities.
- Work closely with NGOs to educate communities about tourism.
- Make information on community tourism resources and attitudes transparent and accessible to all levels of government.
- Sensitise the private sector, tourism parastatals, environmental agencies and NGOs to the importance of community involvement (Spenceley, 2001)

2.12 Summary

The chapter attempted to define major concepts in the subject area which are relevant to the achievement of the objectives of the study. Thus, from the review some issues that came to light are summarised here.

From the preceding discussions, tourism has to do with the movement of people from one place to another for a short duration not exceeding a year. The reasons for the visitations are varied but largely for recreation and relaxation purposes. These movements are attracted by different types of tourism in the country. Ghana particularly is endowed with ecotourism potentials which attract both international and domestic tourists. This helps in the mobilisation of local revenue and foreign exchange for the development of the country and communities as well. However, the continuous mobilisation of these resources depends on the sustainability of tourism in the country.

For tourism to be sustainable, proper planning and management of activities of tourism should be put in place. This is to ensure that the negative effects of tourism on the community are curtailed while enhancing the positive benefits of the industry. Since the backbone of Ghana's tourism industry is ecotourism, there is the need to put in measures to ensure environmental and wildlife conservation to make tourism sustainable. This should be done in conjunction with communities in which these tourists' sites are located. Since the livelihood of the local people depends on the environment, there is the need to provide alternative livelihoods to prevent overdependence and depletion of the environment. Benefits emanating from tourism activities should be equitably distributed to ensure that tourists' communities enjoy some benefits in the milieu. To make tourism sustainable, efforts should be put in place to minimise the erosion of the cultural values that make the community unique.

Tourism creates a lot of opportunities in the communities in which there are tourist sites or some form of attractions. These opportunities can be maximized if endogenous

resources are effectively mobilized. If this is done it attracts investment into the local economy and this serves as a booster to the community. Tourism has a huge multiplier effect and a lot of positive externalities which can help alleviate the poverty situation of the people. This curbs the canker of rural-urban migration of the youth for jobs and its associated problems.

As business activities flourish in the community, it enhances local revenue generation for the district assembly. The assembly is able to gather enough revenue for the provision of social and infrastructural services in the community and for the overall development of the district.

For tourism to have the desired impact, sustainability issues should be taken into consideration. This makes the industry beneficial to the present and unborn generations. To build capacity for the sustainable management of tourism in the community, there is the need to involve the rural people in the planning and implementation stages of the execution of tourism projects. This ensures efficient management of the sites and other projects. It also eliminates conflicts and abandonment of projects in the communities.

Tourism come with numerous opportunities, however, it is a double-edged sword as it also comes with other negative implications if proper planning is not carried out. Most communities are always obsessed with the benefits of tourism to the neglect of the negative consequences. Tourism has many negative impacts on the cost of living, socio-cultural structure of the people and the environment. These impacts should be assessed effectively in the appraisal of tourism projects and measures put in place to mitigate the negative impacts that it may come with.

To achieve environmental conservation, it is imperative to involve the people at the planning and implementation of tourism plans. This inculcates the spirit of community ownership in the local people and thus gets their cooperation in activities of tourism to

the development of the country. In the Upper West Region and other parts of the country, the concept of conservation of nature has led to the formation of many environmental clubs by the communities and some Non Governmental Organisations. Participation of members of the community in the development of tourism allows openness from the local people who have knowledge of the potential tourists' sites in the community. Some of these areas or sites are seen as sacred. However, if the community members are involved and made to understand what they stand to benefit, they will be in the position to allow these areas to be developed as tourists' sites.

Some the constraints and challenges that face the tourism industry identified are poor nature of road particularly in developing countries where development of the industry is still at nymphet stage. Poor infrastructural development such as poor road conditions, communication, electricity and water has always been a big constraint and a challenge to the tourism industry in most countries.

Inadequate service provision is another challenge to the industry as most of the services such as accommodation; restaurants also remained a challenge to developing countries since they are most often financially constrained. However, the private sector shy away from the provision of some of these facilities because of the huge capital outlay associated with their provision.

CHAPTER THREE

STUDY AREA AND RESEARCH METHODOLOGY

3. Introduction

Having discussed some concepts from literature in the previous chapter to enable us use the appropriate methods, this chapter discusses the profile of the study areas and the methodology used in the collection and analysis of the field data.

3.1 Location and Population

This study covered two communities, Gwollu and Wecheau, each in a district in the Upper West Region. The two selected communities are the active tourist's sites in the region and some developments are taking place in the tourism sector in these communities as compared to other communities in the region. Analysis of the impact of tourism in community development is necessary because underdevelopment in Ghana is basically a rural phenomenon. The two communities apart from being tourist centers have a rural setting as well.

The two study communities for the research, Wecheau and Gwollu, are the district capitals of the newly created Wa West and Sissala West districts respectively in the Upper West Region. Wa West District to the South, North-West, East and West, share common boundaries with the Northern Region, Nadowli District, Wa Municipality and Cote d' Ivoire respectively. The Sissala West District on the other hand shares a boundary to the West by Lambussie district, to the East by Sissala East district, to the South by Wa East and to the North by Burkina Faso. This can be seen clearly from Figure 3.1 on page 54. This makes these two communities, Wecheau and Gwollu properly placed to attract tourists from the neighbouring countries and also domestic tourists who may want to visit these neighbouring countries. This will create jobs directly and indirectly to 69,284 and 44,440 people in Wecheau and Gwollu respectively (Statistical Service,

2000). The populations of these communities do not commensurate the traditional job of farming.

The tourists' attraction in Wecheau Hippopotamus Sanctuary is a protected area 40 km down the length of the Black Volta River. It is home to hippopotamus, bats, hedgehogs and many reptiles. It also has over 200 identified species of birds.

The tourists' attraction in Gwollu is the ancient slave route in the region. It is 70km north of Wa. The defense wall was built in the 19 century as a protection against slave raiders who intrude for the local residents at time. These tourist areas form a blend of natural resources like the Black Volta and historical antecedents that can mobilise financial and human resources for the development of the respective communities.

3.2 Climate and Vegetation

There are two main distinct climatic seasons in the area; these are the rainy season which spans from May to September and the dry season which also starts from October and ends in April the following year. However the rainy season is characterized by erratic rainfall in the year. The annual average rainfall is 1120mm (DMTP, 2007). In the dry season, the weather is generally dry and hazy, creating favourable conditions for bushfires which destroy food crops and some economic trees. This climatic condition supports a savanna vegetation of short trees and shrubs. Some of the economic trees that do well in this area are Shea, dawadawa, kapok, baobab, mango, nim and cashew. The food crops that do well in this area are millet, sorghum, maize, cowpea, pea and yam. Short trees and grasses found in the area serve as fodder for livestock like goats, sheep, donkeys and cattle. Rearing of poultry is also common in the area.

The vegetation and climatic conditions favour some type of trees like baobab which are only common to the savanna area and could be of interest to tourists. The main

occupation of the people in these communities is farming which is mainly in the rainy season. This takes about five months in a year after which they idle for the rest of the seven months. Thus, there is the need to diversify into other employment areas like tourism to engage them during the seven month period. The vegetation in this area also gives indication of how to protect some tourist sites especially during the dry season to make them attractive to tourists. As Christ et al (2003) argued that tourism development depends on the environment. For any locality to generate the needed resources from tourism for its development there is the need for it to maintain the beauty of its environment.

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3.3 Ethnic Diversity

Wa West District has three ethnic groups, the Waala, Brefor and Dagaaba. These ethnic groups are similar in some features. In the Sissala West District, the Dagaaba and the Sissala are the only ethnic groups. There are no great variations in dialect of these ethnic groups. There are three main religious groups in the two communities; these are the Traditional, Christianity and the Islamic. Traditional worshippers are the majority among the various religious groups. Despite the differences in religious and ethnic groups in the communities in the district, there is peaceful co-existence between the groups thus making a stable destination for tourism. This provides a variety of cultural activities which can serve as tourism opportunity worth developing. The different cultures provide different festivals which attract people from all walks of life.

3.4 Migration Trends

People from the two districts migrate for the same reason of non existence of employment opportunities in their respective communities. This confirms the reason that economic circumstances facilitate the migration of people (ILO, 1972, Assimeng, 1999). They however migrate to engage themselves in menial jobs in the south of Ghana. There are two employment patterns of the two groups of people who move to the south. While the females of WWD get employed in kayayo business, those of SWD are employed in

chop bars and homes. The Sissala tribe of the SWD is seen in charcoal business in the south. However males from the two communities engage in farm labour in the south as a form of employment, especially in the dry season in the north. Development of tourism in these communities can create employment opportunities which will curb the mass movement of the people to the south. These employment opportunities empower the people to be able to contribute to the development of the communities through the payment of taxes.

3.5 Local Economy

Agriculture is the predominant occupation of the people in most communities in the area, employing about 90 per cent of the labour force (SWDMTP, 2007). This age old business of Adam handed down to the present generation does not yield any meaningful returns at the end of the cropping season. Thus poverty is dominant in these communities with women and children being the hardest hit. The other minor businesses undertaken in these communities include Shea butter extraction, pito brewing and local soap making (DMTP, 2007).

In the Sissala West District, some other economic activities such as charcoal and fuel wood production, blacksmithing and weekly market trading among neighbouring communities and neighbouring Burkina Faso are common. Cotton production is one of the cash crops that the male groups engage in during the rainy season. In the dry season however, there are limited economic activities in the area. Deforestation which does not promote tourism development is rather on the ascendancy as the people fell trees to produce charcoal. To curtail the destruction of the environment, there is the need to boost tourism development in the district to provide alternative employment for the people.

3.6 Tourism Potential

There are many more tourist areas in both districts which can be developed to create opportunities for the indigenous people. Cultural activities of these communities are

potential activities that can be marketed to create the opportunity for them to showcase their rich traditions and history. It will also afford the communities an opportunity to sell their artifacts at some of these occasions. The two districts also have differences in their various tourism potentials. Some of the tourism potentials in the Sissala West District according to the District Medium Term Development Plans are the Gwollu Slave Defense Wall, the tomb of the king Tanjia (the builder of the defense wall), the Traditional Bone Setting Centre, the crocodile pond in Gwollu, the tomb of President of the third Republic of Ghana, Dr. Hillah Limann and the Kukur Baghr festival of the people of Fielmua. While that of the Wa West District include the hippopotamus sanctuary in Wecheau, the crocodile pond around Ga and the unique Lobi Architecture.

3.7 Summary of Implications

The location of the two communities promotes international tourism. Apart from tourists who travel from outside Africa to visit tourist sites in these communities, neighbouring countries with which the communities share boundaries with patronise these sites especially when they come to trade in the community. Gwollu enjoys proximity as neighbouring Burkina Faso come to visit the slave defense wall when they are tracing the history of slavery and the history of Babatu the notorious slave raider.

The climate of the place determines the type of vegetation and animals in the area. The vegetation of the place favours the growth of some plants such as the baobab, shea and dawadawa which are peculiar to some parts of the country. The plant and animal species coupled with the savanna vegetation type, these serve as attraction to people who have never seen these plants and animal species, and vegetation type.

The ethnic diversity provides different cultural activities and festivals such as the Kukur Bagr in of the Fielmua people in the Sissala West and the unique Lobi architecture turn to attract people from different parts of the country to the area. These cultural heritages of the people turn to promote tourism in the various communities and districts.

Migration of the people outside their communities serves as a disincentive to tourism development in the two areas. Most the skilled youth who could stay behind during the dry season to engage in crafts which attract some tourist to the communities turn to migrate to the south in search well paid jobs. This limits the number of attractions in the communities.

Tourism and the local economy are interdependent on each other. While the local economy depends on tourists for sales of their products, demand of some artifacts and crafts by tourists turn to diversify the economy of the people which is predominantly agriculture. The sale of the artifacts and crafts in the local markets turn to attract tourists to the locality, thus promoting tourism in the communities. This invariably stimulates the exploration and development of new tourism potentials in the locality.

3.8 Methodology

3.8.1 Rationale for Case Study Approach

Sarantakos (1996) citing Yin (1991) defined case study as an empirical inquiry of a contemporary phenomenon within its real context using multiple sources of evidence. The case study is a type of research different from the other forms of investigations with its unique characteristics. The principal objective of case study approach according to Bell (1992) is concerned with the interaction of factors and events giving a vivid practical picture of the interactions. The case study approach employs several data collection methods in order to avoid errors. Mostly, observations and interviews are used in case studies (Bell, 1992). The respondents in this type of research are treated as experts instead of mere sources of data (Sarantakos, 1996).

The major concern of case study is generalising findings, because it is limited to a particular area. However, Bell citing Denscombe, mentioned that generalization is possible if the situations are similar and the details are sufficient and appropriate.

3.8.2 Validity

This is the ability to measure what is supposed to be measured in order to ensure accuracy of the results of the research. In doing so, the right instruments should be used to measure the appropriate variables. In other words a valid measure gives results which represent the reality and conditions of the environment under study (Sarantakos, 1996).

He also identified two forms of validity in research. These are the internal validity and the external validity. The former according to him represents how useful the measuring instrument is to measure the variables. And the latter has to do with the possibility of generalising the findings of the study taking cognizance of the instruments used in the study.

3.8.3 Research Variables

The research measured certain variables to determine the impact of tourism in the communities. The variables considered in the study are categorized into various themes with respect to the research objectives.

(i) Economic Impact Variables

Under this assessment, the study found out the contribution of tourism in the following areas:

- Employment opportunities;
- Revenue generation for district and local development;

- Standard of living of the people; and
- Cost of living in the area

(ii) Social Impact Variables

In this assessment segment, questions were posed to generate opinions of respondents on the following variables:

- Social problems evolving from the activities of tourism in the community
- Local service: the extent to which tourism has improved or the local services in the community
- Migration issues emanating from tourism in the community.

The research also attempted to look at other issues that are naturally associated with tourism activities especially those related to the environment. Some of the environmental variables that looked at are enumerated below.

(iii) Environmental Impact Variables

- Pollution in the community
- Conservation of nature in the community

3.8.4 Data and their Sources

There are several methods of data collection in research. However in this study, two main data collection tools were largely employed for empirical data; these are both direct and indirect observations, and questionnaire. Secondary data from existing literature were consulted to complement the empirical data.

(i) Direct Observation

Direct observation was involved in the data collection exercise. Direct observations were made at places where direct contacts with tourists' sites were possible and indirect observation was employed for indirect impact of tourism in the community. Transect walks were made under the guidance of the tourists guides and some members of the community. This was within the week data collection exercise in each of the communities. In the course of the walk pictures were taken of existing and potential tourist sites. These can be seen on pages 67-70 and at appendix 4.

(ii) Questionnaire

This is the key tool for data collection in this study. Questions were designed for respondents to give their opinions regarding the state of tourism in their respective community. This method was employed because of its ability to gather efficient information for both quantitative and qualitative analysis (Kontey 2000, Twumasi 2001). This method is also less time consuming and efficient, particularly in this research because many of the respondents were accessible.

3.8.5 Sampling Techniques

3.8.5.1 Sample Population

The sample population is the total number of individuals in the study area. This study covers two tourist community; Gwollu in the Sissala West district and Wecheau in the Wa West district of the Upper West Region. The total population in this study is 6,463 constituting 4,802 for Gwollu community and 1,661 for Wecheau community.

3.8.5.2 Sample Frame

The sample frame is the list of all sample units in the population. In this study the sample frame comprise all households in the communities as given by the 2000 Population and

Housing Census of Ghana. From the census, the total number of households for the two communities are; Gwollu 458 and 208 for Wecheau. Thus the sample frame is 666 for the study. From this sample fame only adult eighteen years and above were interviewed.

3.8.5.3 Unit of Analysis

In a case study approach, units of analysis refer to the institutions, organizations, issues about which conclusions are drawn (Inkoom, 1999). In the case of this research, the units of analysis are the GTB, TMTs and members of households resident in the communities.

3.8.5.4 Sampling Procedure

Individuals representing households were interviewed using 196 questionnaires. The sample size was arrived at using the relation $n=N/[1+Ne^2]$, where n= the sample size, N= the total household considered (666), e= margin of error (0.06) at 94 per cent confidence level. The sample was distributed among the research communities based on proportions i.e. $z=p/P$, where z= sample representation for a community, p=total household for the concern community and P= sum of households of the concern communities studied.

Table 3.1 Sample Distribution

Community	Population	Total Households	Household Questionnaire
Gwollu	4,802	458	135
Wecheau	1,661	208	61
Total	6,463	666	196

Author’s Construct, 2008

In the administration of the questionnaire, stratified sampling procedure was employed to select households interviewed. Fifty per cent (50 per cent) of the sample interviewed were the youth (18-37 years), thirty per cent (30 per cent) were those in the middle ages

(38-47 years) and twenty per cent (20 per cent) were those in the older generation (48 and above). The reason for this segregation is to get opinions from these categories. The older generation will have experienced the changes that have taken place since the existence of these natural attractions to date while the middle age class and the youth will give their generational view of impact of tourism in the community.

Based on the female male ratio of 1.03:1 and 1.07:1 for Gwollu and Wecheau respectively, fifty per cent (50 per cent) males and fifty per cent (50 per cent) females were to be interviewed in both communities. This is to allow for gender version of the perception of the impact of tourism in the communities and some of the potentials and constraints that exist.

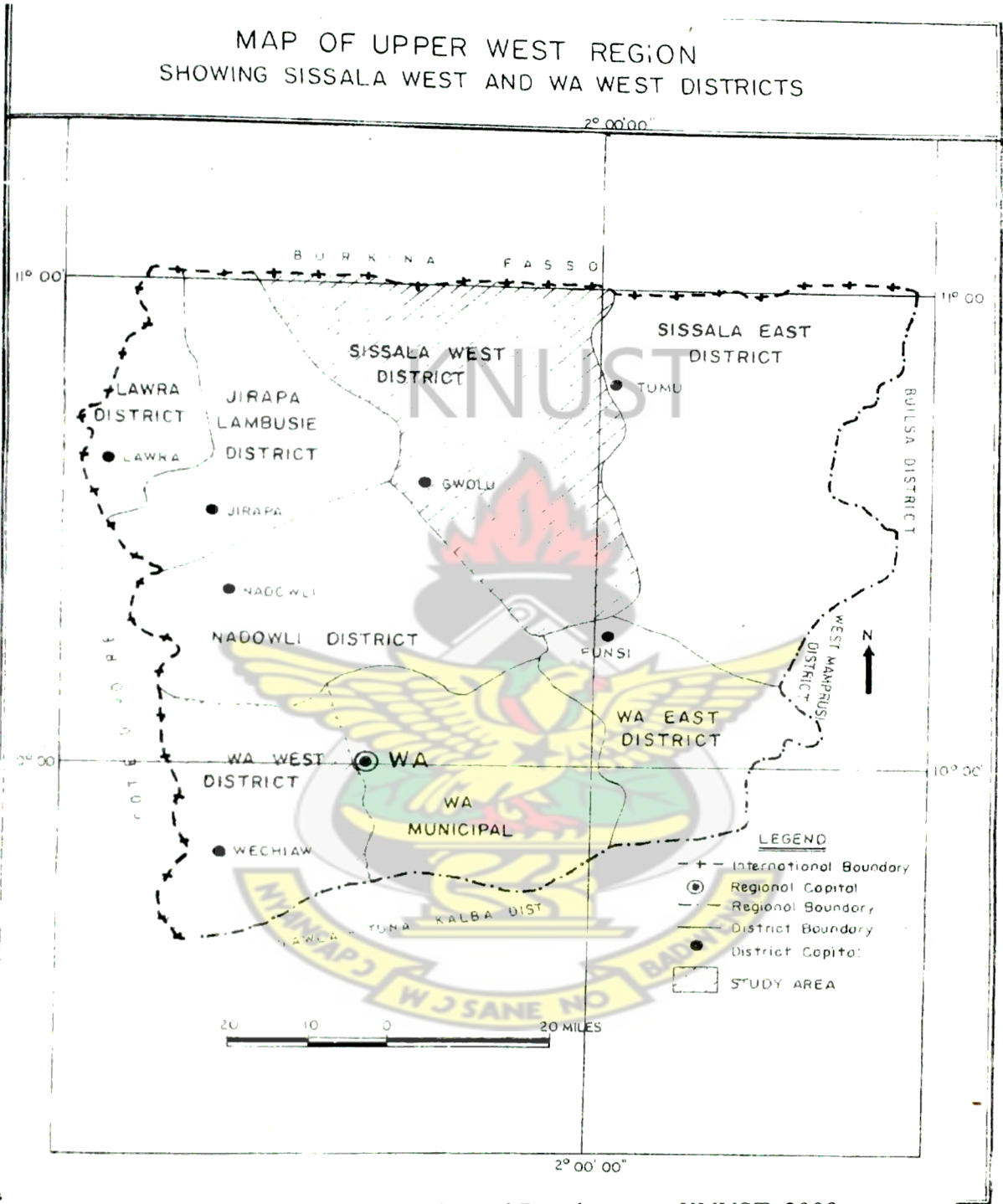
3.8.5.5 Data Analysis

The data of the research was analysed using appropriate descriptive statistical methods of data analysis such as bar charts. Tables and other computations were used where applicable, to explain and interpret results of analysis.

3.9 Summary

This chapter described the geophysical characteristics of the study area and how they enhance tourism development in the communities or otherwise. The chapter also spelt out the methodology of the study and how the research was carried out. A case study approach was adopted for this study. Largely, qualitative analyses were used in this study for the analysis of data. This forms the bases of analysis in the next chapter. The next chapter there discusses the results of the data collected.

Fig. 3.1 Map of Upper West Region indicating Study Areas



Source: Department of Geography and Rural Development, KNUST, 2008

CHAPTER FOUR

RESULTS AND DISCUSSION

3 Introduction

This chapter dealt with the analysis, presentation and discussion of data gathered from the field. Secondary data was incorporated into the analysis and discussed appropriately. It presents the discussions under the major headings adopted from the objectives of study.

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4.2 Characteristics of Respondents

4.2.1 Age of Respondents

Results of the study revealed that majority of respondents who are members of households from both communities are within the middle age class. Wecheau has 34.43 per cent of the respondents falling within the age range of 18-27 years. While majority of the respondents in Gwollu were in the range 28-37 years, constituting 31.11 per cent of the responses gathered from the community. Very few respondents from both communities were in the range of 58 years and above. Those in this class constituted 4.92 per cent and 3.70 per cent for Wecheau and Gwollu respectively. A base age of 18 years was used for the classification because, in Ghana, it is the legal age at which one is considered mature enough to make decisions on his or her own. Table 4.1 below shows the age distribution of respondents in the two communities.

Table 4.1 Age Distribution of Respondents

	Age					Total
	18-27	28-37	38-47	48-57	58+	18-27
Community Gwollu	23	44	39	24	5	135
% within Community	17.0%	32.6%	28.9%	17.8%	3.7%	100%
Wecheau	23	15	13	7	3	61
% within Community	37.7%	24.6%	21.3%	11.5%	4.9%	100%
Total	46	59	52	31	8	196
	23.5%	30.1%	26.5%	15.8%	4.1%	100%

Source: Author's Field Survey (June 2008)

4.2.2 Sex of Respondents

The sample was selected based on the female - male ratio of both communities as indicated earlier. This is to allow for gender version of the perception of the impact of tourism in the communities and some of the potentials and constraints that exist. However, due some cultural prohibitions, seventy per cent (70%) of men and thirty per cent (30%) of women were interviewed in Wecheau. In their culture, women do not grant audience to outsiders (strangers) without permission from their spouses.

Results of the survey shown in Table 4.2 give a sex distribution of 53.57 per cent males and 67.21 per cent females. However, in Gwollu 47.41 per cent of the people interviewed were males while 52.59 per cent was females. In the Wecheau community, 67.21 per cent of respondents were males while 32.29 per cent were females.

Table 4.2 Sex Distribution of Respondents

		Sex				Total	
		Male	Per cent	Female	Per cent		Per cent
Community	Gwollu	64	47.41	71	52.59	135	100
	Wecheau	41	67.21	20	32.29	61	100
Total		105	53.57	91	67.41	196	100

Source: Author's Field Survey (June 2008)

4.2.3 Educational Level of Respondents

For any community to develop, the calibre of its human resource is an important issue to be considered. Educational attainment informs the type of responses and the understanding of respondents of the issues pertaining to tourism and the advantages taken by them. It also influences the type of employment opportunities available to the people in the community. This confirms Okech and Mwangi (2005) assertion that the quality of labour in the community controls migration of experts from other areas into the community.

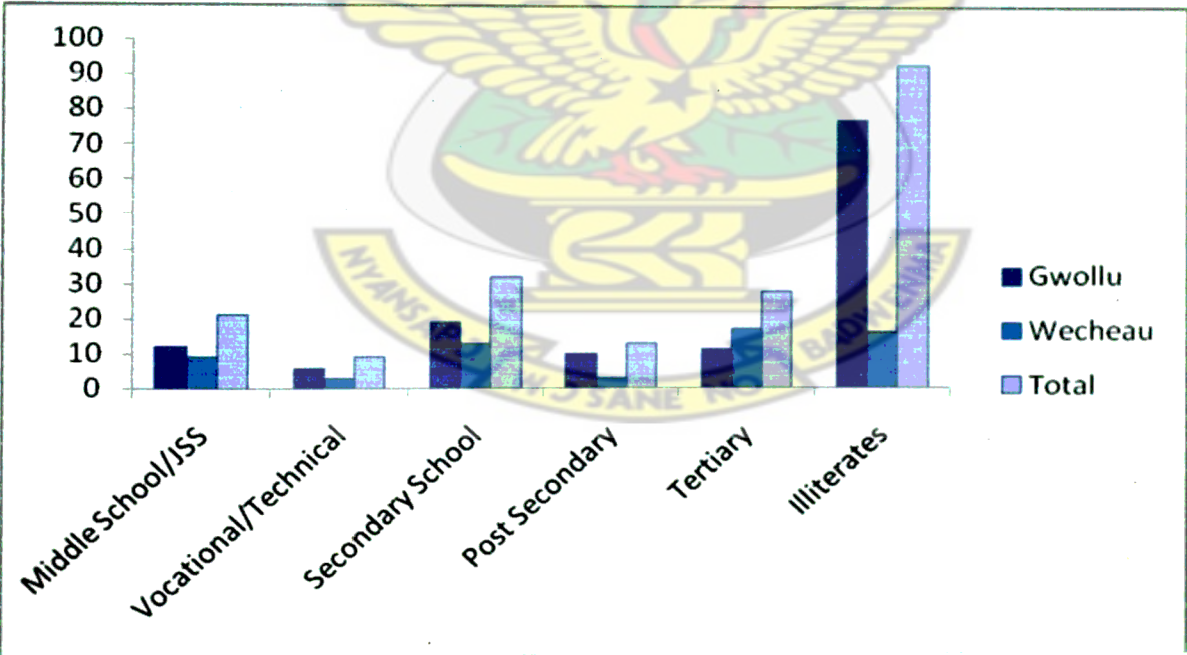
The effectiveness and quality of participation of the people in tourism development in the community is influenced by education. The tourism industry will be able to estimate the skilled labour that they can mobilised in the communities and how to fill any gap that may exist. It will also be possible to know the type of jobs that tourism industry should stimulate to engage the unskilled labour force. This will bring all hands on deck to contribute to the development of the community. Empirical data from the field revealed that at various levels of education, more respondents are educated in Gwollu than their counterparts in Wecheau except at the tertiary level as shown in figure 4.1 and Table 4.3. However for both communities, majority of the respondents have no formal education.

The literacy situation is however high in Gwollu as compared to Wecheau. This means that majority of the members of the community would be engaged in low income livelihood activities as compared to their educated counterparts. Once they are the majority, plans should be made to involve them in tourism activities that do not require specialized expertise.

Table 4.3 Educational Level of Respondents

		Educational Level						Total
		Middle School/JSS	Vocational/ Technical	Secondary School	Post Secondary	Tertiary	Illiterates	
Community	Gwollu	12	6	19	10	11	77	135
	Wecheau	9	3	13	3	17	16	61
Total		21	9	32	13	28	93	196

Figure 4.1 Educational Levels of Respondents



Sources: Author's Field Survey (June 2008)

4.2.4 Place of Origin of Respondents

From Table 4.4 below, it is observed that the sample studied is predominantly indigenous people from the communities. Most often tourism activities turn to attract people from other communities and regions to tourist communities to look for jobs in order to make a living. Knowledge of this aids development practitioners to put in measures to minimize unnecessary conflicts that may show up. Migration puts pressure on the few available facilities in those communities that migrants settle.

One hundred and thirty two responses accounting for 67.93 per cent are from the locality and the rest of the 32.07 per cent are migrants to the tourist communities. These migrants relocated to these two communities to do business while some have been located there because of their professions. From the majority of the migrants interviewed, 40 have relocated and stayed for 1-5 years in the localities. Wecheau has the higher migrant population of 57.37 per cent compared to Gwollu which has 17.78 per cent, because it is one of the well organized tourist communities relative to the other tourist sites in the region. These migrants come from within the districts, other districts as well as other regions. Its site of attraction is more of wildlife than relics in Gwollu. Also tourism in Wecheau is more mature in terms of development as the Hippopotamus sanctuary came into being before the development and preservation of the Defense wall in Gwollu.

Table 4.4 Place of Origin and Length of Stay of Respondents

Length of stay in the community			Place of origin				Total
			From locality	From a town within the district	From another district	From another region	
1-5 years	Community	Gwollu	0	5	7	1	13
		% within Community	.0%	38.5%	53.8%	7.7%	100.0%
	Wecheau	Count	1	4	16	6	27
		% within Community	3.7%	14.8%	59.3%	22.2%	100.0%

Table 4.4 cont'd

Total			1	9	23	7	40	
6-10 years	Community	% within Community	2.5%	22.5%	57.5%	17.5%	100.0%	
		Gwollu	2	2	5		9	
		% within Community	22.2%	22.2%	55.6%		100.0%	
		Wecheau	0	4	2		6	
		% within Community	.0%	66.7%	33.3%		100.0%	
		Total	2	6	7		15	
11-15 years	Community	% within Community	13.3%	40.0%	46.7%		100.0%	
		Gwollu	1				1	
		% within Community	100.0%				100.0%	
		Wecheau	1				1	
		% within Community	100.0%				100.0%	
		Total	2				2	
12-20 years	Community	% within Community	100.0%				100.0%	
		Gwollu	1				1	
		% within Community	100.0%				100.0%	
		Total	1				1	
	20+ years	Community	% within Community	100.0%				100.0%
			Gwollu	108	0	3	0	111
		% within Community	97.3%	.0%	2.7%	.0%	100.0%	
		Wecheau	24	1	1	1	27	
		% within Community	88.9%	3.7%	3.7%	3.7%	100.0%	
		Total	132	1	4	1	138	
			% within Community	95.7%	.7%	2.9%	.7%	100.0%

Source: Author's Field Survey (June 2008)

Tourism has the potential of creating employment for both the formal and the informal sectors. As a result of tourism activities, employment is created in most sectors of the local economy. This stimulates the development of the community as the district assemblies are able to generate revenue from business springing up as a result of the activities of tourism (Mwagana and Okech, 2005). These revenues mobilized are then used in the provision of facilities such as roads, schools and health facilities.

Table 4.5 shows employment activities of respondents. From the table, in the informal sector, many of the respondents, about 49.6 per cent and 60.7 per cent for Gwollu and Wecheau respectively engage in other activities such as farming and other governmental jobs to earn their income. Out this percentage, 30.4 per cent more males than females engage in these other forms of employment activities in Gwollu while 23.3 per cent more male than females are involved in Wecheau. This implies that from the respondents, more females are engage in tourism employment activities in the informal sector than the male counterparts.

In the informal sector, 19.3 per cent (26) and 26.7 per cent (36) of the respondents in Gwollu earn their income through selling food and handicraft respectively to visitors. While in Wecheau, 16.4 per cent (10) and 18.0 per cent (11) of the respondents sell food and handicraft respectively to earn income. This means that more people are engage in tourism related employment opportunities in the informal sector in Gwollu than Wecheau. Much advantage is being taken of tourism activities in Gwollu than in Wecheau, it could also be that more of the people in Wecheau do not have the necessary skills to take advantage of the opportunities of the informal sector of the industry. This is evident as cooking in hotels is common in Gwollu compared to Wecheau, this attributed to the presence of the District Assembly (DA) canteen in Gwollu. It is also observed from the Table 4.5 that, only males are involved in act as tourists' guards while only females work as cooks in hotels in the communities. This suggests that some jobs are gender dominated as compared to others.

In the formal sector, out of eight formal employees at the GTB, only one is a female, accounting for 12.5 per cent of females employed in the formal sector. The situation is deplorable at the community level as there are no females on the management teams in both communities.

Table 4.5 Employment Activities of Respondents

Community				Means of income					Total
				Selling food	Selling handicraft	Cooking in a hotel	Guiding tourists	Other	
Gwollu	Male	count		2	18	0	2	42	64
		%		3.1	28.1	.0	3.1	65.6	100.0
	Female	count		24	18	4	0	25	71
		%		33.8	25.4	5.6	.0	35.2	100.0
	Total	count		26	36	4	2	67	135
		%		19.3	26.7	3.0	1.5	49.6	100.0
Wecheau	Sex Male	count		1	9		3	28	41
		%		2.4	22.0		7.3	68.3	100.0
	Female	count		9	2		0	9	20
		%		45.0	10.0		.0	45.0	100.0
	Total	count		10	11		3	37	61
		%		16.4	18.0		4.9	60.7	100.0

Source: Author's Field Survey (June 2008)

4.3 Potentials and Constraints of Tourism Development in the Communities

There are many challenges that bedevil the development of tourism in the region and particularly the communities in which these tourist sites are located. These challenges are a barrier to the use of tourism as a means to the development of the communities with tourist sites. In the mist of these challenges are some potential which if tapped will facilitate the development of the tourism sector, the communities involved and the region as a whole.

4.3.1 Potentials of Tourism in the Communities

The tourism potentials of the communities understudy were identified by both the respondents and the TMTs to cover the two localities and the entire districts. These

identified sites are either being developed or not developed. The GTB also shared the same views of the respondents on the potentials identified which can be developed to attract tourists to the communities. From Table 4.6, it would be realized that the two communities are naturally endowed with enormous potential which can be taken advantage of to create the necessary opportunities in terms of jobs and infrastructural development (roads, schools, electricity, communication facilities) for people in the community. The development of these potentials will create the enabling environment for the indigenous people in these communities to diversify into other business and job opportunities. This will minimise the over dependence on agriculture as the only form of employment and reduce the spade of migration of the youth to the south in search of jobs.

Not only are these potentials of interest to tourism development, some of them are of medical importance. This contributes to the protection and conservation of the environment. Some of the identified areas for tourism development are listed in Table 4.6.

¹Table 4.6 Identified Tourism Potentials in the Study Areas

Community	Potential	Location	State of development
Gwollu	Slave defence wall	Gwollu	In progress
	Dr. Hillah Limann's tomb (President of the 3 rd Republic)	Gwollu	In progress
	Traditional bone setters clinic	Gwollu	Partially
	Human stone statute in bush	Gbwal	Undeveloped
	Snake sanctuary	Chetu (Fielmua)	Undeveloped

Wecheau	Caves	Paana, Jawieh, Jetong	Undeveloped
	Crocodile ponds	Jetong (Gwollu)	Undeveloped
	War shrines	Sangbaga(Gwollu)	Undeveloped
	King Tanjia's tomb (the initiator of defense wall)	Gwollu	Undeveloped
	Local fertility clinic	Gwollu	Undeveloped
	Largest baobab tree in the region (15.6 m circumference)	Gwollu	Undeveloped
	Kukurbagr festival	Fielmua	In progress
	Hippopotamus sanctuary	Wecheau	Developed
	300years old mosque	Wecheau	Undeveloped
	Mushrooms rocks	Ga	Undeveloped
	Crocodile pond	Ga	Undeveloped
	Local Lobi houses Architecture	Wecheau, Tuolu	Undeveloped
	Cultural heritage of the people	Wecheau	Undeveloped

Source: Author's Field Survey (June 2008)

Note 1: Note: Explanation of In progress, Undeveloped, Partially and Developed are on pages 66 and 67

(a) Slave Defense Wall, Dr. Hillah Limann and Kukur Bagr Festival (In Progress)

These potential tourists' sites are said to be in progress in terms of development in the sense that they have been identified by the community and the GTB, and attempts are being made to develop the sites to be more attractive. The GTB in the region have started marketing these sites and some physical works are currently going on at the sites. For the slave defense wall, a fence has been put round some parts of the inner wall and attempts have been made to protect it from further collapse. However, much need to be done since remnants' of the outer wall have virtually collapsed.

The tomb of the late Dr. Hillah Limann is also left to the mercy of the weather. Much has not been done physically to develop it into an attractive tourist site. This is what the regent of Gwollu had to say:

"Government does not honour its past heroes in this country. Dr. Limann suffered in this country till he died even though he has contributed his quota to the development of this country. Can you imagine how the burial place of a former president looks like? Government has always promised to renovate the tomb of Dr. Limann and turn it into a tourist's attraction but this has never happened. It only the family especially the children who decided to put the tomb of their late father in order for the commemoration of tenth anniversary of his death."

For Kukur Bagr festival, attempts have been made by the GTB to promote it every year in the December prior to the celebration of the event. This has taken place on radio stations in the region and on national television on some occasions. However, according to a staff of the GTB in the region, efforts are being made to put it on the tourism website.

(b) Traditional Bone Setter Clinic (Partially)

This site has been assisted by some international organization to put up accommodation for the inmates who come to seek medical care. They have also been provided with toilets to promote good sanitary practices in the area. There is still the need for expansion since management of the clinic claim that accommodation is inadequate to support the number of patients who visit the clinic. Another concern raised by the management is the inability of government and GHS to come to their aid. The place is partially developed since it has some minimum facilities to support its clients.

(c) Wecheau Hippopotamus Sanctuary (Developed)

By the GTB definition, this tourist site is considered developed because it has sanitary, security, restaurants and hostel facilities. There is a system put in place to track visitor records and the revenue generated by the site. It has a number of employed skilled staff at the site. Marketing of the place is adequate as it can be found on the Ghana tourism website. It also attracts both international and local visitors. The only problem facing the sanctuary is its inability to accommodate large numbers at a time.

(d) Undeveloped

These sites that are undeveloped are potential tourists' sites which are yet to be developed by the GTB. Some of these sites are only known to the indigenous people and have not been formalised. Here there are no facilities that motivates tourist to these places. Those mentioned in this study were identified by the respondents as potential attractions that need to be developed. Pictures 1-8 show some of the tourists' attractions in the two communities.



Plate 1: Gwollu Slave Defense Wall

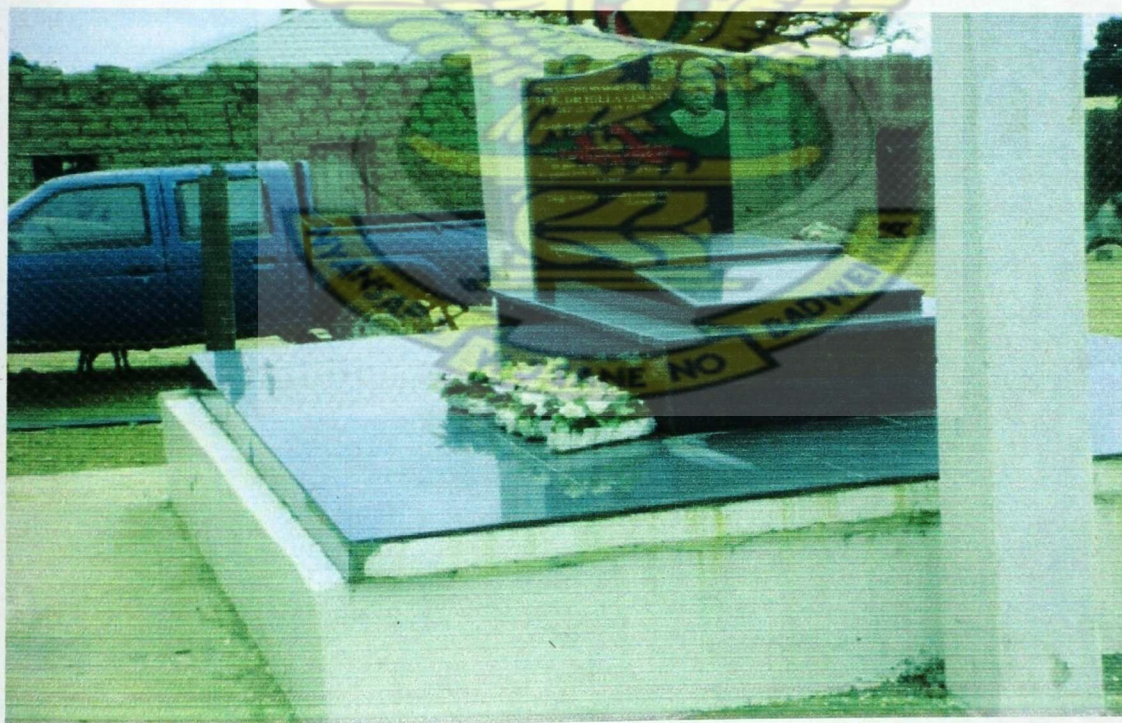


Plate 2: Tomb of Dr. Hillah Limann (President of Ghana, 3rd Republic)

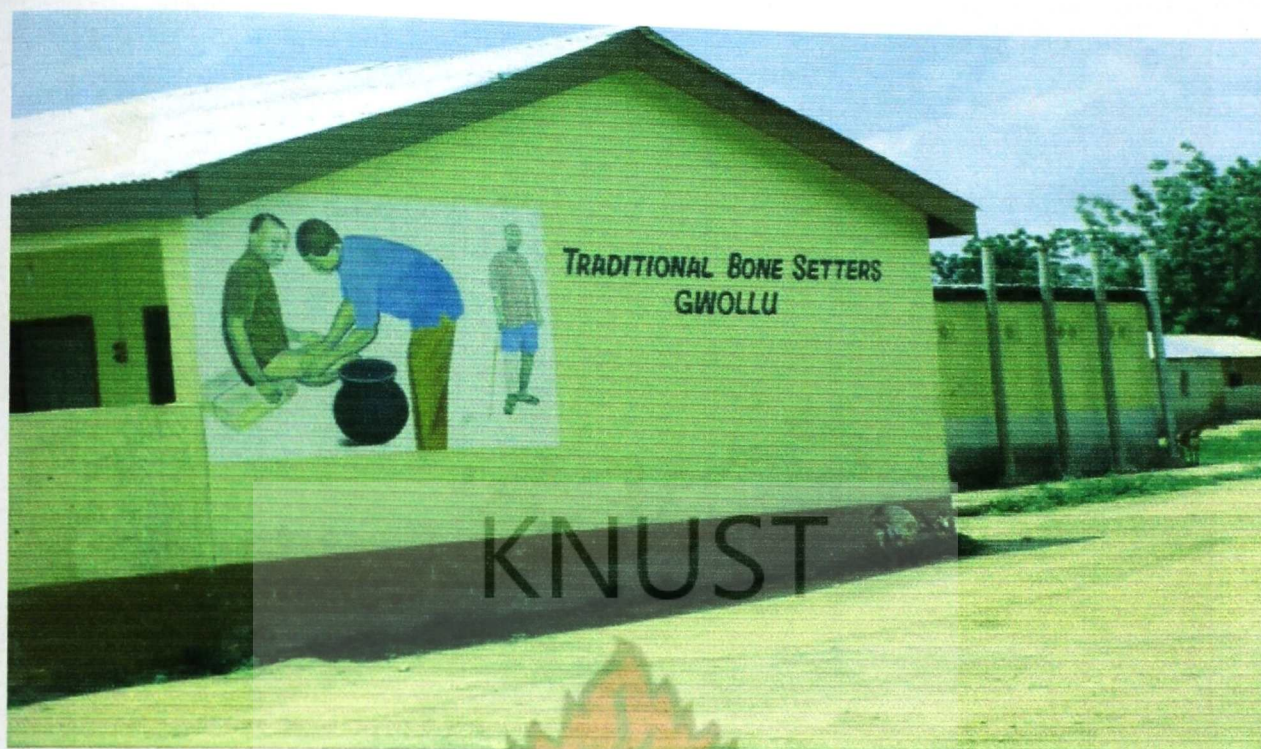


Plate 3: Traditional Bone Setter Clinic



Plate 4: Crocodiles at Gwollu

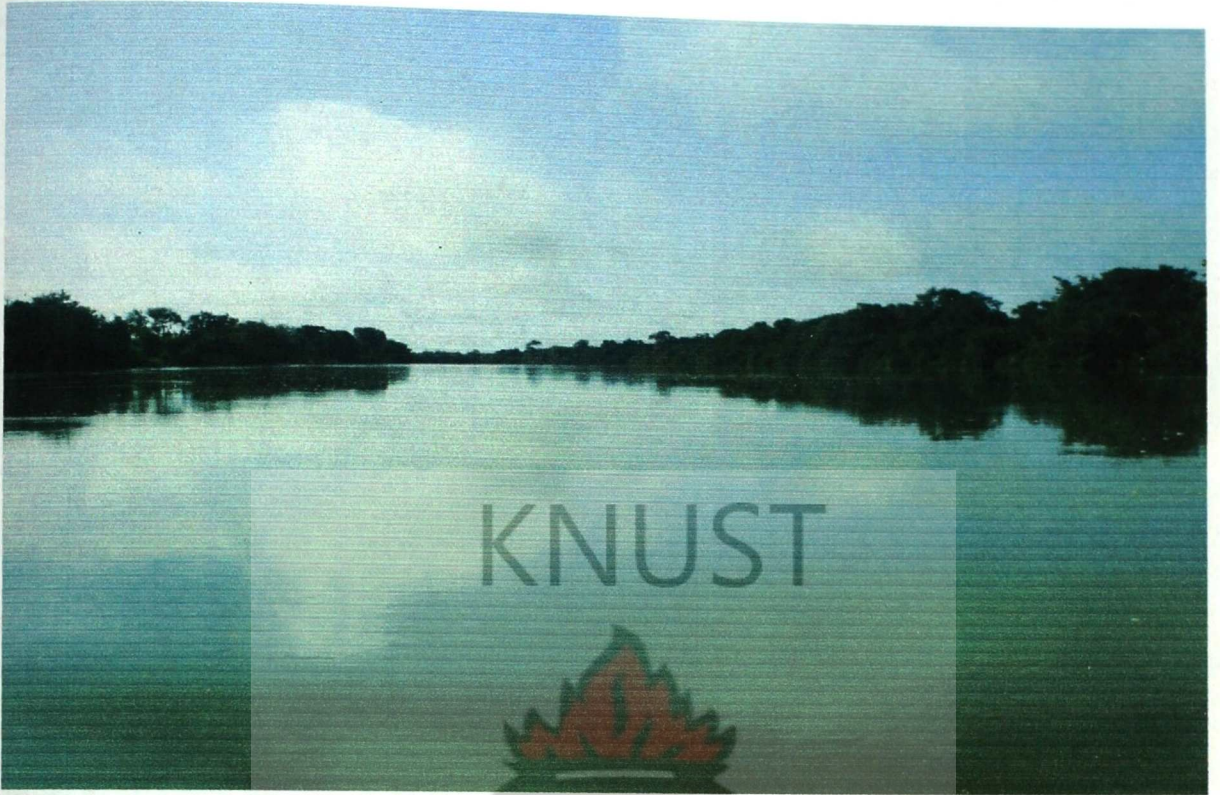


Plate 5: Black Volta where Hippopotamuses are found at Wecheau



Plate 6: 300 Years Old Mosque as Potential Tourism Attraction in Wecheau

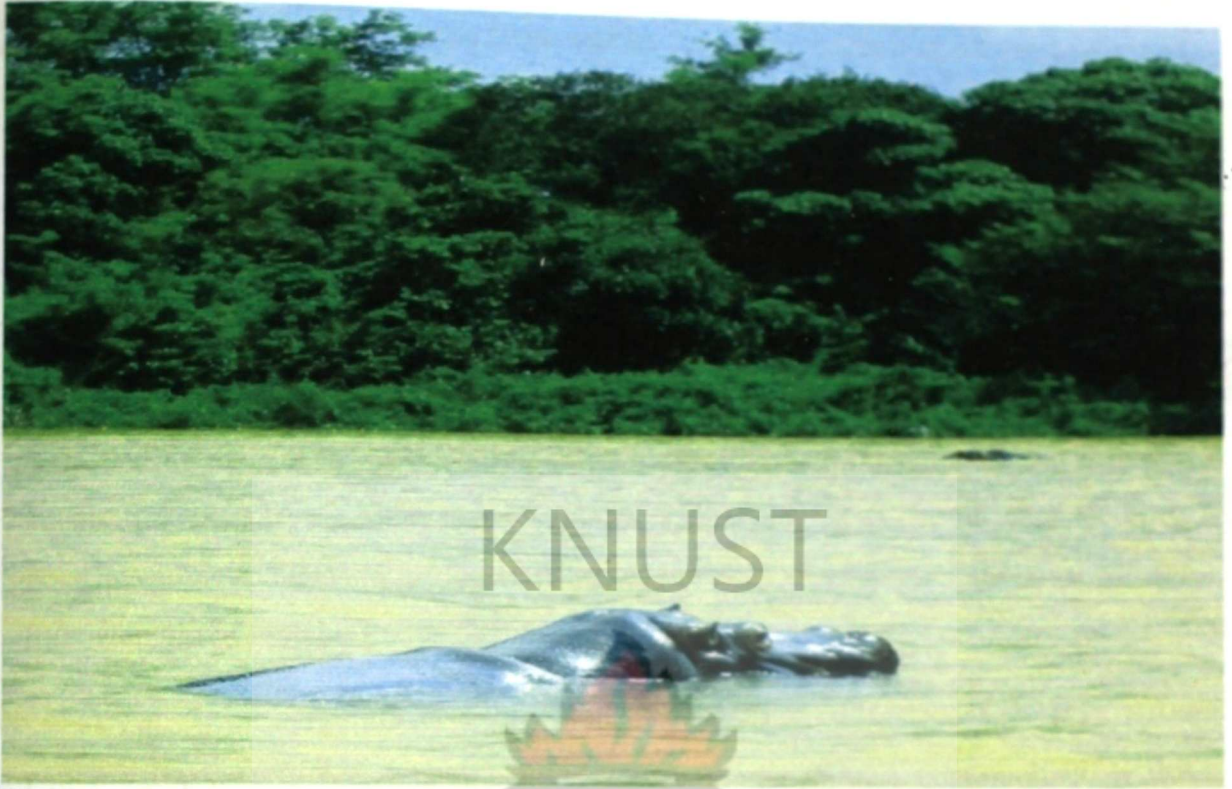


Plate 7: Hippo in the Black Volta at Wecheau



Plate 8: Reception at the Hippo Sanctuary

4.3.2 Constraints of Tourism in the Communities

There are no doubts that tourism if explored and managed properly could be a path for rural development as these areas are endowed with natural resources. The study of the two communities, Gwollu and Wecheau, revealed that, there are enormous tourism potentials in these communities that can be maximized if some identified bottlenecks are eliminated. Table 4.6 highlights the major constraints identified by both communities and the importance they attach to each of these constraints. These constraints have also been identified by the TMTs and ranked in order of priorities as follows: poor road network, means of transport, accommodation facilities, sanitary facilities, health care facilities, good restaurants, financing of the activities of the sites, marketing of the sites and the provision of telecommunication facilities.

Collating responses from the household survey in the various communities, it was realized that members of the two communities placed different emphasis on the extent to which the constraints affect tourism development even though most responses agreed with TMTs that the issues raised are really hindering the development of tourism in the communities. Following responses from Gwollu and Wecheau, the constraints which are of priority to the development of tourism in the communities in order of choice to the individual communities are indicated in percentages in Table 4.7. The one with highest percentage is the most pressing constraint.

Poor road network and means of transport are among the upper quartile of both communities. These two constraints are dependent on each other. The quality of the roads determines the flow of vehicles on the roads. It also influences the transport fare charged by the transport providers. Certainly bad roads tell the number of vehicles willing to ply that route and this will attract higher transport cost. This invariably also determine the number of tourists that visit the tourist sites in the communities and the revenue generation of the TMTs.

Provision of telecommunication services is a necessity to the development of any economy. It facilitates business transactions and thus dictates the pace of business in this era of technological advancement. This could account for the identification of telecommunication as a top constraint to Wecheau community, thus attracting 93.44 per cent of responses. This constraint is scored least, 33.33 per cent in Gwollu. This probably could be as a result of two major mobile telecommunication services in the community.

Sanitary and health facilities are of importance in the social development of any society. Poor sanitary conditions lead to health problems that will require that, resources be shifted to medical bills. Sanitary facilities such as places of convenience are necessities in any society, particularly in places where there are tourists' sites. However in most rural communities in Ghana, these facilities are scarce. Respondents in Gwollu and Wecheau, 82.96 per cent and 59.25 per cent respectively identified the inadequacy of these facilities as a problem in tourism development in their communities. This is a major constraint and affects these tourist communities especially if visitors have to use these facilities in the course of their visit in the area. Indiscriminate defecation by residents of the communities makes them filthy and unattractive to tourist.

Health facilities in these areas should be provided with necessary equipment and logistics to serve as a first point of call for medical attention in the event of casualties. There is however health centres in these communities but the problem associated with these facilities is inadequate staff and logistics. In emergency situations there are no ambulance services. These are the reasons that 80 per cent and 78.69 per cent respondents of Gwollu and Wecheau respectively attached to the health constraint hampering development in the communities. Tourists would want to visit places where they are assured that quality health care will be provided in emergency situations.

Majority of the responses, 91.85 per cent in Gwollu, see accommodation as a problem to the development of tourism in the community. Only 59.02 per cent of those in Wecheau

consider it as constraint in tourism development in their community. Accommodation is important in the development of any tourism industry. This is because some tourists who visit may want to pass the night to enjoy the beauty of the country side but are limited by the unavailability of accommodation facilities. This affects tourism that would have been generated from accommodation. The presence of accommodation encourages the springing up of restaurants even though the two variables are not necessarily dependent on each other. Lack of descent restaurants in the two communities is one of the constraints highlighted by respondents and the TMTs. One hundred and one (101) responses in number accounting for 74.81 per cent of respondents in Gwollu and forty-one (41) responses accounting for 67.21 per cent of respondents identified lack of descent restaurants as a constraint that affect the number of visitors to the community.

Marketing is an important aspect of tourism development. It is a factor that determines the number of tourists to a place. Publicity creates awareness of the pleasure and recreation facilities in any community. Poor awareness attracts low patronage of the sites. Thus it is important for marketing to be an integral part of any tourism development. This however is a constraint in the two communities as revealed by the study. In both communities, 55.56 per cent and 45.90 per cent of respondents from Gwollu and Wecheau respectively agree that marketing of the tourism sites is a problem to the development of the industry. In this technological season it is important for the TMTs and GTB to adapt new ways of advertising their natural and cultural heritages. Websites at the regional level should be created to showcase what the sites have to offer to attract both local and international tourists. This brings in the issue of financing which is one of the constraints hampering the development of tourism in the various communities. For the communities to derive the maximum benefits of tourism, enough financial resources have to be committed to the development of the industry. This however is a problem in the GTB and TMTs in the study communities as 49.63 per cent of respondents in Gwollu identified financing of tourism activities as a constraint to the development of the industry while 54.10 per cent of those Wecheau mentioned financing as a constraint. This is clearly illustrated in Table 4.7.

Table 4.7 Identified Constraints to Tourism Development in the Communities.

Factors	Community			
	Gwollu		Wecheau	
	Responses	Per cent	Responses	Per cent
Lack of Good road network	129	95.56	52	85.25
Inadequate Means of transport	130	96.30	54	88.52
Table 4.7 cont'd				
Lack of Accommodation	124	91.85	36	59.02
Lack of Restaurants	101	74.81	41	67.21
Lack of Sanitary facilities	112	82.96	36	59.02
Lack of Telecommunication Services	45	33.33	57	93.44
Inadequate Health facilities	108	80	48	78.69
Marketing of the sites	78	55.56	28	45.90

Source: Author's Field Survey (June 2008)

4.4 Analysis of Stakeholders in the Tourism Sector

In order to achieve sustained tourism development in these communities, there is the need to identify the major stakeholders and their respective roles. This is to ensure that stakeholders play their roles effectively and timely to bring about the necessary benefits to the communities. The stakeholders identified by the TMTs and the respondents in Gwollu and Wecheau, revealed the expected roles of the identified stakeholders presented in Table 4.8. These roles if played by the various stakeholders will complement one another for effective operation of the industry. Failure of one stakeholder will undermine the development of the tourism industry.

4.4.1 Ghana Tourist Board

The strengths, weaknesses, opportunities and challenges of the Ghana Tourist Board are discussed here. Information gathered for this section was through institutional questionnaire responded to by the GTB. Observations were made through interaction with staff of the Board in the Upper West Region. The aim here is to assess the capabilities of the GTB to execute its mandated functions to facilitate tourism development in the region. To assess how the Board has positioned itself, the SWOC analysis was carried out.

a) Strengths of the GTB

The strengths of the GTB included the following in its response to the institutional questionnaire:

- They have skilled and well motivated staff at the regional office to carry out the day to day activities of the Board
- Majority of the staff at the regional office understand the local languages of the people. This makes it easier for participation and coordination of activities of the board at the community level. Monitoring of activities of supporting agencies such as hoteliers, transport and restaurant operators becomes easier.

- The board in region has the capabilities in identifying endowed potential tourist sites.

b) Weaknesses of the GTB

Apart from the strengths of the organization to operate successfully in the communities in the region, there are some weaknesses of the GTB that hamper the execution of their duties. One of these weaknesses is the inadequate number of staff at the regional level. This makes it difficult for the board to achieve its yearly targets and execute its functions as given by the Ministry of Tourism and Diasporan Relations (MTDR). Due to the inadequate staff, it is difficult to regularly monitor the activities of the industry in the region.

Another weakness is that there is inadequate office space at the regional, district and community levels. Also lack of adequate transport facilities is another weakness of the GTB. At the Regional level there is only a pickup and a motorbike for running activities of the board in the region. This makes movement around the region difficult. The board is also unable to raise funds to finance the activities of the board at both regional and at community level is another weakness.

c) Opportunities of GTB

The GTB has the opportunity of developing and growing a vibrant tourism industry in the region. The creation of the MTDR has put emphasis on the development and promotion of tourism in the country. This is because of the ability of the industry to generate foreign exchange for the country. As a result of this, there has been greater awareness of the potentials of the tourism industry at the national level. This makes marketing- an important concern in the development of the industry in the region. The liberalization of the economy and the free passage of members amongst ECOWAS countries has open up the tourism industry to neighbouring countries that have interest in tourism activities of the country. This is important to tourism in the Upper West Region since the two tourist communities of the study area share boundaries with two West African countries, i.e. Burkina Faso and Cote D'Ivoire. This presents an opportunity for cooperation amongst

neighbouring countries and also fostering friendly relations between the region and these countries.

d) Challenges of GTB

Among the challenges presented by the GTB in the region are:

- Bad nature of roads leading to the region and also to the communities in which these tourist sites are located. This makes most tourists reluctant to visit the region. Private transport operators do not also want to put their vehicles on these bad roads. This limits the participation of travel and tour operators in the industry in the region.
- Lack of logistics (office equipment) at the regional office is another challenge which affects the operations of the board. This invariably affects the activities of tourism in the region.
- Red tape is a challenge that affects some activities of the tourism industry at the regional level. Since budgets for some activities have to be approved by the headquarters before action is taken at the regional level.

4.4.2 Tourism Management Teams (TMTs)

The TMTs are the lowest management level of the GTB. They are in charge of carrying out the daily activities of the board at the community level. Most of the TMTs comprise tourist guards, community volunteers and at times the Peace Corps volunteers. However, most of these TMTs are nonfunctional since members are not remunerated, if at all it is inadequate. It is only in Wecheau where there is an active TMT. Because of remuneration challenges the GTB is unable to recruit qualified personnel to manage these tourist facilities at the community level. As a result the community loses a lot of revenue since they are not able to track revenue at that level.

Table 4.8 Key Stakeholders and their Roles

Stakeholders	Roles
GTB	<ul style="list-style-type: none"> • Provision of technical support • Promotion and marketing of various attractions • Explore for new attractions • Regulation of the activities of supporting agencies
MMB	<ul style="list-style-type: none"> • Provide technical support • Preservation of tourists sites
DA	<ul style="list-style-type: none"> • Provision of financial and logistics • Facilitate the development and preservation of tourists sites
TMT	<ul style="list-style-type: none"> • Sees to the day to day operations of the tourist sites • Protect and preserve the cultural and other physical attractions • Explore for the development of other sites
Chiefs and the Community	<ul style="list-style-type: none"> • Regulation and enforcement of tourism bye-laws promulgated by the TMT • Ensure the preservation, protection and maintenance of tourist sites
Supporting Agencies	<ul style="list-style-type: none"> • Provision of services such as transport, meals, accommodation, etc.

Source: Author's Field Survey (June 2008)

4.5 Analysis of the Socioeconomic Impact of Tourism

The influence of tourism in any area or community becomes relevant when it impacts positively on the lives of the people. It is for this reason that people in the community will embrace efforts being made to develop tourism in the community. As indicated in the previous chapter, the Likert scale was employed in the collection and analysis of some of the information on the impact of tourism in the community.

With regard to the impact on social and economic spheres, quantified figures were used to establish the degree of acceptance of the socio-economic impact of tourism on the communities taking cognizance of the environmental impact. Table 4.9 below shows the major variables ranked in order of importance with respect to the figures attached to them, that is, Economic Impact (3), Social Impact (2) and Environmental Impact (1). The order of importance for the major variables decreases across the table from economic impact to environment impact. The various major variables are further divided into sub variables in order of importance. The weight of these sub variables also decreases across the table, for example from employment to cost of living.

Weights are assigned to the sub variables according to the degree of impact. The total of the sub variables in each major variable is equal to the value of importance attached to that variable. For example, the economic variable is ranked three, the weights of its sub variables sum up to three. The product of the weights of the sub variables and the number of responses for that sub variable with respect to the Likert scale are then used in the analysis.

From Table 4.9, activities of tourism have lead to greater economic impact (588.10) in the communities as compared to the social (392) and environmental (196) impacts. This is evident from the weights attached to them. Also tourism has more social impact on the communities than environmental impact.

With the major variables, the impact of tourism on creation employment opportunities under economic major variable from the study revealed that a weight of 199.5 accounting for 67.86 per cent agreed that tourism has impacted positively in terms of employment creation in the community as compared to the other sub-variables. Only 10.71 per cent disagreed that tourism has not played any significant role in employment creation in the community while 21 per cent of the responses are not aware of tourism activities that create employment opportunities in the community. They however remained neutral on the issue of employment creation in the community.

In terms of revenue generation to the district assembly, 54.56 per cent of the respondents are not aware that tourism generates revenue to the district assembly and that these funds are used for development activities in the community. This can be attributed to lack of sensitization of the community of the importance of tourism to the community. Community members may not be involved in the planning and implementation of tourism projects. However, 32.69 per cent agreed that tourism generated revenue for the district assembly for their development activities. The revenue is generated in the form of tax on local businesses operating as a result of tourists activities in the community.

The employment generated from tourism for people in the community has turned around to increase the revenue base of the district assembly in the form of businesses emanating from tourism activities in the community. District assemblies are therefore able to carry out development activities which will improve on the living standards of people. 66.33 per cent of the weights assigned by respondents attest that standard of living has improved due to the activities of tourism in the community. Those who disagreed constituted 17.35 per cent while 16.33 per cent remained neutral probably because they have not taken advantage of tourism activities in the community. Looking at the cost of living, 60.20 per cent disagreed that tourism has increased the cost of living in the community as against 35.20 per cent who agree that cost of living in the community have increased. Traders and service providers in community turn to increase prices of their

goods and services with influx of tourists. Sometimes these increases turn to be beyond the rich of the indigenous people.

Tourism turns to facilitate the provision of social services and amenities in the community by the district assembly. Members of the community benefit from these facilities such as health care, recreational facilities, sanitation and waste management. Based on the weight put on tourism's facilitation of the provision of these facilities 58.16 per cent disagreed to the statement while 22.45 per cent agreed that there have been improvement in the provision of local services. A good percentage of 19.39 per cent of responses have no idea of the role tourism play in the provision of services.

It is anticipated that activities of tourism in any community will result in reducing migration of the youth, as employment opportunities will be created to retain them in the community. Due to the opportunities that tourism brings to the community, other people turn to migrate to the community to take advantage of these opportunities. This put pressure on existing facilities and thus calls for increment in social overhead cost to accommodate the increase in population. Data from the field indicates that 56.12 per cent of responses weight disagree that tourism has either resulted in out or inn migration. On the contrary 30.1 per cent hold the view that tourism has contributed to reduction in migration of the youth to other places.

Behavioural changes occur as one interacts with people outside their milieu. This behavioural influence could either be good or bad. Bad behaviours turn to affect the social cohesion of society. The youth turn to acquire bad behaviours such as drinking alcoholic beverages, prostitution and smoking. For this reason, caution is taken to regulate the extent to which people are influenced by bad character and the impact on society. Responding to the extent to which this has influenced the youth and members of the community, 85.20 per cent disagreed that tourism has resulted in the increase in social problems in the community while 10.7 per cent agreed that tourism has contributed to the

increase in social problems in the community. This indicates that there is minimum interaction between members of the community and the tourists who visit the areas. Strong cultural and moral standards of the community can be a contributory factor to impermeable influence of external behaviours.

Activities of tourism affect the built and natural environment both positively or negatively. Tourism can lead to the protection and conservation of the environment and wildlife, and maintenance of the beauty of the environment. However, some tourists litter the environment and generate waste which the local community has not got the capacity to manage. It is therefore important to factor environmental concerns into tourism planning. The study revealed that 90.3 per cent of respondents' weight agrees that tourism contribute to the conservation of the environment and wildlife. This leads to improvement of the ecology. Chiefs in conjunction with TMTs should focus on enforcing environmental bye-laws to prohibit the overexploitation of the natural resources.

With regards to pollution of the environment, 93.88 per cent disagree that activities of tourists pollute the environment. Most tourists who visit the sites are most often very cautious of maintaining the beauty of the environment. The caliber of tourists also contributes to the maintenance of the environment. A small percentage of 2.55 per cent of the responses however agree that some amount of pollution is caused by activities of tourists.

From Table 4.9, the totals of the major variables (economic, social and environmental) indicates that much weight, about 50 per cent, is put on the economic impact that tourism brings to the community. Social impact carried 33.33 per cent of the total weight assigned by the respondents with less emphasis on the environment. This however does not mean neglect of the environmental issues when dealing with tourism.

With regards to the extent to which tourism has impacted on the social, economic, and environmental conditions of the communities, between and within analysis has to be done to assess the extent of the impact of the various variables. Between the various major variables the total weights assigned to the three major variables indicates that tourism has more economic impact in the community as compared to the social and environmental impacts. The reason being that for total weights, economic impact is greater with a weight of 588.10, followed by social impact 392 and environmental impact, 196. This implies that much of the activities of tourism have resulted in a greater economic impact than the two major variables. Between the social and environmental impact tourism has impacted much on the social lives of the people as compared to the environmental impact.

Within the various major variables, the various sub-variables have been influenced by tourism either positively or negatively. For contribution to economic impact, employment opportunities and revenue generation are the major contributors in the communities due to the activities of tourism. This is evident from the total weights assigned 294 and 176.5 for employment opportunities and revenue generation respectively. These have contributed to the greater economic impact of tourism activities in the communities. The effect of activities of tourism on the standard and cost of living with the economic impact is the same.

With the social impact major variables, improvement of social services by tourism activities has been a greater positive impact on social life of the people under study. This carried a weight of 174.4. Net migration in communities as a result of tourism activities also attracted a weight of 117.6. This suggests that it is the next after the improvement in social service to influence the social lives of the people in the community. Activities of tourism which result in social problems that affect the social lives of the people had the least weight (98). This implies that tourism activities have not contributed much to social problems in the communities.

For the environmental impact, activities of tourism have led to much cautiousness on environmental conservation than pollution of the environment. This is clearly seen from Table 4.9 where much weight (117.6) was placed on environmental conservation than the pollution (78.9) caused by the activities of tourism in the communities.

Table 4.9 Analysis of Socioeconomic Impact of Tourism

Variable and weight	Economic Impact (3)				Social Impact (2)			Environmental Impact (1)	
	Emp.	Rev.	SL	CL	ILS	Mig.	Soc.Prb.	Cons.	Polln.
Scale	1.5	0.9	0.3	0.3	0.9	0.6	0.5	0.6	0.4
1 Strongly Disagree	0	4.5	1.5	14.7	47.7	8.4	18.5	0.6	17.2 ¹
2 Disagree	31.5	18	8.7	20.7	54.9	57.6	65	6	56.4
3 Neutral	63	96.3	9.6	2.7	34.2	16.2	4	4.8	2.8
4 Agree	163.5	46.9	37.2	18.9	36	32.4	9	51.6	2
5 Strongly Agree	36	10.8	1.8	1.8	3.6	3	1.5	54.6	0
Total	294	176.5	58.8	58.8	174.4	117.6	98	117.6	78.4
	588.10				392			196	

Emp.-Employment, Rev.-Revenue, SL- Standard of living, CL-Cost of living, ILS-Improvement of social services, Mig.- Migration, Soc.Prb-Social problems, Cons.-

Conservation of environment, Polln.- Pollution.

Notes: The major variables (Economic, Social and Environment) were ranked by respondents based on the degree to which tourism has impacted in these areas in the communities. The various major variables were subdivided into sub-variables which were also ranked based on their contributions to the respective major variables. They were then arranged in order of decreasing strengths from left to right. The various weights were obtained as demonstrated below.

¹This figure was arrived at by number of respondents who strongly disagree multiplied by the weight assigned to sub variable. i.e. $17.2=43*0.4$

Source: Author's Field Survey (June 2008)

4.6 Community Benefits

Some of the community benefits in tourist localities have been the improvement in infrastructure and social services. Although there were complaints from tour operators and some members in the localities of bad roads in Gwollu and Wecheau, some improvements were observed to have been taking place as the principal roads leading to the communities are under construction. Indeed, at community level, residents in these areas reported that with tourism development, some services are being provided. In Gwollu, there have telecommunication services. This is yet to be experienced by Wecheau. Social services delivery such as security, health care and provision of safe drinking water are being improved in tourist attractions. All these benefit the local communities.

CHAPTER FIVE

KEY FINDINGS, RECOMMENDATIONS AND CONCLUSION

5. Introduction

This chapter presents key findings drawn from the analysis in the previous chapter. Based on the findings, some recommendations and conclusions are made.

5.1 Key Findings

The main objective of this study was to examine the contribution of tourism as a poverty reduction tool to the development of communities with tourist sites. The sector being the fastest growing in Ghana, the study intended to investigate measures that facilitate the use of tourism in developing rural communities. In order to achieve this objective the study dwelt on questions related to analysis of the potentials and constraints of tourism in the areas under study; investigate the roles of potential stakeholders; and also examine the socio-economic impact of tourism in these areas. Since tourism is operated in the physical environment, its impact on the environment was also considered. Qualitative information collected was subsequently used in the analysis. Using the results, the study has established that:

(a) There is a lot of tourism potential in the two communities which are unexploited. The Gwollu community and its environment is the least developed in terms of tourism facilities even though it has a lot of tourism potentials. The development of tourism as a new gold mine in the communities will curb the unemployed situation in these communities. This will go a long way to put money in the pockets of the people. It will reduce the migration of the youth to the south during the dry season since there will be alternative jobs for them. This diversification will ease the overdependence on subsistence agriculture as the only source of livelihood. This will contribute to poverty reduction in the communities. If the industry is developed in the two communities, the

District Assemblies will benefit through tax collection from micro businesses that will spring up in the communities as a result of tourism.

(b) The road networks to these communities are in deplorable state to the extent that few passenger vehicles are willing to ply these roads. Apart from organized means of transport by tourists, most vehicles fear taking the risk to these communities especially in the rainy season. The situation is quite better for Gwollu as one of the Metro Mass Transport buses offer services to Tumu which passes through Gwollu. The difficulty tourists' encounter with transportation can make them feel reluctant to visit these areas.

(c) Accommodation has been found to be one of the important facilities which is inadequate not only in the two communities but in the entire country. Its unavailability inconveniences tourists who come from long journeys and intend to stay for a while in the communities. They find it difficult to get places to lay their heads. The tourists are therefore compelled to seek leisure at places where these facilities are available.

(d) Direct participation of women in the tourism industry in the form of employment is low. In the Upper West Region, women employed in the tourism sector constitute a low figure of 12.5 per cent at the regional level but none at the community level. This is in variance to the ILO range of thirty-forty to forty per cent for many countries, Hemmati (1999).

(e) There is no proper coordination between the various stakeholders in the industry. The TMTs at the community level do whatever they wish without sufficient supervision from the GTB just because there are no personnel from GTB to manage the affairs of the sites. Tour charges or fees, for now, are fixed at the community level without consultation with the GTB. This contributes to the revenue leakage at the tourists sites at the community level. Apart from Wecheau where there is a system put in place and receipts are issued; there is no system of that sort in Gwollu. Wecheau through this system have been able to

track revenue and is able to bag an average of thousand Ghana cedis a month. The situation in Gwollu is however different as they are unable to keep records of revenue generated.

(f) Illiteracy rate is high particularly in the Gwollu community as compared to Wecheau. This means unskilled labour force in the community is high and thus cannot be employed in the formal sector of the tourism industry. Majority of the people were not motivated to go to school as there were few educational facilities as compared to present day. There is however no secondary school facility in the district at present. Students seeking further education have to move outside the district to access secondary education. Also, many parents in the communities are not able to afford the cost of education of their wards. This is because many of them are subsistence farmers who find it difficult to make ends meet. Activities of tourism have given those that are good at handicrafts the opportunity to market their crafts to supplement their household income.

(g) Several economic activities are practiced in varying degrees in the communities under study. Generally, tourism related economic activities are commonly practiced in both communities of the study. However, taking into account that the communities have rural settings, there is significant participation of the people in agriculture. Thus, apart from sale of tourist related products such as drums, xylophones, selling of food and handcraft, sale of agricultural products were observed as an important economic activity in the communities. Tourism has however empowered the people economically in terms of employment through local business development and has the potential expansion if concerted efforts are made to develop the tourism potentials identified in the various communities.

(h) The benefits the communities derive from tourism has led to the conservation of the environment. Medicinal plants are therefore available to boost the medical tourism emerging as an important activity in Gwollu. This type of activity does not require formal

training; it is associated with some families. The bone setters and the fertility clinics generate incomes to households who are specialized in this activity.

Apart from socioeconomic benefits derived from tourism, it serves as an avenue for protection of the environment. Bye laws put in place by the TMTs and chiefs to protect some areas for tourism purposes end up protecting the environment indirectly. This serves another means of nature conservation. Protection of trees lead to conservation of some endangered plants which are of medicinal value to the traditional healers. In the case of wildlife in Wecheau, the animals (Hippopotamus) which are scarce are also conserved and protected from extinction. This affirms Christ et al (2003) position that tourism makes significant contribution to the protection of the environment.

5.2 Recommendations

The District Assemblies should try to create feeder roads to areas that have potentials of accelerating the development of the community and the district as a whole. Good motorable roads will not only improve the tourism industry, it will also help in the development of other sectors such as agriculture. Good motorable roads will attract the services of vehicles to the community. This will afford farmers the opportunity to cart their produce to market centres. This will go a long way to improve agricultural development and poverty reduction in the area. As agriculture improves in the districts, it brings to bear a positive impact on rural development.

Government through Ministry of Tourism and Diaspora Relation, and the Ghana Tourist Board should partner the private sector to develop the numerous tourism potentials which are yet to be developed. This will make these sites vibrant and generate revenue to the district assemblies for the development of the community and the district. Private partnership will inject some competition and efficiency into the tourism industry. Communities should be encouraged to participate in the identification and development of tourist sites to generate revenue to supplement royalties obtained from the residents of the communities.

The Ministry of Tourism and Diaspora Relation, and the Ghana Tourist Board (GTB) should ensure gender sensitivity in the recruitment to enrobe females on the staff at the lower levels. This ensures that decisions taken by staff at the various levels take into consideration the concerns of women. This is very important in the northern part of the country where traditional believes neglect the opinions of women. When women are at decision making levels, they will at least protect their interests during decision making.

Employment opportunities for the indigenous people in the tourism industry are observed to be in the low remuneration class because of their low level of expertise. In order to increase the impact of tourism in community development and on poverty reduction, there is the need for government to extend the school feeding and the capitation programmes to most of the communities to encourage students stay in school. Parents should also be sensitised on the benefits of education and the need to send their children to school. This would ultimately provide a chance for the indigenous people to be employed in formal sector which come with higher pay.

Governments should establish parks to protect important plant and animal species. This brings in a new wave of tourism known as medical tourism which is less common in most developing countries. The traditional bone setters and the fertility clinics can be of importance not only to the GTB but also to the Ghana Health Service (GHS). The slave defence wall can be incorporated to the slave routes during PANAFEST where the history of slavery is traced.

Given the necessary attention, the development of these potentials will go a long way to help in the protection and conservation of nature and other historical sites for posterity. The history of the president of the third republic of Ghana and his burial place can be of interest to tourist.

5.3 Conclusion

Overall, tourism development has been shown to have an important role in the development of the communities in which tourists sites are located. Tourism has the potential of facilitating local business development in most communities to create employment for indigenous people. This contributes to poverty reduction in the community and also reduces the level of migration of the youth from rural communities to the south in search of jobs especially in the dry season. However, care should be taken not to shift attention of the rural people to over participation in local tourism business activities to the neglect of agriculture which is the backbone of most rural communities' and the nation as a whole. Competition for human resources between these two sectors may result in diminishing productivity at the agricultural sector since the youth are not motivated to go into it.

Tourism developed come with some negative impacts which if not well managed could derail its positive benefits. These negative impacts need to be dealt with for sustenance of the positive impacts. The study however has shown that there are no much negative environmental and social impacts in the communities. Tourism planners should however put in place measures to mitigate these anticipated negative impacts as and when they come. Policies formulated should be directed at solving the constraints which inhibit the contribution of tourism to community development.

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APPENDIX 1

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI

COLLEGE OF ARCHITECTURE AND PLANNING

FACULTY OF PLANNING AND LAND ECONOMY

DEPARTMENT OF PLANNING

Household Questionnaire

Topic: Tourism and Community Development in the Upper West Region. A Case Study of Selected Communities.

Introduction

Please this questionnaire is meant for a study to find out the impact of tourism on the selected communities and the potential of the industry to the communities. The researcher therefore appeals for your candid opinion to the questions given below. Your time and cooperation are needed. Thank you in advance.

Instructions

1. Where options have been given, tick or circle the appropriate option(s).
2. For other questions and additional information, write the answers in the spaces provided.

Personal Data

1. Age: (a) 18-27 (b) 28-37 (c) 38-47 (d) 48-57 (e) 58⁺
2. Sex: (a) Male (b) Female
3. Marital status: (a) Single (b) Married (c) Divorced (d) Widowed (e) Separated
4. Educational level attained: (a) Middle school/JSS (b) Vocational/Technical

- (c) Secondary school (d) Post secondary
(e) Tertiary (f) Non-formal

5. Place of origin: (a) From locality (b) From other place in the district
(c) From another district (d) From another region

6. How long have you been in this locality? (a) 1-5 years (b) 6-10 years (c) 11-15 years
(d) 12-20 years (e) 20+ years

7. Which of these do you do to earn income?

- (a) Selling food (b) Selling handicrafts (c) Cooking in a hotel (d) Guiding tourists
(e) Other, specify

8. What type of handicrafts do people sell to tourists in this locality?

Type	Please tick
Smocks	
Bracelets/Beads	
Baskets	
Wood carving	
Pottery	
Woven cloths	
Other (Specify)	

9. Please in your opinion rank the following as to how tourism has impacted on them.

- (a) Economically []
 (b) Socially []
 (c) Environmentally []

Economic Impact

The following statements are the economic impact of tourism in the locality. Please answer much you agree or disagree with each statement. [1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree].

10. Tourism created employment opportunities for residents of the community 1 2 3 4 5
11. Tourism generated tax revenue for the district assembly 1 2 3 4 5
12. Tourism helped improve the standard living for many residents in the community 1 2 3 4 5
13. Cost of living in the community has increased because of tourism 1 2 3 4 5

Social Impact

14. Tourism has contributed to improvement in social services in the community 1 2 3 4 5
15. Tourism has resulted in reduction in the migration of the youth down south 1 2 3 4 5
16. Tourism has caused increase in social problems in the community 1 2 3 4 5

Environmental Impact

17. Tourism has contributed to the conservation of the natural environment and the protection of wildlife 1 2 3 4 5
18. Tourism causes environmental pollution 1 2 3 4 5

Supplementary

19. Are there other things /events in the community which will be of interest to tourists?
 (a) Yes (b) No

20. If yes, name them

.....
.....
.....

21. Please tick the constraints below which you think affect the development of tourism in your community.

- (a) Financial []
- (b) Accommodation []
- (c) Telecommunication facilities []
- (d) Marketing of the sites []
- (e) Availability of sanitary facilities []
- (f) Availability of decent restaurants []
- (g) Poor road network []
- (h) Lack of means of transport []

22. Overall how do you feel about tourism in your community?

- (a) Very happy (b) Indifferent (c) Don't like it

Why

.....
.....
.....
.....
.....

Thank you for the time and cooperation

APPENDIX 2

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI

COLLEGE OF ARCHITECTURE AND PLANNING

FACULTY OF PLANNING AND LAND ECONOMY

DEPARTMENT OF PLANNING

Tourism Management Team Questionnaire (Tourists' sites)

Topic: Tourism and Community Development in the Upper West Region. A Case Study of Selected Communities.

Introduction

Please this questionnaire is meant for a study to find out the impact of tourism on the selected communities and the potential of the industry to the communities. The researcher therefore appeals for your candid opinion to the questions given below. Your time and cooperation are needed. Thank you in advance.

Instructions

1. Where options have been given, tick or circle the appropriate option(s).
2. For other questions and additional information, write the answers in the spaces provided.
1. Name of institution.....
2. How long have this place been in existence.....
3. Who are the stakeholders in the running of this site
.....
.....
4. What are the roles of these stakeholders
.....
.....
.....
5. Are there aspects of the community you will like to promote as tourist attractions?
a. Yes b. No

6. If yes, name them

.....
.....
.....

7. Do you think tourism plays any role in the development of the community? a. Yes
b. No

8. If yes, how?

.....
.....
.....

9. Averagely how many tourists visit the site in a month

.....

10. What type of tourists visit the site? a. Domestic b. International c. Both

11. Averagely how much revenue do you earn in a month

.....

12. How do you market the site

.....
.....

13. How do you utilize the revenue realised?

.....
.....
.....

14. What problems/constraints do you encounter in the running of the site

.....
.....
.....

15. What visitor services are available in the community

.....
.....
.....

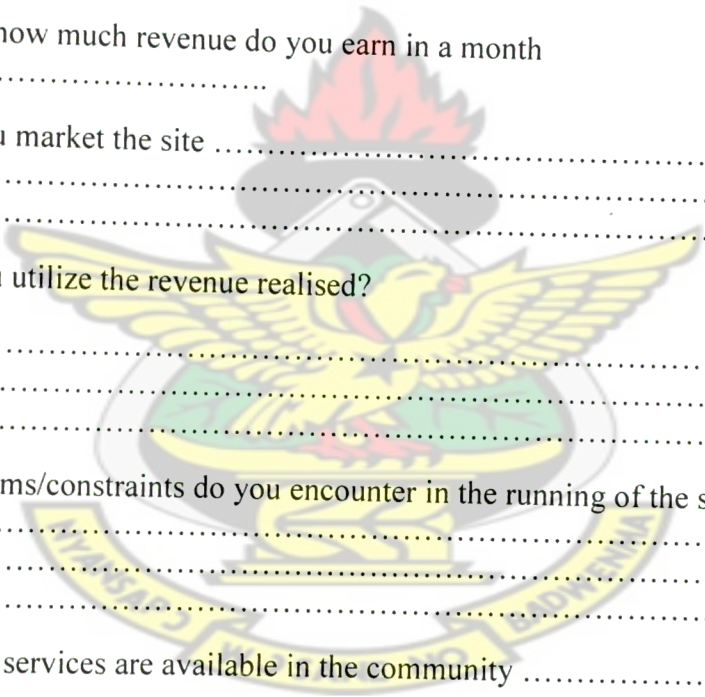
16. Which visitor services are limited or not available

.....
.....
.....

17. Do the development of tourism in the community have local support? a. Yes b. No

18. If yes, how

.....



KNUST

Thank you for your cooperation.



APPENDIX 3

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI

COLLEGE OF ARCHITECTURE AND PLANNING

FACULTY OF PLANNING AND LAND ECONOMY

DEPARTMENT OF PLANNING

Institutional Questionnaire (Tourists Board)

Topic: Tourism and Community Development in the Upper West Region. A Study Case of Selected Communities.

Introduction

Please this questionnaire is meant for a study to find out the impact of tourism on the selected communities and the potential of the industry to the communities. The researcher therefore appeals for your candid opinion to the questions given below. Your time and cooperation are needed. Thank you in advance.

1. What important role do you think tourism plays in the economy economies of Wecheau and Gwollu communities?
.....
.....
.....
2. How can tourism bring about benefits to rural communities taking the case of Wecheau and Gwollu?
.....
.....
.....
3. How do you think tourism has potential for growth in the two communities?
.....
.....
.....
4. How does your organization ensure that tourism contributes to the development of the people and the district as a whole?

.....
.....
.....

5. What do you think are the tourism potentials of the two communities?
Wecheau

.....
.....
Gwollu.....
.....
.....

6. What do you think are the constraints to tourism in the communities?
Wecheau

.....
.....
Gwollu.....
.....
.....

7. What are the primary issues to be considered to attract tourists to these areas?

.....
.....
.....

8. What facilities do you think are lacking in the tourist communities under consideration that hinder tourism development?

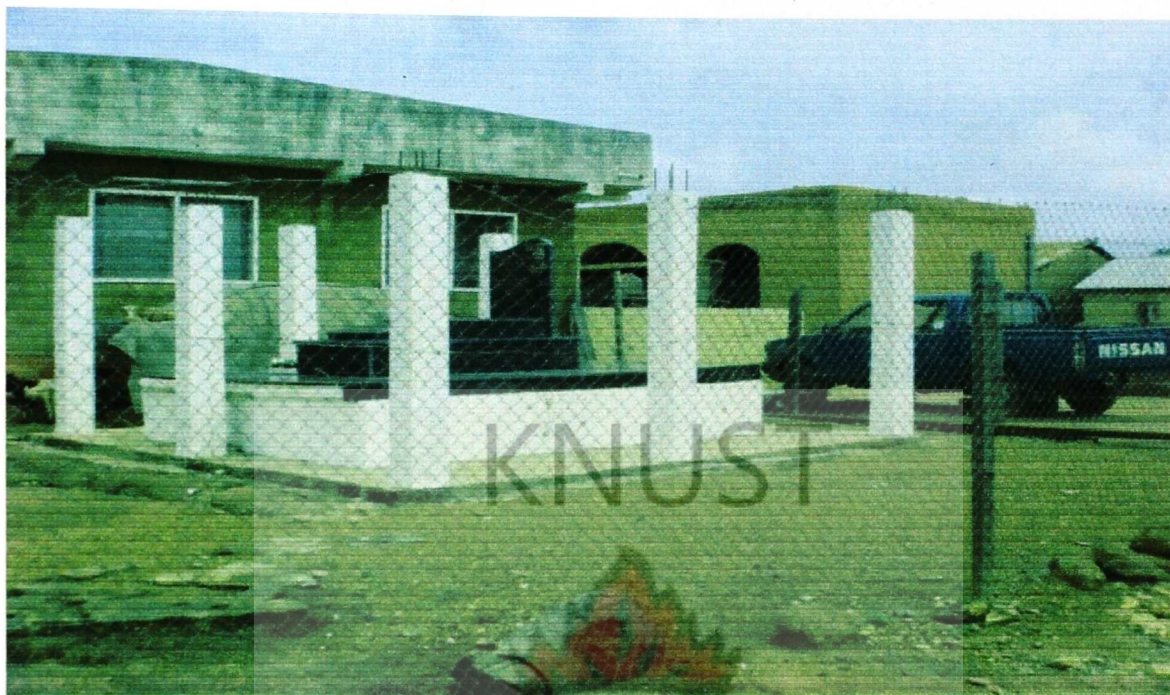
Wecheau.....
.....
Gwollu.....
.....
.....

9. What are your roles in the development of tourism in the region in general?

.....
.....

Thank you again for your time and cooperation.

APPENDIX 4



Burial Place of the late Dr. Hillah Limann, President of the third Republic of Ghana.



Crocodile Pond in Gwollu



Remnants of the Outer Wall of the Slave Defense Wall



Largest Baobab tree in the Upper West Region in Gwollu



Artifacts on Display at Gwollu



Xylophones on display