Szent István University

Enyedi György Doctoral School for Regional Sciences

Ph.D. Dissertation

ANALYSIS OF THE ROLE OF SAFETY IN TOURISM AT A SELECTED

TOURIST DESTINATION IN THE CENTRAL REGION OF GHANA

By

NICHOLAS IMBEAH

Gödöllő - HUNGARY

2020

Szent István University

Enyedi György Doctoral School for Regional Sciences

Name of Doctoral School: Enyedi György Doctoral School for Regional Sciences

Discipline: Regional Sciences

Administrative Coordinator: **Dr. Tamás Tóth**

Faculty of Economics and Social Sciences,

Szent István University, Gödöllő, Hungary.

Supervisor: **Professor Dr. Zoltán Bujdosó**

College Professor,

Faculty of Economic and Social Studies,

Eszterházy Károly University,

Gyöngyös Károly Róbert Campus

....
Approval of Administrative Coordinator Approval of Supervisor

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

DEDICATION

This PhD dissertation is sincerely dedicated to my Lord, the Almighty God and my late mother, Mary Baffoe. Also, to my beloved wife, Ellen Imbeah, son and daughter, Kwamena Nyameatse Imbeah and Efua Siarfo Imbeah respectively.

ABBREVIATIONS

CCTV	*Closed Circuit Television*
CEDECOM	*Central Region Development Commission*
CI	*Constitutional Instrument*
CNN	*Cable News Network*
GHCT	*Ghana Heritage Conservation Trust*
GHiSEP	*Ghana Institute of Safety and Environmental Professionals*
GIS	*Ghana Immigration Service*
GMMB	*Ghana Museum & Monument Board*
GOG	*Government of Ghana*
GSS	*Ghana Statistical Service*
GTA	*Ghana Tourism Authority*
GTD	*Global Terrorism Database*
GTDC	*Ghana Tourism Development Company*
GWD	*Ghana Wildlife Division*
HOTCAT	*Hotel, Catering and Tourism Training Centre*
IISS	*International Institute for Statistic Studies*
ISSER	*Institute of Statistical, Social and Economic Research*
KCA	*Kakum Conservation Area*
KNP	*Kakum National Park*
LI	*Legislative Instrument*
MNP	*Mole National Park*
MTAC	*Ministry of Tourism, Arts and Culture*
NGO	*Non-Governmental Organization*
PANAFEST	*Pan-African Historical Festival*
SAP	*Safety Audit Procedures*
SPSS	*Statistical Product for Social Science*
TCL	*Travel Career Ladder*
TCP	*Travel Career Patterns*

TOUGHA	*Tour Operators Union of Ghana*
TSAA	*Tourism Safety Audit Agency*
TTCI	*Travel & Tourism Competitiveness Index*
TTSSS	*Tripartite Tourism Safety Sustainable Systems*
TTSS$_1$	*Tripartite Tourism Safety Solutions*
TTSS$_2$	*Tripartite Tourism Safety System*
UNESCO	*United Nations Educational, Scientific and Cultural Organization*
UNWTO	*United Nations World Tourism Organization*
USAID	*United State Agency for International Development*
WD	*Wildlife Division*
WTTC	*World Travel and Tourism Council*
WTO	*World Tourism Organization*
4-DPC	*Four Destination Product-Component*

1. INTRODUCTION

1.1. Background of the Study

Personal safety is one of the most significant human needs, and thus the perceived and actual risk associated with travel and tourism has made safety and security sine qua non-factor in tourism considerations in the world of travel and vacation (MOPELI, 2009a; KOVARI and ZIMANYI, 2011a; RADOVIĆ and ARABSKA, 2016a). In the opinion of MANSFIELD and PIZAM (2006a), peace, safety and security are the three prerequisites for thriving tourism development in every destination. Safety in tourism increases people's propensity to travel and also enables tourists to maintain their plans and travel to destinations they have saved money to visit.

Tourism has now become part of everyday life for many people or groups of people all over the world (RADOVIĆ and ARABSKA, 2016b). Travel in the past was equal to present-day tourism (VAID and VAID, cited in AIMA et al. 2012a) and the vital constituent of a tourist offer is the safety factor which includes personal safety of all tourists (CZARNECKI, 2012). In the 21st century, the tourism industry has now become one of the biggest, useful and reliable instruments for economic development, mostly in developing nations. Consequently, it has helped these countries to move away from a dependency on agriculture and manufacturing sectors (TOOMAN, 1997). As a result of the sharp rise in the interest in tourism activities, safety and security matters have also become one of the forces causing uncertainties in the tourism industry in the world. In the opinion of COOPER et al. (2008a) tourism is categorised among the subjects and interactive businesses known to be responsive to safety and security. The success or otherwise of a tourist destination hangs on being able to offer a safe and secure environment for tourists who are also the customers (TARLOW, 2009a; BOAKYE, 2011a; AMIR et al. 2015a). Consequently, the vulnerability of tourism is of great concern to those communities where tourism constitutes the primary livelihood of local community members (BECKEN, 2005).

It must be said that tourism is a significant contributor to Ghana's growth (FRIMPONG-BONSU, 2015a and GHANA TOURISM AUTHORITY (GTA), 2016a; INSTITUTE OF STATISTICAL, SOCIAL AND ECONOMIC RESEARCH (ISSER) 2017a). Table 1.1 below throws more light on this assertion. In the assessment of ISSER (2017b), tourism arrivals were estimated at 1,322,500 in 2016, representing a 10% increase from 2015, as shown in Table 1.1 below. Also, as shown in Table 1.1, revenue from tourism went up by approximately 10% from US$ 2, 275.2 million in 2015 to US$ 2, 505.5 million in 2016. The tourist arrivals and receipts in 2019 were estimated to be 1,551,200 and

$ 2,854 m respectively. In 2019, the government of Ghana declared the "Year of Return, Ghana 2019" to commemorate the 400th Anniversary of the First enslaved African's arrival in Jamestown in the USA. The impact of "year of return" tourism on the economy was estimated to be about $1.9 billion (GHANA TOURISM AUTHORITY, 2019). In a study conducted by CNN on consumers' travel perceptions in 2013 involving respondents from more than seventy countries, 67% of the tourist-respondents rated safety and security of a tourist destination as more worrying than the cost and reputation of the destination. It means that even though the cost is an essential factor in choosing a vacation destination, contemporary international travellers now place safety and security first among all considerations. In the opinion of KORSTANJE (2011), so far as international travel is concerned tourists experience a great deal of anxiety and it is now discovered that perception of risk and safety influence tourists' decision to travel.

Table 1.1. Tourism indicators in Ghana: 2009-2017

Indicator	2009	2010	2011	2012	2013	2014	2015	2016	2017
Arrivals ('000)	802.8	931.2	1,080.20	903.30	993.60	1,093.0	1,202.2	1,322.5	1,435.5
Receipts (US$ million)	1,615.20	1,875.00	2,178.9	1,704.7	1,876.9	2,066.5	2,275.2	2,505.5	2,678.4
Gross Contribution to Gross Domestic Product (GDP)				2012	2013	2014	2015	2016	2017
				4.8	4.7	4.7	4.8	5.1	6.2

Source: GHANA TOURISM AUTHORITY(GTA),2016b; GOVERNMENT OF GHANA TOURISM PLAN, 2012; ISSER, 2017c).

Table 1.2. Tourism Indicators in West Africa – 2017

Country	Tourism Arrivals	Tourism Receipts (US$ million)
Benin	281,000	150
Burkina Faso	143,000	117
Cameroon	Not available	524
Côte d'Ivoire	1,800,000	396
Mali	169,000	206
Nigeria	Not available	2, 549
Senegal	1,365,000	419
The Gambia	162,000	103
Togo	514,000	138

Source: WORLD TOURISM ORGANIZATION (UNWTO, 2019)

The primary international markets for Sub Sahara African countries are France, the United Kingdom, the United States, Germany and Portugal. The most popular Sub Saharan African destinations for French tourists are Mauritius and Senegal. The United Kingdom has long-standing links to Kenya, South Africa and The Gambia. The United Kingdom is also the number one tourist source market in Tanzania and Zambia. The United States is the top source market for Ethiopia, Ghana, Rwanda, Uganda, and Zimbabwe, with South Africa receiving the most U.S. tourists (UNWTO, 2011). In West Africa, Senegal, Nigeria, Côte d'Ivoire and Ghana are the dominant tourist destinations in the region. Table 1.2 shows the tourism indicators for Ghana's neighbouring countries in the West African sub-region. From Table 1.2 above, the countries that have relatively encouraging tourist receipts in the region are Nigeria, Senegal, Cameroon as compared to Ghana's figures in Table 1.1. These countries share common heritage tourism resources with Ghana since during the infamous slave trade era slaves were captured or sold and shipped from all these countries to the Americas.

Though safety and security matters in travel and tourism industries became critical issues by the emerging of mass tourism in the 1950s, the role of safety in tourism is now even an essential condition after the September 11th (9/11) bombing event in the USA. The reasons why safety has become number one issue for consideration in tourism are that tourism is no more recreational activities for limited social space; also, tourism is now a critical part of world countries' economic development strategy especially in the area of job creation and earning of foreign exchange. Admittedly, tourism promotion has been caused by the rapid and ubiquitous development of transport in the world (AYOB

and MASRON, 2014 and IMBEAH, 2017). As a sequel, safety and security have become equally important just like tourism itself (KOVARI and ZIMANYI, 2011b).

From the preceding, it is evident that safety and security are the primary conditions for the healthy tourism development of a destination or a region like the Central Region in Ghana, and so are the fundamental determinants of its growth (CAVLEK, 2002a). It is therefore humbly accepted that tourism as a development-based industry has to provide for and protect the tourists (consumers) that visit any particular tourist facility or destination.

1.2. Contribution of Tourism Sector in Ghana

Tourism gross contribution to Ghana's GDP has been a steady significance, as shown in Table 1.1 above. According to ISSER (2017), tourism is now either the third or fourth foreign exchange earner in Ghana. In the Ghana Tourism Development Plan Report:2013-2027 (GOVERNMENT OF GHANA TOURISM PLAN, 2012a), the most preferred places to visit in Ghana have been Kakum National Park (KNP), Cape Coast Castle, Kumasi Zoo, Elmina Castle and Manhyia Palace. However, Kakum National Park, Cape Coast Castle and Elmina Castle are among the major sites most visited in Ghana both by domestic and international tourists between 2011 and 2017, as shown in Table 1.2 below.

Table 1.3. Number of visits to major tourist sites in the Central Region of Ghana

Tourist sites	2011	2012	2013	2014	2015	2016	2017
Elmina Castle	81, 677	92,463	72,305	58,147	91, 524	139,059	150,354
Cape Coast Castle	97, 595	97, 676	98, 445	98, 765	99,788	101,131	120, 625
Kakum National Park	361, 067	362, 743	363, 755	373, 457	382, 556	452,556	578, 643

Source: GOVERNMENT OF GHANA TOURISM PLAN, 2012b; GHANA MUSEUMS AND MONUMENTS BOARD, 2016; KAKUM NATIONAL PARK (KNP), 2018.

From Table 1.3 above, it is revealed that numbers of visitors to the three above tourist facilities in the Central Region of Ghana have been encouraging and every year the visits are almost steady. For Elmina Castle, the increase in the number of visits has been rather steady until the sharp increase from 91,524 in 2015 to 150,354 in 2017. In the case of Cape Coast Castle, there has been an appreciable increase every year in the number of visits from 2011 to 2017. For Kakum National Park, the rise in

the number of visits to the facility has been phenomenal, and between 2015 and 2016, 2016 and 2017 the increase has been over 60,000 visitors and over 126,000 respectively. From Table 1.3 discussion, the apparent thought-provoking question about these visits is, "what are the impressions of the tourists about how safe and secured they are in these facilities?" The tourism sector in Ghana has remained a steady contributor to economic growth and development. According to ISSER (2017b), tourism has been a significant source of foreign exchange, employment and government revenue in Ghana. In the report of World Travel and Tourism Council (WTTC), in 2016 travel and tourism generated a total of US$ 7.6 trillion (10.2% of global GDP) and 292 million jobs, equivalent to 1 in 10 jobs in the worldwide economy. The contribution of the tourism sector to total employment in 2016, both direct and indirect was 5.9%, representing 693,000 jobs.

1.3. Statement of the Problem

Considering the intrinsic vulnerability of tourism and its massive contribution to the socio-economic development of many nations including Ghana, it is surprising that investigation into safety and security impressions and measures at tourist facilities is a relatively new research field (DE SAUSMAREZ, 2004 and RITCHIE, 2004) especially in Ghanaian tourism studies (FRIMPONG-BONSU, 2015b; BOAKYE, 2011b; AKYEAMPONG, 2007).

Table 1.4. Some events of unsafe situations that impact on tourist safety and security

Date	Event-description
Sept.11, 2001 (9/11)	Terrorist attacks on the World Trade Centre in the USA (2,977 victims were killed; more than 6,000 injured).
March, 2004	Madrid, time bombing on Madrid commuter rail network, Spain (193 people were killed and 2,000 injured).
December, 2004	Tsunami in the Indian Ocean (killed at least 225,000 people across countries).
July, 2005	Mass murder on underground trains and a bus in Central London. (killed at least 37 people).
December, 2014	A Muslim sheikh took 17 people, hostages inside a chocolate café in Sydney; Australia.
June, 2015	A mass shooting at a tourist resort at Port El Kantaoui, north of the coast of Sousse; Tunisia (killed 38 people).
July, 2016	A Syrian asylum seeker blew himself up with a backpack bomb outside a music festival in Ansbach; Germany (the Syrian died and 15 injured)
January, 2016	Three tourists were stabbed at Bella Vista Hotel in Hurghada in Egypt.
	The attack that killed 10 German tourists in Istanbul's Sultanahmet historic district; Turkey.
September, 2016	A man was chased and stabbed in a park in Minto, New South Wales; Australia.
December, 2016	Al Karak Jordan attack at Kerak castle, where series of shootings killed ten people including a Canadian tourist; Jordan.
May 15, 2018	Armed robbery attack on three German tourists in Ballito, KwaZulu-Natal on their way to the King Shaka International Airport.

Source: AUTHOR'S CONSTRUCT CULLED FROM THE INTERNET, 2018

Main events that had negatively impacted on travel and tourism the past two decades have been issues of concern for both tourism practitioners and policymakers. Table 1.4 above gives a graphic presentation of some events on the globe that support the above assertion. As shown in Table 1.4, after 9/11 the number of violent attacks against tourists have been increasing, and the intent and description have also been inhuman; this creates a negative impression in the minds of potential tourists about such destinations. In the 21st century, tourism safety is now a complex notion, and its

content has been expanded and is made up of the following parts: i) Traffic safety, ii) Environmental safety, iii) Health security, iv) Technical safety, v) Consumer product safety and vi) Navigation safety

In Ghana, in July 2015 an accident occurred at Bunso Canopy Walkway in the Eastern Region leading to the injury of about 20 school children who had gone to have fun in the Bunso Arboretum. In March 2017 another accident occurred at the Kintampo Water Falls where 17 revellers including students from two institutions were feared dead while many others sustained various degree of injury when trees fell on them at the site in the Brong Ahafo Region of Ghana (ADU-GYAMERA, DAILY GRAPHIC, 2017). It was only after this fatal accident at Kintampo that the Ministry of Tourism, Culture and Creative Arts ordered tourist safety audit at some selected tourist destinations including Kakum National Park (KNP).

Some studies across the world on safety and security of tourism have been done, namely: CAVLEK 2002b; BREDA and COSTA 2006; MANSFIELD and PIZAM 2006b; REISINGER and MAVONDO 2005a; BOAKYE, 2011c; KOVARI and ZIMANYI, 2011c; BOAKYE, 2012; IMBEAH, 2018. These studies concentrated on evaluating the 'normal' destination safety elements: health, terrorism, natural disasters, crime and political instability – but not from the tourists' perspectives, not from the workers' views and also not from the viewpoint of the policymakers, hence, this study employed this type of "Tripartite Approach into Tourist Safety Assessment", namely: ascertaining tourists' perceptions of safety, identifying safety and security measures, examining the impressions of Ghana Tourism Authority (GTA) about tourists' safety and discussing the views of destination workers about tourists' safety. The extent of studies into the perceptions of these three group-stakeholders in tourism promotion has not been fully explored in Ghana. Furthermore, after the September 11, 2001 Bombing in the USA and recent political upheavals in Ghana's neighbouring countries: Togo, Burkina Faso and la Cote d'Ivoire, the examination of the views of tourists, workers and policymakers/stakeholders of tourists' safety at a tourist destination in Ghana are now imperative and topical.

1.4. Objectives of the Research

The general aim of the study was to examine the safety and security conditions and assess the role of safety in the tourism industry at Cape Coast Castle, Elmina Castle and KNP in the Central Region of Ghana.

However, the specific objectives of the study were to:

- Identify the security facilities found at the selected tourist attractions.

- Identify the types of institutions supporting the safety of tourists in the destination.

- Identify tourists' sources of information about attractions in the Central Region.

- Examine tourists' purpose for travelling.

- Ascertain tourists' perceptions of safety at the selected tourist attractions.

- Examine the impressions of destination workers about tourists' safety.

- Examine the impressions of GTA about tourists' safety.

- Analyse the plans for tourists' safety at the destination.

- Identify safety and security collaboration by destination management for better safety practices.
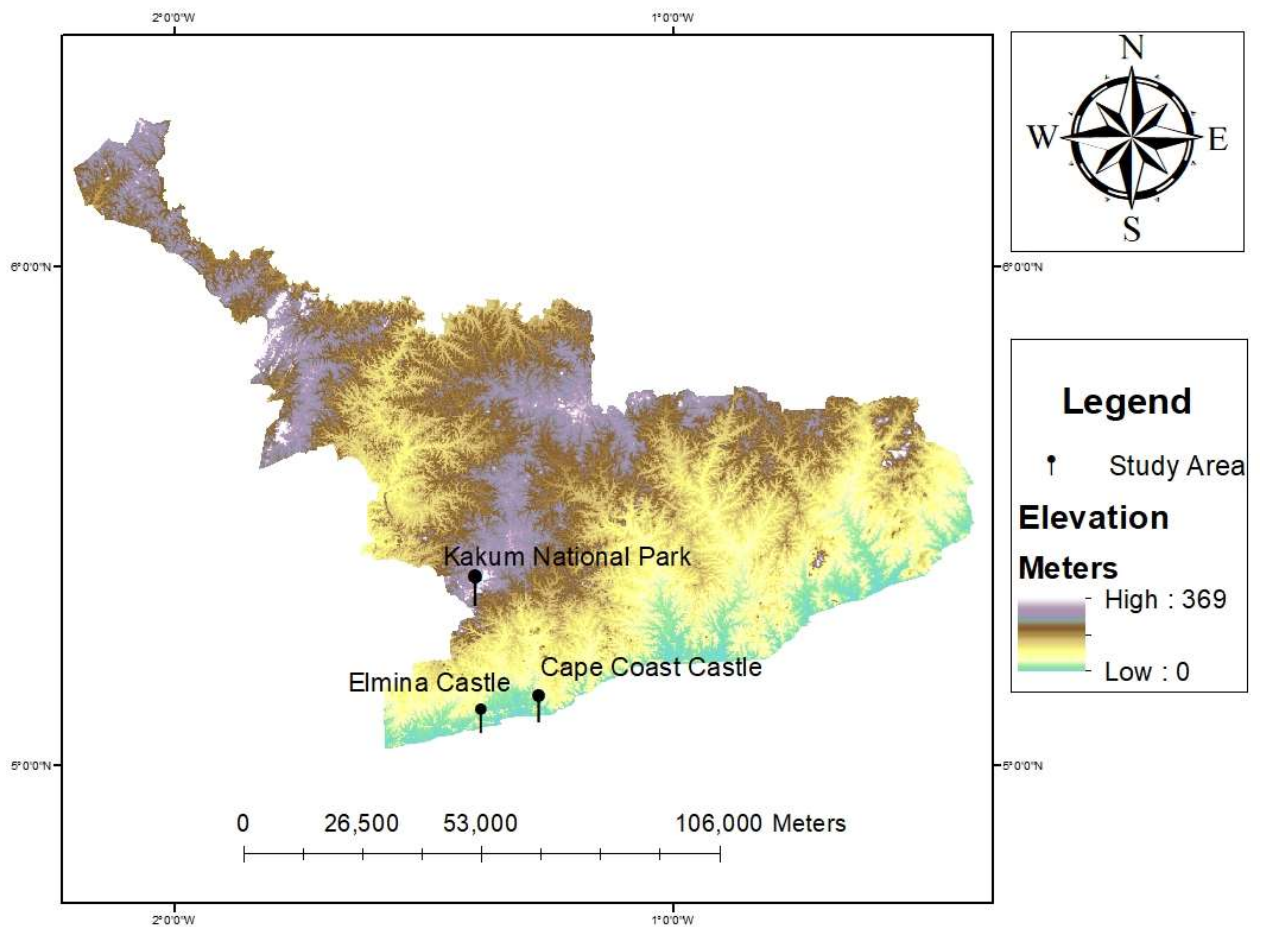
Figure 1.1. Map of the Central Region showing the target area and topographies

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)

The target area for the research was the Cape Coast tourist destination in the Central Region of Ghana. As shown in Figure 1.1, the destination among other attractions is made of three most visited sites in

the Central Region of Ghana. Figure 1.1 shows the overview map of the main topographies in the region in general and the target area in particular. Though the tourists surveyed visited other ancillary tourist facilities in the destination, the leading case study facilities were Elmina Castle, Cape Coast Castle and Kakum National Park (KNP). The two castles are located on the coast, the Gulf of Guinea and KNP is sited in the rain forest close to the beach. The two most popular castles are found on the low lands and Kakum National Park is located on a higher ground, over 250m higher than the coastal lands as shown in Figure 1.1. More details in the form of maps about the degree of rising and the direction of the slope in the topographies in the study area are shown under APPENDIX IV – Figure 1 and Figure 2, respectively.

1.5. Hypotheses

Based on these objectives, the following hypotheses were proposed:

- Firstly, H_0: Inbound tourists do not have more tourism safety knowledge than domestic tourists.
- H1: Inbound tourists have more tourism safety knowledge than domestic tourists.
- Secondly, H_0: Tourists' overall assessment of safety at the destination is not influenced by the safety of road transport and when walking by the roadside.
- H1: Tourists' overall assessment of safety at the destination is influenced by safety of road transport and when walking by the roadside.

This hypothesis was formed about transport services because road transport was the most common mode used in tourism activities and promotion in Ghana.

- Thirdly, H_0: Tourists' purpose of visit does not influence the perception of safety at the attraction sites.
- H_1: Tourist purpose of visit influences perception of safety at the attraction sites.
- Finally, H_0: Tourists' decision to repeat a visit is not influenced by the safety at the attraction sites.
- H1: Tourists' decision to repeat a visit is influenced by the safety at the attraction sites.

1.6. Research Questions

The target population for the study consisted of three groups of people from whom responses were solicited for data collection and analysis. The three-group was termed triad sampling units, namely,

tourists, destination workers and tourism policy implementers, GTA. Therefore, the following research questions were formulated for these groups:

For Tourists:

- What are the security facilities found at the attraction sites visited?
- What are your sources of information about tourist attractions?
- What are your opinions about tourist safety and security?
- What are your impressions about tourists' safety at the destination?
- How does safety influence your desire to come back for a repeat visit?
- What are the precautionary measures do you undertake before travelling and during your stay at the destination?

For Destination Workers:

- What are your impressions about tourists' safety at the destination?
- With what agencies/departments do you have any safety collaboration training?
- What is the type of safety and security collaboration by destination management for better safety practice?

For GTA (Ghana Tourism Authority) Workers/Stakeholders:

- What are your impressions about tourists' safety at the tourist destination?
- What is the type of safety and security collaboration by GTA for better safety practice?
- What are the types of institutions supporting the safety of tourists in the destination?
- Does the Central Region have any tourism safety policy?

1.7. Significance of the Study

Tourism which is a global phenomenon involving the movement of millions of consumers to and from virtually all countries on the surface of the globe is by no means immune to external shocks (UNWTO, 2011). Since in the Travel & Tourism Competitiveness Report by World Economic Forum (2015) Ghana was ranked 91st among 141 countries in the area of safety and security, the findings and purpose of this study would prompt tourism policymakers in the country to identify partners, consider the perceptions of tourists' safety in tourism planning and put in place measures to maintain a reliable framework for tourism safety and security in Ghana. Also, on the Travel & Tourism Competitiveness Index 2017, Safety and Security Ranking in Africa, Ghana was ranked 62nd among other countries and scored 5.49 over a score of 10 marks (TTCI, 2017). Issues about tourists' safety and security in this research, in the long run, would generate fruitful discussions about these heritage sites and national park in the Central Region to promote a safe tourist environment. The findings

would also inform GTA, the leading tourism policy implementers, about the proposed plan of action for safety and security measures for implementation at these and similar destinations to encourage repeat visits of tourists in Ghana.

The Central Region of Ghana which is known as the tourism hub of Ghana is endowed with numerous tourist attractions that aid in promoting tourism in Ghana namely: the Elmina Castle which is the oldest European structure found south of the Sahara, Cape Coast Castle, Fort St. Jago, the river at Assin Amanso in which the slaves had their last bath en route to the Americas via the Castles and Kakum National Park with the canopy walkway are all located in the Central Region of Ghana. Central Region has a lot of festivals like the Edena Bakatue (Opening of Lagoon) Festival, Fetu Afehye, Winneba Aboakyer (Deer Hunting) Festival and PANAFEST celebrations among others. These attractions of various types attract both domestic and inbound tourists to this tourist destination.

The contribution of international tourists to the total tourism receipt of Ghana has become a stronger factor to Ghana's GDP, and discussion about the role of tourists' safety in this destination will help position and use perceptions of tourists' safety in tourism planning in Ghana. There are also a lot of tourism support services in the Central Region namely, entertainment centres, food and beverage joints and accommodation which place the Central Region in good standing in terms of choices in tourist destinations in Ghana. Therefore, the views of tourists about how safe they feel towards the use of these services will help the service providers plan and market their products and services strategically. This research will contribute knowledge and ideas to the existing literature on perceptions of tourists' safety from the viewpoints of the tourists, the destination workers and the tourism policymakers. The study will discuss the assessment of tourists' safety at the attraction sites, safety at the accommodation facilities, food safety, pre-trip perception of safety and measures adopted to reduce risks while at the destination. The finished work can be a reference document for future researchers and can serve as a reference point for others to build on tourists' safety issues that affect both domestic and international tourists at tourist destinations. Furthermore, espousing the perceptions of tourists' safety will inform the major tourism stakeholders such as the GTA, destination workers and tour operators on the need to observe safety values at a tourist destination.

1.8. Limitation of the Study

There is no reliable sample frame or database for international tourists who visit the Central Region of Ghana either from Ghana Tourism Authority (GTA) or Ministry of Tourism, Culture and Arts

(MTCA) and this is a limitation for the study. The dependence on data on international tourists to these three facilities may not necessarily be the true reflection of all the international tourists who visited other tourist attractions in the Central Region of Ghana. Some inbound tourists who travelled to the Central Region but did not visit these three facilities would not be captured in the data collection. However, the inclusion of domestic tourists in the data collection will still reveal some characteristics of tourists to these facilities about tourists' safety and security.

1.9. Delimitations of the Study

Perceptions of the safety of both international and domestic tourists show up in a myriad of details. The concentration of the researcher was on safety attributes from the viewpoints of the tourists, and these attributes include accommodation safety, transportation and internet safety, food safety, data safety welfare and health safety and overall perception of tourists' safety. The focus of this study was limited to only Cape Coast-Elmina-Kakum destination in the Central Region even though this was not the only tourist destination in the region and even other parts of Ghana. The viewpoints of destination workers and policymakers about tourist safety were also considered in this study. Since the data collection was done within the period of tourism peak (between June and September) the use of purposive sampling technique cut out those inbound and domestic tourists who visited the destination but were not present when the data was collected; this could affect the elements of representativeness and generalisation since part of the sampling procedure was qualitative. Some omissions during the data coding and analysis could affect the findings and conclusions of the research, though on a minimal level. The solutions that were adopted to minimise these probable anomalies were: treatment of improperly filled questionnaires, recruitment of field assistants to help those who could not speak English well to fill the questionnaires, the use of field assistants to monitor the respondents/tourists while filling the surveys and observation of the physical environments in the tourists' facilities where the tourists visited.

1.10. Definition of Terms

In social science, research importance is laid on the need to explain the terms and concepts used in research work (MAGI, 2005 and BABBIE, 2013a). For the reason of contextualisation and understanding such terminologies in the study, concepts must be used in precise and concise style to give the exact operational meaning for the research in context. In this light, the effort is made to provide meanings and operational definitions of some concepts that have been used in this research;

this is done to avoid ambiguity and misinterpretation of terms and concepts which are commonly used in work.

The term tourism can be defined as the temporary movement of persons to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs (MATHEISON and WALL, 1982a; KAMRA and CHAND, 2006a). Tourism destination can also be defined as a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment; it is an integral part of a tourism product (WTO 1996; BIEGER, 1997; BIEGER, 1998; KAMRA and CHAND, 2006b; BERITELLI, 2009; MORRISON, 2012a; KOESTANTIA et al. 2014).

Inbound tourist is, therefore, "any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of the visit is other than the exercise of an activity remunerated from within the country visited, and who stays at least one night in a collective or private accommodation in the country visited" (UNWTO, 1996a). Domestic tourist is "any person who travels within the same country from an origin to any destination other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of the visit is other than the exercise of an activity remunerated from within the destination or place visited and who stays at least one night in a collective or private accommodation at the destination" (UNWTO, 1996b).

There is no one definition for the term "security", and the terms "security" and "safety" are generally used interchangeably (TARLOW, 2009b and PAYAM, 2015). Safety can be defined as the state or condition of being protected from risk, harm or inconvenient outcome (RADOVIĆ and ARABSKA, 2016c). It can also refer to the control of identified and anticipated dangers in a facility to a detectable level of being free from risks (RADOVIĆ and ARABSKA, 2016d). However, security can be defined as a system of preventing and protecting against dangers that threaten a person, a group of persons, an organisation or a facility of its purpose of existence; "is about being free from danger" (RADOVIĆ and ARABSKA, 2016e). In terms of tourism, tourism security considers reducing the risk of accident, unhappy situation and protecting a tourist and the facility against deliberate harm or assault. Also, safety in terms of tourism can be seen as the protection of tourists from the unintended incident and miserable conditions during their recreational activities in a tourist destination or facility (TARLOW,

2009c). It must be said that, in the literature, researchers sometimes put the two words into one whole and call it "tourism surety" (TARLOW, 2009d).

Furthermore, safety can be defined as the state of being free from danger, or more practically, the application of techniques and devices that minimise, control or prevent accidents (COLLIER, 1994). For perception, it can be defined as the way of perceiving the environment/destination a tourist finds himself/herself in and is the reflection or sum of tourist's assessment of tourist product and opinions after the consumption of the product and services (URRIOLA, 1989 and REISINGER, 2009a).

Issues involving security in tourism mainly refer to the personal safety of tourists and their property. It includes the tourists' capability to be concerned with what happens in a strange environment understand the local system of signs, indications and social conventions, and finally the security of shopping and consumer services (KISS, 2016a; BOHDANOWICZ, 2006). In the opinion of KISS (2016b), the absence of an adequate provision of official state police protection or supplementary security measures often supported by police forces, the tourism industry has employed various private security initiatives. These measures include providing private security for site ambience and extending to a collective and more systematic form of policing entire grounds, such as neighbourhood watches. The questions now are: i) what are the boundaries for the operations of these private securities personnel in the community? and ii) how best can such individual security measures be combined with the activities of official law enforcement agencies within the framework of an integrated crime prevention strategy and visitor protection programme?

Tourist safety is part of public safety at the tourist destination. Public safety is the people's safety; it is the subjective sense of the public defined by actual events and conditions. Public safety means public order, the safety of the life and assets, the internal safety-political stability and the adequate adaptation to the moral standards of the society (BUJDOSÓ and GYÖRKI, 2011). Public safety is, therefore, a condition which reflects the existence of the sense of safety in the average citizen and its primary purpose is to avoid public danger (SHAW, 2000).

BIERMANN and NÉMETH (2017) proposed that people's basic needs include security, whether at home or on a travel expedition for any purpose. They explained this in line with Maslow's theory of a hierarchy of needs; that there is a hierarchy of needs which are built upon one another so that the lower level needs would have priority over higher-level needs. Therefore, a tourist' safety at a destination is of more priority than the desire to travel for a visit or tour. Consequently, safety needs, along with physiological needs are listed as basic needs; therefore, in the absence of these, higher-

level needs like travelling to watch a football match, visit a canopy walkway in a national park and butterfly sanctuary lose their significance in any life's endeavour. The primary purpose of an individual visiting or living in an unsafe environment will be the creation of security. (MASLOW, 1943). Tourism safety can be described as the state of soundness and health of tourists during and after they have travelled to a destination and come back to their origin (IMBEAH et al., 2020; IMBEAH and BUJDOSÓ (2020); IMBEAH and BUJDOSÓ, 2019). It is worth mentioning that safety and security in tourism have grown into complex problems in these modern days (FRIEDMAN, 2006). The tourist as a traveller away from home is very conscious of safety in all places he visits, and this safety need becomes part of his subconscious until he travels back home to his origin (PANNA, 2017a).

1.11. The Organisation of the Study

The thesis is organised into five different chapters, with each composed of various subtopics. Chapter One was the introduction chapter to the study. It took a look at the background of the study, the problem statement, the research questions, the general and the specific objectives of the study, the significance of the study, limitations and delimitations of the study, operational definitions and the structure of the whole thesis. Chapter two considered the review of relevant literature to the study. It discussed the following sub-themes:

- risks and risks perception of inbound tourists,
- the importance of safety to the destination's image, some risks reduction strategies employed by inbound tourists to procure safety.
- theoretical and conceptual frameworks that were relevant to the study.
- tourism potentials in the Central Region of Ghana.
- types of tourist attractions in the Central Region and their tourist safety issues.

Chapter three looked at the research methodology employed in the study. It explored the study area, study design, research paradigm, sources of data, target population, sampling procedures/techniques, data collection and research instrument, recruitment of field assistants and pre-testing of the research instrument, fieldwork and challenges, ethical issues and data processing and analysis. Chapter four deliberated on the presentation of results and discussions. It used bar charts, pie charts, cross-tabulations and frequencies as well as Chi-Square to present findings on various background

characteristics of respondents, among others. Finally, the fifth chapter discussed the new findings, summary, conclusions and recommendations of the study.

In a summary, this chapter looked at the introduction of the whole study. It considered issues on the background of the study, problem statement, research questions, objectives of the study, significance for the study, limitation and delimitation of the study, the definition of relevant terminologies used and the organisation of the study. The next chapter presented a review of related literature to draw various inferences about the real works concerning the survey.

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter considered discussions on existing literature on tourists' safety and security. It reviewed the theories and conceptual framework that underpinned and directed the study. Analysis of existing literature was much significant because it facilitated the research at every stage from the beginning to the finishing of the work.

2.2. The Concept of "Tourism"

Since the beginning of the world, man has been an inveterate traveller because travelling has been a characteristic feature of human society and lifestyle. Interestingly, in the early times, travel was tantamount with modern-day tourism as observed by VAID and VAID (quoted in AIMA et al. 2012b). The practice and concept of tourism have passed through a long process and have mostly been an outcome of civilisation and technological advancement, especially in the fields of aviation and transport, they added. The first scholars to contribute to the concept of tourism in 1942 were Walter Hunziker and Kurt Krapf (LEIPER, 1979a). They proposed that tourism is a composite, human and economic phenomenon rather than being mere economic phenomenon (WILLIAMS, 2004). HUZINKER and KRAPH (1974), (cited in LEIPER, 1979b) defined tourism as the sum of the events and relationships arriving from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to earning remuneration. LEIPER (1979c), later contributed to the subject matter and also described the tourism concept from system approach as one method to understanding tourist destinations, generating areas, transit zones, the environment and tourist flows. In the opinion of LEIPER (1979d), tourism has no single definition which is generally accepted because of the complexity of the subject; in the literature varied views reveal that though there are varied definitions, the core concern remains the same in all discussions. Tourism can be positioned as the science, art and business of attracting visitors, transporting them, accommodating them and decently catering to their needs and wants (GOELDNER and RITCHIE, 2009). Also, as proposed by MATHEISON and WALL (1982b), tourism is described as "the temporary movement to a destination outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourists".

From the review so far, one can say that tourism can be defined as the movement of a person or group of persons from an origin to a destination for not less than 24 hours and not more than one consecutive

year for any purpose (GOSH, 2006) such as sightseeing, educational field trips, visiting friends and relations, attending festival and coronation of a king or chief without the traveller being involved in any paid work at the destination. Others say that tourism is in general seen as a quick economic fix by the government and developing agencies since it brings employment, exchange earning balance of payments advantages and essential infrastructure developments that benefit the residents and serve as a catalyst for the expansion of other economic sectors (WTO, 1994, quoted in AIMA et al. 2012c). It is, therefore, imperative that the tourists who patronise the tourism industry in every destination should be provided with safety measures and security arrangements.

2.3. Theoretical Framework

In the opinion of MORRISON (2012b), destination management can be defined as the coordination and integration of all the elements of the tourist destination mix (physical products, programmes, people and packages) in a particular geographic area based upon a defined tourism strategy and plan. The adopted and modified model to undergird the study as shown in Figure 2.1 below displays how safety at the tourist destination has become integral among tourism components termed by the research as 4-destination product-component model (4-DPC) namely: physical products, programmes, people and packages.
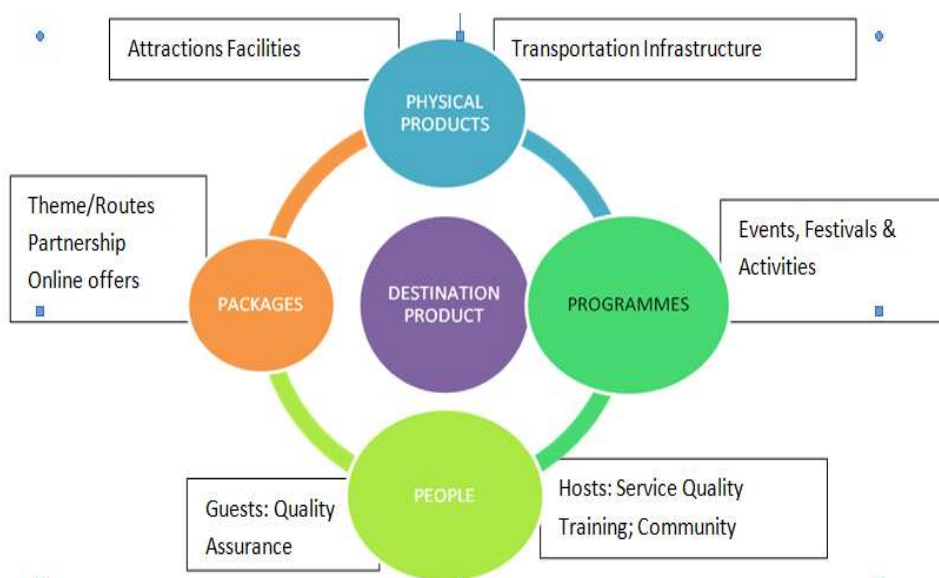
Figure 2.1. 4-Destination Product-Component (4-DPC) Model
Source: Adopted and modified from MORRISON (2012c)

As shown in Figure 2.1, physical products include items like attractions, facilities, transportation and other infrastructure at the tourist destination. The attractions play the central role of pulling tourists to the destination. In the pulling syndrome, there should be an excellent and convenient transport network to make the destination accessible and the presence of proper infrastructures such as telephone communications and reliable electrical power to support safe and enjoyable travel within the destination. Besides, the network of communication satellites known as the internet has become part of tourism infrastructure at the destination. It is now a new technological possibility in the tourism industry that helps to successfully promote and sell services and products to comply with demands, needs and desires of consumers(tourists). At the destination, it allows tourists to access documents, speak and connect to their homes and offices while away from home. Besides, there must be hotel and restaurants to provide for the cuisine and culinary needs of tourists away from their usual home of residence. In the study area, the Cape Coast-Elmina-KNP is located in the Central Region of Ghana and the Cape Coast and Elmina Castles are the most visited human-made monuments in the coastal zone and the KNP also a natural attraction with canopy walkway the first of its kind in Africa. People, as shown in Figure 2.1, made of the local inhabitants, provide the hospitality resources as the hosts and providers of personal services. In this community, local cultures and lifestyles are very appealing to the tourists. In Ghana, the hospitality of the residents is still a great asset to tourism development, and this has been the bedrock for tourism development in Ghana especially when it comes to host-guest interaction (IMBEAH et al. 2016; BOAKYE, 2011d). In each of the 4-DPC, safety and security should be assured because safety is fundamental to all tour packages and recreational activities. Consequently, this must be built into tourists' satisfaction of all the four components shown in Figure 2.1. It must be said that traditional Ghanaian hospitality offers strong social safety and security for tourists and travellers. As shown in Figure 2.1, also, packages which are part of the destination product components, come in various forms. It must be said that all destinations have a set of packages and programmes that can be bought and used by all types of tourists. Packages are put together by tour operators, travel agencies and other related agencies and merge many elements of the total travel experience and satisfaction. Packages are organised either by themes or route itineraries and often are based on industry partnerships. Travel packages can be bought online or through traditional retail outlets like travel and tour agencies, usually located in urban centres. Events, festivals and activities are organised and programmed by tourism entrepreneurs for tourists' enjoyment or experiences, and this is what we call programmes. It is worth mentioning that safety and security should be integral in the 4-DPC, as displayed in Figure 2.1.

Another model adopted to underpin the study is called a "model for reviewing tourists' assessment of safety". The original model, as shown in Figure 2.2, was used to study tourist destination competitiveness and attractiveness (TDCA), and among the essential factors identified, safety was paramount, hence its usefulness in this study. Safety, security and crowding form the environmental and physical experience as safety influences the ecological, social and physical attractiveness of destinations. As shown in Figure 2.2, the real experience, additional services and the main tourism product and activities affect tourists' satisfaction which translates into destinations competitiveness. Safety, therefore, has an effect on the tourist's choice of destination and outdoor activities undertaken. If the physical environment is perceived safe, then more tourists would prefer that destination. Tourists assess safety before and after the purchase of tourism product; their pre-assessment would reflect in choice of destination, and their post-assessment would influence future travel decision, also known as repeat visits. As displayed in Figure 2.2, tourist's assessments of safety are subjective and influenced by intervening variables paramount among them is the background characteristics. These background features affect the choice of destination as well as an assessment of safety. Thus socio-demographic characteristics influence tourists' perception of destination's characteristics which in turn impact on the evaluation of safety. The destination characteristics highlight services that are relevant in enhancing tourist's experience at the destination and they determine whether the destination is safe or not safe. As indicated in Figure 2.2 at the end of the tourists' experiences, whether the destination is safe or unsafe becomes the result of tourists' assessment of safety at the area.
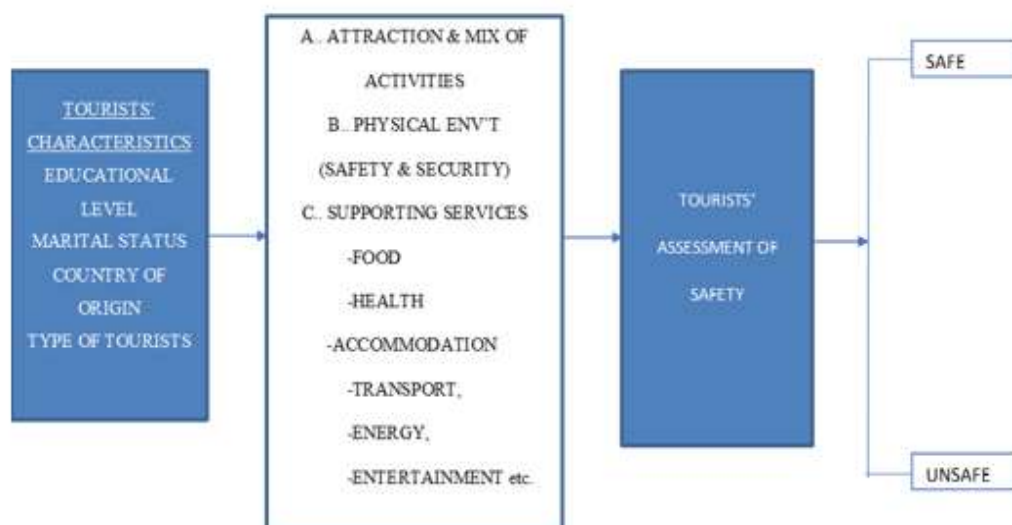
Figure 2.2. Model for reviewing tourists' assessment of safety
Source: Adapted and modified from VENGASAYI (2003a)

2.4. Conceptual Framework

Reinforcement Theory developed by SKINNER (1969a) was employed to examine the extent to which tourists repeat visits vis a vis safety issues in the destination area. The theory explains that pleasant experiences and outcomes out of travels tend to generate repeated tendencies or behaviour, whereas unpleasant consequences do not create repeated behaviour. For instance, a satisfied tourist can come back to the same tourist destination, while a dissatisfied tourist would go to a different destination. However, to motivate a specific behaviour like repeat visit, one has to strengthen positive results or assessment of this behaviour. It means that to stimulate the tourist to buy and enjoy the same tourist product, marketers should highlight or emphasise the positive and pleasant results and feelings that the tourist experiences with the tourist product. It can, therefore, be assumed that, when tourist safety issues are well organised at a tourist destination, repeat tourist visits would be encouraged.

2.5. System of Tourism

A system can be defined as a set of interrelated units coordinated to form one whole and put together to achieve a set of goals (KAMRA and CHAND, 2006c). LEIPER (1979e) suggested three elements or components in the tourism system model, namely: i) the human element, ii) the geographical element and iii) the industrial element. All these components are set within a political, socio-economic and environmental context. The human part is the tourist, who is the crucial player in this system. Tourism is a social experience enjoyed by a lot of people as an essential lifetime aspect. The geographical elements are the i) tourist generating region, ii) tourist transit route region and iii) tourist destination region. The industrial part is the tourism industry comprising the various businesses and organisations responsible for supplying the tourism product. The connections between the components make the system dynamic and make the sector also interact with other areas in the economy. In the tourism system, there is a display of demand-supply-safety match. The demand side of tourism reveals the following factors: i) that there is a tourist who is motivated to travel for pleasure or business; ii) that the traveller has the financial ability to pay for services and facilities at the destination; iii) that the traveller has the time and physical ability to travel iv) that from ticketing services, tour operators, travel agents and marketing agents are available for the traveller to choose. All these elements mentioned above are found at the tourist generating region to stimulate demand for travelling. These elements also act with "push effect" to engender desire. Equally important in the functioning tourism system is the driving force of the supply side. The supply side of tourism reveals

the following factors: i) that there are attractions, entertainment and events that pull the tourists to the destination, ii) that there are accommodation and catering services ii) that there are tourist services and shopping facilities. All these elements mentioned are found at the tourist destination region to provide a stock of tourist supplies and infrastructure. These elements also act with "pull effect" to provoke the tourist to travel to the destination.

Finally, for the tourism system to be complete and encourage repeat visit to destinations, the safety aspect of travel has now become the third leg to the system. The rapid and picturesque development of transport has contributed to the rise of geographical mobility by tourists. This technological development has made safety and security issues gain vast importance as tourism itself has become one of the largest industries in the world economy. This situation has made tourism system become highly dynamic and is influenced by the safety of the tourist and facilities provided by the tourism industry. In the opinion of KOVARI and ZIMANYI (2011d) the complex perception of safety and security in tourism has introduced the following attributes: i) security of travel has become a global problem that we cannot disregard, ii) the number of destinations and tourists affected by the lack of security is increasing, iii) lack of safety and security causes regional stagnation or decline in tourist flows, iv) many new elements like personal data security and environmental security now appear within the tourism security issues due to globalisation and v) necessary changes in safety and security concept in travel and tourism now calls for everyday actions by the stakeholders in the industry.

2.6. Factors that Influence Tourists' Safety Issues

KOZAK (2002a) argues from the experience of Turkey that harassment is a conspicuous feature of the life cycle as a destination progresses from informal phase to consolidation and acceptance, many reports of the most sustained complaints come from popular, high-density resort areas where tourism is highly institutionalised. As proposed by PATTULLO (1996a), the problem is partly a function of a destination's dependence on tourism, and partially its level of poverty. Also, ROBINSON and BONIFACE (1999) identify sharp visitor-resident socio-economic dynamism as well as cultural discontinuities as general conditions conducive to harassment. In this potentially conflictive milieu, both de ALBUQUERQUE and McELROY (2001) and KOZAK (2007a) focus on the specific case of visitor–vendor interaction and identify communication and primarily cultural differences as the source of the problem. So far as KOZAK (2007b) is concerned, for one to understand why tourist is bothered, the intention to harass must also be considered, giving past investigators a cause to look into various ways for which tourists are harassed. Furthermore, in the host community, tourists are

regarded as affluent people from whom income can be extracted. In many cases the host communities are made up of people who are too poor to escape the reality of their lives; they are too poor to live properly at where the citizens live, and these are the exact tourist ambience where tourists would like to visit. As a sequel, the host community members become envious of the tourists and the natives would do anything possible to benefit from the presence of the tourists in the destination. For example, in India, it is observed that many corrupt taxi and auto drivers who wait on tourists to take them for rides and charge them exorbitant fares more than the usual fare; the poverty of destinations usually developing areas whose natives want to earn living out of the tourists end up harassing the tourists as the natives try to sell their commodities (PATTULLO, 1996b). In 2004 it was detected that tourists in Kenya, while they walked in the streets and the shopping malls experienced resistance and persistence from vendors. In Jamaica too, whose primary income depends on tourism, the natives would do anything to survive; they harass tourists as they persuade them to patronise their kinds of stuff, there have even been cases where police patrols were sent to Kingston to protect visitors from beggars', unofficial tour guides and vendors (TAYLOR, 1993). Also, tourists have a way of perceiving a destination; through the internet and gossip, before they travel there. Tourists tend to interact or react based on their perceptions which are sometimes myth or bogus. PIZAM and MANSFIELD (2005a), contend that individual tourists' actions render them being preyed to harassment; going to areas where locals will not dare to go, their way of dressing and how they react to certain circumstances make them vulnerable. Tourists would mostly want to go out at night because of the desire to have an authentic experience and to have fun making themselves easy targets for criminals and offenders waiting to take advantage of them. North American tourists, for instance, may easily take offence to boisterous and persistent hawking of the relatively poor West Indian vendor, behaviour accepted in the Caribbean as a social norm. The northern Europeans also consider invading of private space as a selling method as very disturbing and annoying hence would not purchase from service providers in that position, thus provoking a harassment situation (KOZAK, 2002b). HARPER (2001a) identifies another behaviour-cause that can be related to the kind of friends tourists keep to themselves while at the destination. Since the language barrier can be a big problem for the tourists and in the attempt to trying to cope may mingle or attach themselves to some natives to feel secure and safe. Consequently, sometimes these friends turn out to be criminals who wait for the right moment to take advantage of the tourists (PIZAM and MANFIELD, 2005b). According to HARPER (2001b), in about 20% of robbery events, victims had some relationship with the offender before the robbery.

Another factor could be related to poor organisation of services in terms of better human relations and consumer service provision (KOZAK, 2002c). GRONROOS (2012) explains service as an activity which is intangible and seeks to provide a solution to tourists' problems. However, when this is not correctly done dissatisfaction of tourists may occur; therefore, understanding tourist-host relations for developing a positive tourist-host contact to enhance tourist satisfaction is vital to stay in and repeat visit (BITNER et al. 1990). For example, REISINGER and TURNER (2002) found that differences in communication style, expressing feelings, attitude and establishing relationships influence relations between Korean tourists and Australian service providers. Culture shock which is a situation where people find it difficult adjusting to a new culture that differs from their own especially moving to a foreign country whose culture is totally different from yours (REISINGER, 2009b; COOPER et al. 2008b); however, culture shock exists in four phases:

- the honeymoon phase, where the difference between the old and new culture is seen as pleasant and fresh,
- the negotiation phase, where after some time usually three months, the differences become apparent and may create anxiety and frustrations then the adverse reactions are felt,
- the adjustment phase, where one grows accustomed to the new culture and develops routines and finally
- the mastery stage, where the visitor/tourist can participate fully and comfortably in the host culture.

However, the honeymoon stage is the most likely stage where harassment can be felt strongly though the tourists can experience difficulties with some activities at any of the other stages. Here there would be a dilemma in some cases because some tourists would prefer services as it would work in their own culture. In, contrast, some would prefer different exposure and experience, and this can be attributed to the phase of culture shock that the tourist is exposed to and the kind of culture the tourist is used to (REISINGER, 2009c). For example, the northern European tourists would look at offers, behaviours and evaluate it rationally, for them invading private space as a selling method is disturbing (KOZAK, 2002d). The temporary nature of tourists can also lead to their harassment. The longest tourists can stay at a destination is a year; this means that at a particular time a destination may be flooded with foreigners who come to share resources with locals as well and disturb the peaceful nature of the place (MORRISON, 2012d). There have been cases where some sites and facilities are built up only for tourists. These sites have become a no-go area for the local people in the community;

the presence of tourists also results in inflationary pressure thereby prices of goods and services are increased to specific standards that the locals cannot afford. This situation compels the locals into acting up towards the very people who disturb their peace and increase their cost of living especially since the tourists are strangers and vulnerable and would rely on relatively unknown people for food and beverage and accommodation services. Since the tourist is filled with anxiety which may result in psychological and physical of one's home environment, the tourist may behave, understand and react differently to a situation which may generate adverse reactions from the locals including harassment. The non-permanent nature of the tourists also makes them vulnerable to so many unfair treatments since, at a point, they would need the services of the natives even if they are all-inclusive tourists. It is observed that safety and security issue help to measure tourists' activities, thus enabling them to feel safe or not safe at the destination in question.

2.6.1. Tourists' Pre-Trip Conception of Safety

In the opinion of REISINGER and MAVONDO (2005b), it is vital to understand how potential tourists experience their environment or destination in terms of safety to create a conducive environment for tourism development. SJÖBERG (2002) explains that safety and physical security are prerequisites for healthy tourism development of every destination. In contemporary tourism issues, safety and security for international travellers have become a global issue, and some reasonable discussion and media space have been assigned to its discourse. This media coverage, coupled with other factors informs the potential tourists of what is likely to be met when they decide to visit a destination at the expense of the other. MANSFIELD (2006) observes that inadequate personal safety is seen as a significant deterrent to international traveller or tourists. International tourists, who feel that their security cannot be assured and could be compromised, may perceive the destination as unsafe to visit. Countries most at times issue out directives to their citizens warning them of not going to some destinations for tourism. For example, Australia issued a warning about inadequacy of safety in some high-risk nations such as Malaysia, Singapore and Thailand (MOPELI, 2009b).

2.6.2. Tourists' Perception of Safety

Tourists develop a negative impression of a destination if they feel unsafe or threatened at a tourist facility while at the destination. This situation can severely affect the destination's tourism industry and image and can end up in the reduction of numbers to the area in question. GEORGE (2003) claimed that this reduction in arrivals could happen when:

- Potential tourists decide not to visit the destination because its reputation for chalking a high crime rate is rife.

- Tourists feel unsafe at a destination and are not willing to participate in activities outside their lodging facilities.

- Tourists who have ever been threatened or felt unsafe at a destination are not likely to return to the place for leisure and quite unfortunate are not expected to recommend the destination to other potential tourists.

2.6.3. The Role of Safety to the Destination's Image

Little destination knowledge by tourists and the perceived negative reflection generated by poverty, political instability and sometimes terrible humanitarian circumstances (GROSSPIETSCH, 2006) has been among the critical problems when there are high tourist activities. Admittedly, destination image has influences on tourist travel decision-making, cognition and behaviour at a destination as well as fulfilment or satisfaction levels and remembrance of the experience. Interestingly, memories and reflections of tourists after the trip to a destination complement the original adventures and desire for a repeat visit. Consequently, tourist destination images play a significant role in tourists' safety since these images influence both the decision-making behaviour of potential tourists and the level of satisfaction concerning the tourist destination. JENKINS (1999) proposed that whether an image is an accurate illustration of what any given destination has offered the tourists is less significant than the existence of the image in the minds of the tourists. Tourists depend intensely upon the image of a particular destination when considering and choosing various holiday destinations. Finding a much broader choice and the diversity of destinations, modern-day tourists, are likely to select holidays that offer total satisfaction of their travel desires and value for money. A destination having the right product alone is not enough to favourably compete in the tourism market. The expectations and needs of tourists must be considered whether or not the image is an actual illustration of what a destination has to offer the traveller or not, is of less importance. What is significant is the image that exists in the mind of the potential tourist (STYRDOM and NEL, 2006).

According to SÖNMEZ and SIRAKAYA (2002), "positive images of a destination help the policy planner and tour operators to create awareness, and this can serve as the distinguishing factor among competing destinations''. Safety and security are without any doubt the sine qua non-primary conditions for the healthy tourism development of every destination, region or country and thus serves as the underlying determinants of its growth (MOPELI, 2009c). Without these conditions,

destinations cannot compete successfully in the global market of tourism even if they present through their marketing campaigns the most attractive and excellent quality natural and human-made attractions. Examples of attractions may include Castles in Elmina and Cape Coast and the Canopy walkway in Kakum National Park in the Central Region of Ghana.

2.7. Tourist Satisfaction Influences Repeat Visit to a Destination

In the opinion of OLIVER (1981), in the travel and tour experiences, the satisfaction of a tourist is discussed as part of a tourist's post-procured and consumed assessment of the destination. Therefore, say that positive satisfaction can have a positive effect on the tourist' repurchase decision-making process (GOTLIEB et al. 1994). In the plethora of academic literature, it is established that satisfaction of a tourist at a destination is a good prediction pointer of the tourists' repurchasing and revisiting choices (CHOI and CHU, 2001; PETRICK, 2002a, 2004a; ROMITI and SARTI, 2016; TAM, 2000). Consequently, as observed by PETRICK and BACKMAN (2002), tourists who have a positive experience during the period of one recreational activity will possibly repeat the expedition.

Interestingly, the direct correlation between tourist safety and tourist satisfaction has received little attention in the available literature in tourism. For example, PETRICK, (2002b, 2004c) and YI, (1990) have done some studies on consumer satisfaction but conspicuously missing is the above correlation factor. Furthermore, the fewer works that did some analysis on the consequences of satisfaction like ANDERSON and SULLIVAN, (1993) and BAKER and CROMPTON (2000) that worked on intentions for repeat visit still missed out the direct influence of tourist safety on tourist satisfaction.

It has also been discovered by SODERLUND (1998) that an increase in consumer satisfaction does not necessarily lead to the same increase in consumer allegiance to a service or product. LEE et al. (2007a) in the same vein in their study do not identify a significant relationship between satisfaction and the tourist's revisiting intention to a festival or tourism event. It can mean that the intensity of the relationship between tourist' satisfaction and repeat visit can change, depending on the service or product being analysed and depending on other variables that can also affect the formation of an individual's expectations (LEE et al., 2007b). However, the influence of tourist safety is still a more definite factor in this discussion of tourist satisfaction.

2.8. Hungarian Studies in Tourism Safety

ORBÁN (2017), did a study in Hungary on "Identification challenges in tourism – Enhancing security with Bayesian methods" He postulated that though tourism is an economical driving factor for

Hungary, it has a hidden safety-threat caused by the same industry as a business. Improper identification is an invisible threat caused by this tourism business itself. He observed that technological development has highly revitalised tourism through the changes in transportation. The unfortunate aspect is that the large droves of tourists having recreational travels can potentially be dangerous; because among the travellers or residents can be concealed some harmful elements. The recognition and identification of such suspicious persons, baggage, means of transport, and the person's intentions have become a matter of concern in the tourism industry. He concluded that to reach the desired operation of the society's self-defensive functions mainly in the tourism industry, we need to develop new person and intention identification methods, which will serve the community without suggesting the Orwellian feeling of being exposed. The research of Bayesian networks and Big Data provide an innovative possibility for reaching the expectations of tourism security, an option that has already been tested in other areas.

The tourist bear in mind his sense of safety prefers to visit places with favourable public safety conditions, which are free of the threat of terrorism and the number of attacks on people is of little effect (PANNA, 2017). He posited that public safety makes an appearance in the life of a country and especially in the life of a person or a tourist. Solving the problems of tourists' safety is a priority in Hungary, and the following significant elements can be used to address:

• the development of the services and measures concerning safety,

• precautionary measures concerning safety,

• re-gaining the trust of tourists by enhancing their sense of safety (e.g. increased police presence).

Creating and maintaining safety as a crime prevention strategy is critical in touristic target zones in Hungary. The appropriate implementation of the public safety measures has a positive effect on the society on the given territory, on its economy, and as a result, on its tourism as an industry. That is why the 1087/2011 (IV. 12.) Government Decision on the National Crime Prevention Committee came into effect on 23 April 2011.

"The Government, in order to establish and maintain high-level public security, to control and contain criminality, in order to support and strengthen coherent actions against crime occasions and criminals, also, for the effective operation of the new models of crime prevention, to devise, apply and coordinate the necessary action plans for crime prevention has brought to life the National Crime

Prevention Committee (/NBT/NCPC)" (GOVERNMENT DECREE 1087/2011, HUNGARY). NCPC has the responsibility of harmonising the activities of the central administrative authorities with those of the police and security forces, connected to crime prevention within the society. The NCPC also helps with the professional activities of the local crime prevention organisations. (BUJDOSÓ- GYÖRKI, 2011). In addition to the above, there is an establishment of tourist police that plays a unique role in social crime prevention. The proactive work of the police is essential for the tourist industry, and they target to provide the tourists with a sense of safety in Hungarian tourist destinations. However, to establish that sense of safety, there is a need for cooperation with the various tourism organisations and with the local governments, by attracting foreign language speaking young people, to aim at crime prevention, victim support and full-fledged counselling. (BUJDOSÓ-GYÖRKI, 2011). The Tourist Police programme has been designed to strengthen public safety in locations with the robust tourist industry, by ensuring effective action against crime and protecting the safety of tourists and assets, mainly in the summer, the tourism peak season in Hungary.

In terms of tourism safety collaboration, there is an agreement between the ministries in charge of policing of Croatia and Hungary since 2006. The Hungarian police organisations cooperate with their Croatian counterparts in the execution of duties related to cases concerning Hungarian tourists visiting the Croatian sea coast (especially the Zadar region). The task of the Hungarian police officers is mainly to enhance the sense of safety of the Hungarian citizens who spend leisure time at the Adriatic Sea and to support the effective communication between the local police organisations and the Hungarian tourists. The Hungarian police staff are regarded as persons who assist the Croatian members of the police force, but they do not have the right to take measures (PANNA, 2017b). In Hungary, safety is principally essential in all sectors, including travel, which is an integral component of tourism. The regulations on travel safety cover all the elements of the system, such as persons, vehicles, mediums and equipment. More importantly, the traveller or the tourist is the beneficiary of the safety measures taken in all transport systems. In the safety policy, the state authorities that help in safety are the police, the military forces, the Immigration and Asylum Office, the Counter-Terrorism Centre, the Constitution Protection Office, and the Information Office.

These studies done in Hungary lends credence to the observation that tourism safety has become a sine qua non-element of the modern global tourism industry and must necessarily be improved by the use of all methods available to sustain its reliability among tourists.

2.9. Locations of Terrorist Attacks in Africa

There is now a glut of evidence that crime and violent acts happen at tourist destinations almost every day. No tourist destination is not susceptible to criminal activities, especially at the regions where natives are not happy with the development approach of the government, or there are religious misunderstandings (PIZAM, 1999a). PIZAM and MANSFIELD, (1996a) observed that both domestic and international tourism are severely affected if tourists find an absence of safety and security at a destination. As noted by FLICKER and GARDNER (2002), crimes perpetrated against tourists can be divided into two main types: i) crimes-of-opportunity such as rape, robbery, assault and harassment and ii) organised crimes such as terrorism. Since there is robust social media and reportage in the world now, news about terrorism is always flushing on the minds of travellers and tourists with terrorist attacks happening all over on the globe. The deep media attention given to safety issues in tourism tells the seriousness and consciousness with which tourists pursue their safety at tourist destinations (JITPLEECHEEP, 2007; MYDANS, 2008). In recent years, reports about Africa gliding into the new frontier for terrorism in general and Islamist terrorism, in particular, are now much more recurrent. *"In recent years, reports about Africa gliding into the new frontier for terrorism in general and Islamist terrorism in particular are now much more recurrent. Some authors and scholars propose that there are worrying signals that Africa may be reemerging as a new centre of gravity in the war against Islamist militants and that jihadist ideology has for some time been gaining supporters further south, suggesting a growing influence of Daesh in all of Africa, in addition to the opinion held by al-Qaeda (IISS, 2015)."* It is worth mentioning that fortunately, the number of terrorist attacks have also declined in Africa recently.

Since there is no generally agreed definition for the term "terrorism", one type is chosen to help the discussion in the area of tourism. It is "a systematic campaign of indiscriminate violence against public civilian targets to influence a wider audience. The ultimate aim of this type of violence is to coerce the government to make political concessions, up to and including conceding outright defeat". It implies that violence must be directed against civilians, including innocent tourists and travellers. In the opinion of ALBUQUERQUE (2017), the reason for this definition and distinction is that it makes it possible to differentiate better between this particular approach of attack against humanity and that of guerrilla warfare or insurgency, which primarily targets military installations and accessories. In the definition proposed by GTD (2016a), the definition requires that the following attributes must all be present for an attack to be considered a terrorist attack: i) the incident must be intentional - the result of a conscious calculation on the part of a perpetrator, ii) the event must entail

some level of violence or immediate threat of violence - including property violence, as well as violence against people and iii) the perpetrators of the incidents must be sub-national actors. However, it is observed that some of these attacks are typically carried out against tourists and tourism facilities. This development negatively affects tourist arrivals and tourism receipts in any destination. As noted to the study done by GTD (2016b), between 1997 and 2015, in general, North and East Africa have been the primary geographic locations of terrorist attacks in Africa as shown in Table 2.1 below. The victim-countries in the north include Algeria, Libya, Egypt, Tunisia and Morocco as revealed in Table 2.1 below. Also, in the east, the victim-countries include Somalia, Sudan, Kenya, Uganda, Mali, South Sudan, Rwanda, Ethiopia, Eritrea and Djibouti. However, West Africa within which Ghana is located experienced a relatively small number of terrorist attacks during 1997-2006, but gradually attacks have become frequent since 2011. The victim-countries include Mali, Mauritania, Nigeria, Niger, Senegal, Sierra Leone, la Cote d'Ivoire, Guinea, Liberia, Burkina Faso, Guinea-Bissau, Ghana, Equatorial Guinea, Gambia and Benin. Calculation of the total of terrorist attacks committed in Africa between 1997 and 2015 indicates that 65% of all attacks occurred in five countries, namely: Nigeria (22%), Somalia (13%), Algeria (13%), Libya (9%) and Egypt (8%). These attacks negatively affect the image of the tourist destinations in Africa, especially tourist sites in Nigeria, in the North and Eastern Africa. Though in terms of numbers, Ghana has been a relatively calm tourist destination, the general negative tourist perception about Africa has plagued destinations in Ghana. Hence, the need to investigate the level of institutional collaboration in maintaining tourist safety in the Central Region of Ghana.

Table 2.1. Organisations that perpetrated most terrorist attacks in Africa: 1997-2015

Organisation	Country of attacks
Allied Democratic Forces (ADF)	The Democratic Republic of the Congo, Uganda
Al-Qaeda in the Islamic Maghreb (AQIM)	Algeria, Libya, Mali, Mauritania, Morocco, Niger, Nigeria, Tunisia
Al-Shabaab	Ethiopia, Kenya, Somalia, Uganda
Anti-Balaka militia	Cameroon, Central African Republic
Armed Islamic Group (GIA)	Algeria
Barqa Province of the Islamic State	Libya
Boko Haram	Burkina Faso, Cameroon, Chad, Niger, Nigeria
Democratic Front for the Liberation of Rwanda (FDLR)	Democratic Republic of the Congo, Rwanda
Janjaweed	Sudan
Lord's Resistance Army (LRA)	Democratic Republic of the Congo, Sudan, South Sudan, Uganda
Movement for the Emancipation of the Niger Delta (MEND)	Cameroon, Equitorial Guinea, Nigeria,
National Union for the Total Independence of Angola (UNITA)	Angola, Namibia, Zambia
Salafist Group for Preaching and Fighting (GSPC)	Algeria
Sinai Province of the Islamic State	Egypt
Tripoli Province of the Islamic State	Libya

Source: GTD, (2016c)

One can say that apart from these organisations shown in Table 2.1 that perpetrated most terrorist attacks in Africa from 1997 to 2015, other groupings are springing up now and then on the African continent. It is also known as shown in Table 2.1 that these violent groups are either religious or politically triggered, and they are most vehement.

Since the tourist behaviour patterns vary from tourist to tourist, they are considered most exposed and an easy target for the victimisation of crime, for example: when tourists carry large amounts of physical cash and smart gadgets, are unfamiliar with their new environments, and they dress and look different in the community (BRUNT et al. 2000a; PIZAM and MANSFIELD, 1996b). Besides, BRUNT et al. (2000b), observe that the tendency of tourists becoming victims comes from the fact that tourists spend more time outdoor activities such as sightseeing, dining and shopping at the destination. Many a time, the tourists engage themselves in risky behaviours that make them fall prey

to criminals. When tourists fall as victims of crime, it affects their future travel plans. (BRUNT et al. 2000c; PIZAM, 1999b). BAR-ON (1996), opined that the adverse effect on the tourist destination rather stems from the negative publicity that reduces the demand for the destination. The other common disasters that also affect tourist destinations in Ghana are the sudden falling of trees in the national parks and waterfalls enclave, rainstorms, landslides, flooding of roads and tourist pathways, land and sea erosion. The commonest is the floods which have become perennial, especially in the capital city, Accra and other urban centres (OTENG-ABABIO, 2013, ASUMADU-SARKODIE et al. 2015).

2.10. Tourists' Travel Motivations

Motivation is a psychological term, which refers to the propelling force within persons that compels them to action (MAYO and JARVIC, 1981; SCHIFFMAN and KANUK, 2003). In the opinion of PIZAM et al. (1979a), so far as tourism is concerned travel motivation refers to a set of needs that predisposes a potential tourist towards a particular tourist activity. In tourism, studies travel motivation plays a significant role because it is the key factor that underlies all tourist behaviour and is also fundamental to tourism development (CROMPTON, 1979a; DANN, 1981; PEARCE, 1995). In the past authors and researchers have worked on some travel motivation theories, for instance the travel career ladder (TCL) approach (PEARCE, 1988; PEARCE, and LEE, 2005a), the optimal arousal theory (ISO-AHOLA, 1982), the allocentric-psychocentric theory (PLOG, 1974) and the leisure motivation approach (BEARD and RAGHEB,1983). Interestingly, the push and pull theory has been widely applied by researchers to study tourist motivations and destination attributes (CROMPTON, 1979b; HSU and HUANG, 2008; KAO et al. 2008; KIM et al. 2003; YUAN and MCDONALD, 1990). In this theoretical framework, push factors refer to the drivers that lead to a decision to travel outside a person's place of usual residence, whereas pull factors relate to the drivers that cause an individual to choose one destination over another once the decision to travel is settled (KLENOSKY, 2002a).

The tourists' seven push factors were first discovered by CROMPTON (1979c), namely: escape from a perceived natural environment, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships and social interaction; and also identified two pull factors: novelty and education. His study of push and pull factors indicates that tourism-related businesses might wish to pay more considerable attention to socio-psychological motivations when they develop product and promotion strategies. Later, PIZAM et al. (1979b) argued that pull factors did not play

any role in motivation since they were just simple explanations of individual touristic activity and should not be considered in studying tourism motivations. However, other authors and researchers have recognised that pull factors represent a result of the features and attributes of a tourist destination (PAN and RYAN, 2007; PRAYAG and RYAN, 2010). Practically, it is still difficult to separate the relationship between push and pull factors in tourism decision making. KLENOSKY (2002b) proposed that push and pull factors are not entirely independent of each other. As a result, CHA et al. (1995), for instance, observed that travellers or tourists are pushed by their internal forces and simultaneously pulled by destination attractions and attributes. HARRIL and POTTS, (2002) have indicated that as regards what motivates people to travel, the answer is still vague among authors and researchers. Given this, FILEP and GREENACRE (2007), PEARCE (2011a), PEARCE and LEE (2005b) developed a travel career patterns (TCP) model, which is modified and extended version of the TCL approach to help explain travel motivation among tourists. The TCL approach proposes that a tourist' travel motives progress on a hierarchy as their travel experiences increase. The TCP model does not pay attention to the hierarchical ladder of the TCL approach, and instead emphasises the dynamic nature of travel motivations of tourists. In his studies, PEARCE (2011b) discovered that the TCP model categorises travel motives into three layers: i) for all travellers, regardless of their previous travel experiences, there is a core layer of motives, including the need to escape and relax, to experience novelty and to build relationships; ii) a middle layer of motives indicating that tourists with more travel experiences tend to seek close contact with the host community and the local environment as well as striving to fulfil self-development and self-actualisation needs, and; iii) an outer layer of motives including seeking passion and looking for isolation. Admittedly, the motivations of the outer layer are less critical to experienced travellers or tourists.

From the previous discussion, one can say that, because the travel motivations of tourists are dynamic their safety at the destination can be a crucial factor and incentive that can also motivate them to stay longer and even recommend the destination to potential tourists. In Table 2.3 below, the trend of international tourist arrivals by purpose of visit in Ghana between 2012 and 2017 are shown.

2.11. Tourist Arrivals and Generating Markets to Ghana: 2012-2014

In Ghana the tourist attraction sites that drew most tourists into the country in 2013 were Kakum National Park that received 184, 000 tourists, Cape Coast/Elmina Castles that received 157, 000 tourists, Kwame Nkrumah Memorial Park had 93, 000 tourists, Kumasi Zoo received 68, 000 tourists, Wli Waterfalls had 63, 000 tourists, and Manhyia Palace Museum received 51, 000 tourists (GHANA

IMMIGRATION SERVICE (GIS, 2015). The tourist generating regions to Ghana between 2012 and 2017 are displayed in Table 2.2 below. In almost all the years, Ghana received high American tourists because of the African-Americans in the Diaspora and strongly due to the mass exodus of African descents that were transported to the Americas during the Slave Trade period whose offspring would always want to come back home and trace their root through the Castles in the West African sub-region. It is also established that some of the tourists from America and Europe to Ghana precisely Cape Coast tourist destination are on study tour either for research or students field trip programmes.

Table 2.2. International tourist arrivals by generating markets: 2012-2014 number of arrivals (in thousands)

Country	Year					
	2012	2013	2014	2015	2016	2017
USA	118.4	123.5	135.9	140.3	157.7	177.4
UK	77.6	82.7	91.0	93.2	94.3	95.8
Germany	33.6	37.6	41.4	45.6	47.8	48.9
France	19.9	21.6	23.8	24.6	35.7	37.8
Netherlands	28.2	30.7	33.8	35.7	36.8	38.1
Canada	25.1	26.8	29.5	31.3	34.5	35.2
Switzerland	4.5	5.0	5.5	6.5	7.7	8.6
Scandinavia	18.0	21.1	23.2	24.6	25.5	27.3
Italy	9.1	10.7	11.8	13.4	14.6	15.8
Cote D'Ivoire	40.5	50.5	55.6	57.8	62.7	71.4
Nigeria	102.2	112.4	123.6	232.4	265.7	446.7
Togo	26.5	31.3	34.4	35.8	46.7	48.2
South Africa	25.1	28.2	31.0	42.7	54.5	62.5
Overseas Ghanaians	106.6	113.3	124.6	145.6	154.6	172.5
Others	268.1	298.2	328.0	421.4	426.3	501.4
Total	**903.3**	**993.6**	**1,093.0**	**1,350.9**	**1,465.1**	**1,787.6**

Source: GTA (2017a)

Markets of inbound tourists have been diverse and mostly from the Western countries. Table 2.2 reveals the USA as the most prominent tourist generating market for Ghana; this is because the USA was the biggest beneficiary of Slave Trade in the olden days when slaves were exported from West Africa via the castles in Ghana, namely, Cape Coast Castle and Elmina Castle in the Central Region of Ghana. The offspring of such slave ancestral lineage in the USA often travel home to Africa and in Ghana in particular to pay a visit, discover their family and pay homage to their root.

Table 2.3. The trend of international tourist arrivals by purpose of visit (2012-2017)

Purpose of Visit	Percentage: 2012 - 2017
Business	23.1
Conference/Meetings	9.0
Study/Training	8.0
Visiting Friends & Relations (VFR)	24.8
Medicals	1.2
Holiday	19.0
Transit	10.9
Others	4.0

Source: GTA (2017b)

From Table 2.3, in Ghana between 2012 and 2017, the motivation for visiting Ghana by tourists and travellers have been mostly visiting friends and family members (about 25%), coming to Ghana to do business (23%) and visiting Ghana for a holiday or vacationing (19%). Most of those who visit Ghana for conference come as religious guest speakers or participants for many faith base groups whose meetings are termed "conventions" in Ghana. Coincidentally, because the conventions occur during the tourism peak in Ghana, the guest speakers and foreign delegations also visit the attraction sites in Ghana after the convention programmes. For those who visit Ghana for medical attention are mainly Ghanaians based abroad and have their arrangement with various hospitals. Their numbers are minimal as compared to other travellers who travel for other travel purposes.

2.12. Tourism potentials in Ghana and the Central Region

This session looks at the identification and description of tourism potentials in both Ghana and the Central Region of Ghana. The purpose is to discuss the various tourism resources that make the region unique and receive the highest tourist arrivals in Ghana. The tourism resources are not evenly spread in Ghana. Still, every region in Ghana has one kind of tourism resources or the other, ranging from ecological tourist resources, seashore tourist resources, cultural tourist resources and historical tourist resources.

2.12.1. Tourist Resources in Ghana

Ghana is endowed with a full collection of attractions that facilitate all-year-round tourism in the country. Though many of them are yet to be developed, few of the existing ones are still in their raw state (GOVERNMENT OF GHANA TOURISM PLAN, (2012c). Attractions in Ghana have been categorised under five main types, warm tropical climate, pristine beaches, ecological heritage, cultural heritage and historical heritage (BOAKYE and MINTAH, 2008a; FREMPONG et al. 2015a). The tourist sites shown in Figure 2. 3. are categorised into the following groups. The warm tropical

climate, which is best enjoyed at the beaches in Ghana. There are sunny days almost all year round for sun-sea-sand holiday at the beach. Some of the best beaches in Ghana are La Palm Pleasure Beach, Ada Beach, Krokrobite Beach, Winneba Beach, Elmina Beaches, Fete Beach, Anomabo Beach, Busua Beach, Ankobra Beach and Escape 3 Points Beach. The ecological heritage as shown in Figure 2.3 consists of Kakum National Park, Mole National Park, Gambaga Escarpment, Bui National Park, Digya National Park, Kintampo Waterfalls, Tagbo Falls, Wli Falls, Paga Crocodile Park, Ankasa Forest, Bia Nature Reserve, Nzulezu Stilt Village, Mount Afadja, Lake Volta, Lake Bosomtwe, Shai Hills, Aburi Botanical Gardens and Keta Lagoon. The cultural heritage is made of National Museum, Independence Square, Larabanga Mosque, Bonwire Museum, Adomi Bridge and the various festivals shown in Table 2.4. The historical heritage comprises Cape Coast Castle, Elmina Castle, Osu Castle, Fort Victoria and Fort Nassau. The European merchants built all the Castles and Forts along the coast of Ghana for trading purposes during the colonial period.

Figure 2.3. Map of Ghana showing tourist attractions

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)

2.12.2. Ecological Tourist Resources

Figure 2.3 above displays the diverse tourist attractions found in Ghana. Ghana has rich ecology made of vegetation and wildlife and waterfalls. Ghana shares rain forest vegetation cover with other West and Central African countries. The rain forest spans from the western part of Ghana tapering in extent towards the Ashanti and mid-Volta Regions. Kakum National Park (KNP) which is 33 km north of Cape Coast is a rain forest national park as shown in Figure 2.3. KNP has a treetop canopy walkway: seven long bridges and four short bridges and is known to be the first of its kind in Africa. The park was established in 1992 (FORESTRY COMMISSION, 2006a). Some of the species of fauna in KNP are Diana monkey, giant bongo antelope, yellow-backed duiker and African elephant. KNP also has a variety of birds for bird watching activity. It has a large variety of butterflies.

Mole National Park (MNP), as shown in Figure 2.3, is located in the Guinea savannah in the Northern Region and is also Ghana's largest national park. MNP was established in 1971 and had a variety of game. It has a Mole Motel which is located right in the park with a swimming pool, bar and restaurant facilities. The monkey sanctuaries in Ghana are Boabeng-Fiema in Brong Ahafo Region and Tafi-Atome in Volta Region. There are Coastal wetlands known as Ramsar sites and are wetland reserves of international significance because they provide habitats for large numbers of indigenous and migratory water birds. Kintampo Falls in Brong Ahafo Region, Boti Falls in Eastern Region and Wli Falls in Volta Region as shown in Figure 2.3 are the major waterfall sites in Ghana. There is a famous crocodile pond at Paga shown in Figure 2.3; a border town in the Upper East Region. There are Botanical gardens at Aburi and Bunso Arboretum both in the Eastern Region; these ecological heritage-resources provide a strong foundation for Ghana's eco-tourism promotion.

2.12.3. Seashore Tourist Resources

Beaches are found in the western part of Ghana's 540-kilometre coastline, and it stretches between Accra and Axim. These beaches promote sun-sea-sand recreational activities and holidays in Ghana. Some famous beaches in Ghana are La Palm Royal Beach, Coco Beach, Busua Beach, Bojo Beach, Kokrobite Beach Coconut Groove Beach Resort all in Accra, Elmina Beach in Central Region and Ankobra Beach in Western Region. Within Ghana the domestic demand for sun-sea-sand recreational activities is seasonal and mainly occur during holidays such as Ghana's 6th March Independence Day celebration, Christmas celebrations, New Year celebrations, Easter Monday Celebration and other religious festivals. It must be said that, among the foreign visitors and expatriates sun-bathing at the beaches, banks of rivers and lake is almost an all-year activity. Both domestic and international

tourists patronise the beaches. One significant disincentive along the coastal regions of Ghana and that negatively affects tourist safety is the use of the beaches as free-range public lavatory and refuse dumps by the natives. This unhealthy situation makes the beaches easily substituted with other beaches in other neighbouring countries, and this causes competition to Ghana's disadvantage. However, it is now observed that some groups and societies in Ghana, especially along the coast, have taken the task of cleaning the beaches and maintaining them for recreational use.

2.12.4. Cultural Tourist Resources

Cultural tourist resources consist of the tangible and intangible displays of Ghana's culture and are part of the significant tourist resources. These are the indigenous music and dance, folklore, handicraft, cuisine, costumes, artefacts, traditional festivals and the institution of chieftaincy. In Ghana, it is observed that cultural resources are the most equitably distributed in the country because every traditional area or town in Ghana has at least one major festival whose celebration brings citizens together annually. Customary marriages, including wedding and funerals, are very productive resources that pull onlookers and travellers to admire. Furthermore, Ghanaian hospitality as an aspect of culture has been a strong factor among tourism promotion. Admittedly, where hospitality is real, a destination stands to benefit as visitors who experience it assist in promoting that destination through positive word-of-mouth publicity. Traditional festivals have now become a booster for socio-economic development because these are opportune moments the natives raise funds for growth in the communities and also use the occasions to tell the central government their developmental needs. Also, it is worth mentioning that so far as the culture of Ghanaians is concerned, Ghanaian hospitality has been a great tourist asset in the sub-region. In the words of one American consultant, "Ghana's most robust suite as far as attracting tourism is concerned is its friendly hospitality, smiling people. Any foreign visitor feels welcome in an extraordinary way. It is part of the Ghanaian person to be warm, kind and hospitable, not forgetting the broad smiles and strong sense of wit and humour. It is a common cliché that you can read in tourist brochures the world over: You will feel welcome in our country. In Ghana, this is indeed so" (CEDECOM, 1990).

2.12.5. Historical Tourist Resources

Historical heritage is composed of the monuments and historical sites in Ghana whose popularity and appeal derive from Ghana's pre-colonial history as well as early contacts with the Europeans. The three designated by UNESCO as World Heritage Monuments, namely, St. George's Castle and St. Jago Fort, both in Elmina and Cape Coast Castle are all found in the Central Region of Ghana, the

tourism hub. There are other scattered forts and castles found along Ghana's coastline from Axim to Keta which have some touristic significance: Osu Castle, formerly known as Kristiansborg, built by the Danes is a monument found in the capital city of Ghana, Accra. Other historical monuments include the 19th century Kumasi Fort and many other European cemeteries also found in the coastal towns. The olden Slave markets are the towns of Salaga in the Northern Region and Assin Manso in the Central Region. The Pan-African Historical Festival (PANAFEST) which was established in 1992, is now a vibrant feature in Ghana's historical heritage. PANAFEST is now an international cultural fiesta that showcases Ghana's rich culture exemplified in durbars that are held by the chiefs displaying their stool, regalia, totems, maces, traditional multi-colour-designer flags and dazzling Kente clothes. This biennial festival pulls large numbers of Africans in the Diaspora and from the continent, both as participants and tourists. Interestingly Emancipation Day, which is a commemoration of the end of world slavery and which used to be celebrated separately, is now celebrated as part of PANAFEST.

2.13. Tourist Resources in the Central Region of Ghana

The Central Region of Ghana has been the tourism hub in the country, and almost all international tourists would visit the Central Region before leaving for their home country. The regional capital is Cape Coast, and the coastal belt is clad with coconut palm-shaded beaches. The region thrives and prides itself with a wide range of attractions which are instead dominated by the colonial castles and slave forts. The castles and forts in Ghana were constructed and used at different periods by the European traders, namely Portugal, Spain, Denmark, Sweden, Holland, Germany and Britain. These are Cape Coast Castle in Cape Coast, St. George Castle at Elmina, Fort Good Hope at Senya Beraku, Fort Patience at Apam, Fort Amsterdam at Abandze and English Fort at British Komenda which are partially in ruins; St. Jago at Elmina, Fort William at Anomabo, Fort Victoria at Cape Coast. The Cape Castle and Elmina Castle represent the remnants of the age of European exploration and interaction between Europeans, Africans and Caribbeans. From these castles, millions of slaves were shipped to the Americas as farmhands and housemaids. As shown in Figure 2.4, at Assin Manso is located the Slave River and Slave Market. The Slave River was the point where enslaved Africans had their last bath before being sold to the slave traders. Figure 2.4 shows White Sands Spa and Beach Resort which is located at Gomoa Fetteh close to the nation's capital city, Accra. This resort has a lagoon bar flanked on both sides by a remarkable white beach, a salt-water lagoon and a bird sanctuary on another side.
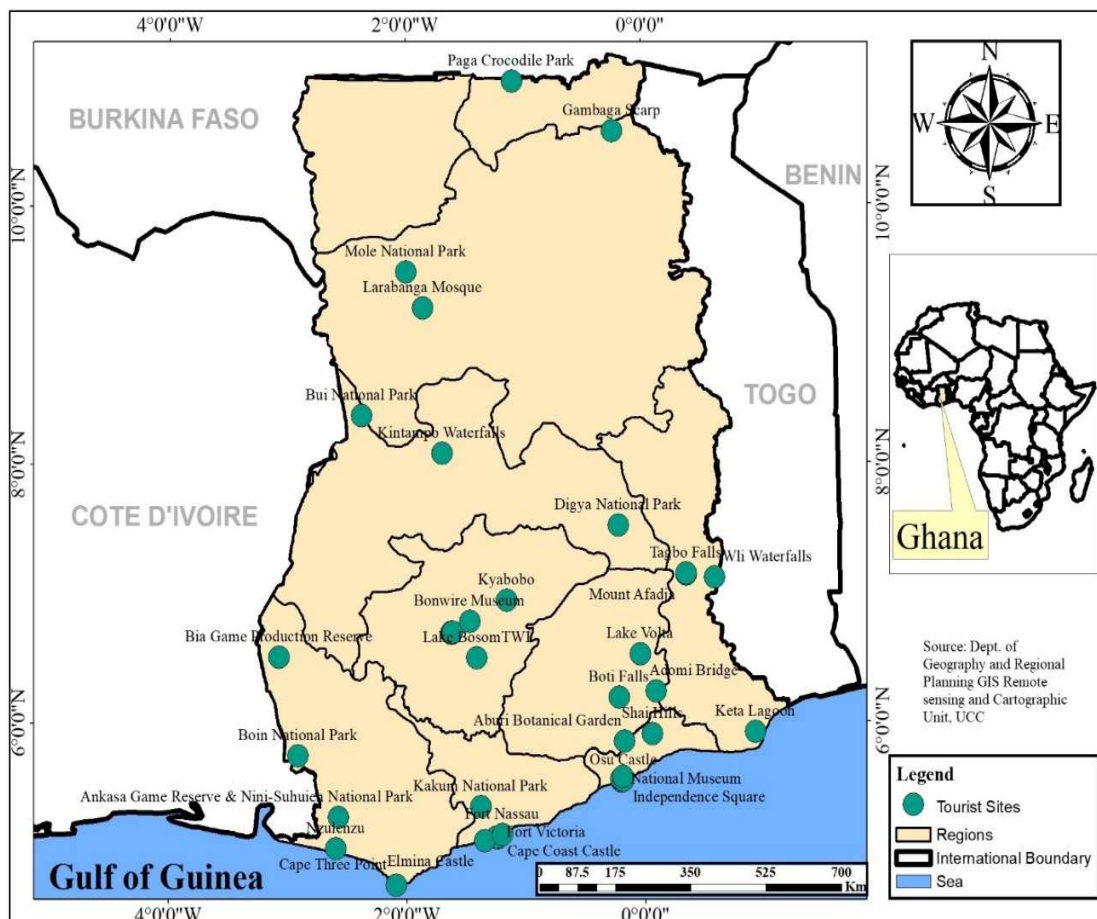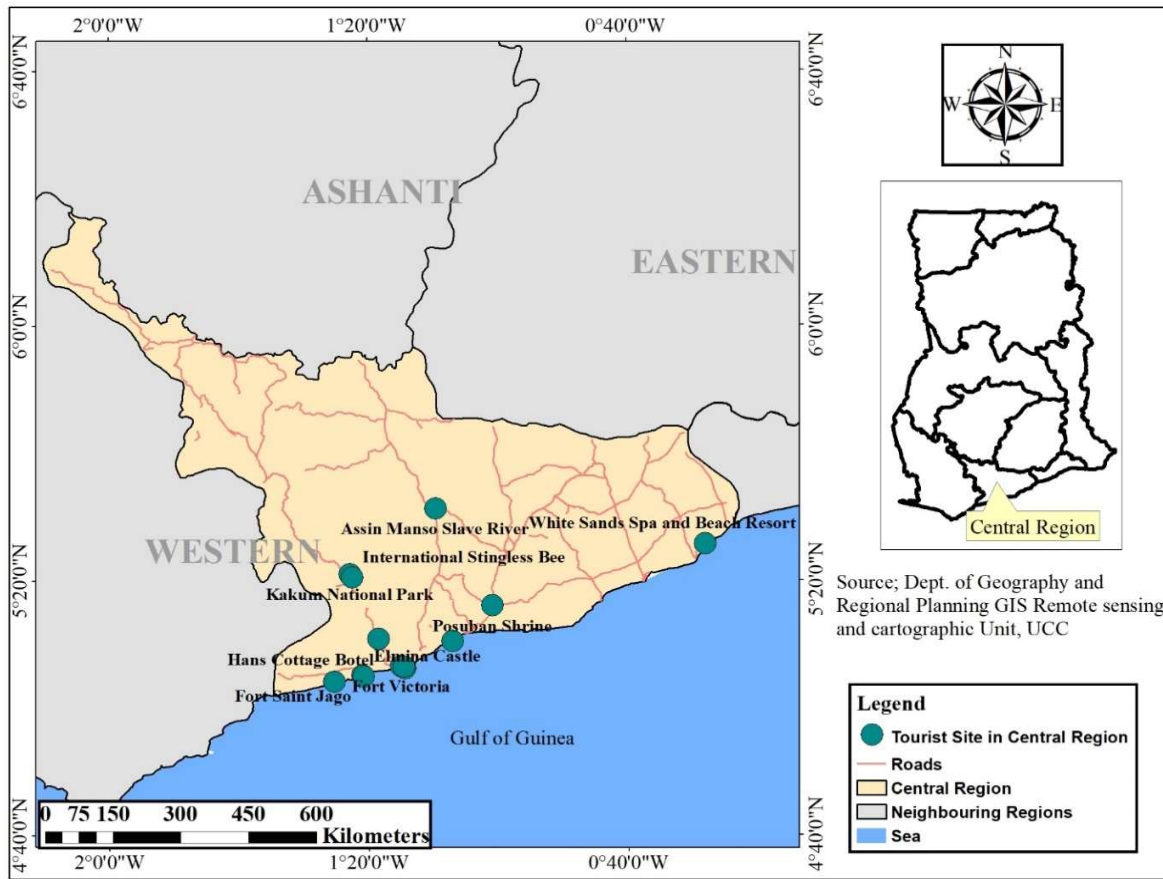
Figure 2.4. Map of Central Region showing tourist attractions

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE
SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)

There are traditional shrines which are called "posuban", and they are great tourist attractions in the Central Region of Ghana. They are very common along the coast of Ghana. In the olden days, a "posuban" could be described as a cane-fenced tree or a sacred mound or rock labelling a god, usually covered with the shell of a giant marine turtle. It was traditionally believed that both the cane fence and the turtle shell offered protection for the gods. In modern times, the "posuban" is now the shrines that are artistically designed and constructed with painted cement-block fence with designs, logo and writings. The most popular one in the region is Mankessim "posuban" shrine. In Ghana, all the shrines are linked to a particular festival during which the shrine is consulted, and rituals are performed. In the Central Region, there are festivals in every traditional area, and the various festivals celebrated are shown in Table 2.4 below. The name of the festival, the town within which it is celebrated, and special features about the festivals are discussed.

Table 2.4. Festivals and events in the Central Region

Festival/Event	Where it is celebrated	Remarks about the celebration
Fetu Afahye	Cape Coast	1st Saturday of September - It means "eradicating dirt from the people". It commemorates the eradication of an epidemic by the help of the gods in the olden days. The chief casts his net three times into the Fosu lagoon with natives cheering the lifting of the ban on fishing in the community.
Aboakyer Festival	Winneba	1st Saturday of May - It is the antelope hunting festival. It starts with a competitive hunt between two groups in the town. Each group tries to catch a live antelope. The goal of the hunt is to capture the animal alive to display the strength, power and bravery of these warriors.
Panafest, Emancipation Day	Cape Coast, Assin Manso	Between 21st July & 4th August - This is a biennial festival devoted to showcasing the African arts, African dance, music, drama and poetry, conferences on the arts, history and international relations. There is a candlelit emancipation vigil to honour African Slaves.
Akwanbo Festival	Agona Nyakrom	1st Sunday in August - It means the-making-of-a-way. It celebrates the migration of ancestors to this traditional area; this is Path Clearing festival, where the community clears paths and on a later day, natives form a parade of clay-covered people carrying twigs and tree branches, drumming & dancing and firing of musketry.
Bakatue	Elmina	1st Tuesday in July - There is a regatta on Benya lagoon. There is a procession of chiefs and elders in full regalia carried through the streets on palanquins under decorative umbrellas. A priest casts a net in the lagoon, and the first catch is offered up to the local deities to ask for a good season's fishing.
Odambea Festival	Saltpond	Last Saturday of August - It remembers the migration of the "Nkusukum" people from Techiman to present settlement. "Odambea" literally means "fortified link", representing the role played by the "Nkusukum" people in keeping the migrant groups in touch with each other following their migration from Techiman. A unique feature of the festival is the re-enactment of the ancient lifestyles of the people, to commemorate how these older people migrated.
Ahobaa Kese	Abease Dominase; Gomoa Fetteh	In August - One biggest festival for all Fantes in Central Region is a commemoration in honour of a man called Ahor who sacrificed his life to end the epidemic in the olden days.
Okyir Festival	Anomabo	2nd week in October - Okyir means "abomination" and the natives celebrate this festival as a reminder of society's hatred of social vices. Regatta, eating competition, swimming and recreational activities are done at Anomabo beach during the festival.
Masquerade Festival	Winneba	1st January - This tradition emerged from contact with Dutch colonisers who introduced putting on masks and wearing fanciful attires to socialise in many coastal towns in Ghana. The natives of Winneba adopted and owned this practice by setting up various masquerade troupes as far back as the 1930s.

Source: AUTHOR'S WORK (2018)

In the Central Region of Ghana, festivals are widespread and almost every town or traditional area celebrate one kind of festival or the other mostly between June and October in each year. In tourism activities, well-designed and promoted festivals and events draw a lot of tourists to destinations as proposed by IMBEAH (2011), IMBEAH and ODOOM (2016).

2.14. Study Area - Elmina Castle in Elmina

Elmina was the first place in Ghana where coastal Ghanaians had contact with European merchants via the barter trade system. In 1471 during the reign of King Afonso V, the Portuguese first reached "Ghana" which was then christened as the Gold Coast. Their reasons for travelling all this way on the ocean were for trading and the discovery of the land endowed with gold ore and ivory trapped the Europeans to stay on the West African coast. Another reason for coming down south was the search for a direct trade route to India and Asia because they needed to avoid the Arab merchants. Gradually, the trade between Elmina merchants and Portuguese merchants thrived, and there was the need to establish a trading post, hence the construction of a fort to facilitate the trade. All the materials needed for the construction were shipped from Portugal to Elmina, and it was built in 1482. The fort became the first pre-fabricated building of European origin to have been planned and executed in Sub-Saharan Africa; it was named St. George Castle. In the 17th century, the initial purpose of the castles was twisted, and the castle became the storehouse for keeping human-slaves that were bought, captured and transported from Africa via the coast to the Americas to work on the sugar cane, rice, tobacco, coffee and cotton plantations, hence the infamous Trans-Atlantic Slave Trade. The British took over the Castle in 1872 from the Dutch. In 1814 the slave trade was abolished in the world, and since then the Castle has been used for several purposes in Ghana. In the 1990s the castle was restored and refurbished. Elmina Castle is a place of pilgrimage for many Africans in the Diaspora searching for their root in Africa. Elmina Castle is currently preserved as a Ghanaian National Museum, and in 1979 it was designated and classified as a World Heritage Monument under UNESCO. Pictures of Elmina Castle are shown in Figures 1 to 4 in Appendix III; including an underground dungeon in the castle where slaves were kept before the final export abroad to the Americas.

2.14.1. Cape Coast Castle in Cape Coast

When the Portuguese settled at the present "Cape Coast" township, they christened the town in Portuguese, "Carbo Corso" meaning "short cape" and in 1555 built a structure to be used purposely for trading. The Portuguese name was later corrupted to 'Cape Coast', and this is now the accepted name of the capital town of the Central Region of Ghana. However, the Swedish, led by Krusenstjerna

were the originators of the permanent lodge now known as Cape Coast Castle which was built in 1653. During the colonial regime, Cape Coast Castle served as the West African headquarters of the president of the Committee of Merchants, the seat of the then British governor and a school. After the abolishing of the slave trade and attainment of Ghana's independence in 1957, the Castle has been used as a historical museum with a Ghanaian arts and crafts gift shop. The Cape Coast Castle is now designated and classified as a World Heritage Monument under UNESCO.

According to LOVEJOY (1982), "the two major destinations for slaves transported across the Atlantic were Brazil (about 40%) and the Caribbean (about 35%). The North American mainland received only about 5%. Spanish America received about 15%, and Europe and islands off the coast of Africa including São Tomé and Cabo Verde received about 2%". Slaves were sent from West Africa and West-Central Africa. The regions of origin of slaves included: Gold Coast, Senegambia, Upper Guinea, Bight of Benin, Bight of Biafra, Loango and Angola. Between the 16th century and 19th century, a large shipment of slaves was transported from West Africa to the Dominican Republic, Haiti, Jamaica, Suriname, Honduras and Guatemala. "For three-and-a-half centuries, European slave traders carried African captives (slaves) across the Atlantic in slave ships originating from ports belonging to all major European maritime powers-Spain, Portugal, the Netherlands, Denmark, Sweden, Britain, France and Brandenburg-Prussia" (MURAVA, 2019: online). The European merchants later influenced African traders and leaders to give enslaved Africans for the trans-Atlantic trade. Wars were instigated among tribes so that the prisoners of war could be sold. The castles had a lot of rooms and compartments, which could easily lure a stranger into any unknown point in the premises, as shown in Figures 5 and 6 in Appendix III; including photos of former President of USA, Barack Hussein Obama, who visited the Castle (Ghana) in 2009 with his family, and military arsenal was known then as cannons used against enemies.

2.14.2. Kakum National Park

Kakum National Park (KNP) is a rain forest park close to the above mentioned two World Heritage Sites in the Central Region of Ghana. KNP is about 30 km from Cape Coast and Elmina. The vegetation in the park is a moist evergreen rainforest with tall hardwood up to 65 metres in height. Kakum Park is a state-owned protected forest reserve which is jointly managed by the Ghana Wildlife Division (GWD) of the Forestry Commission and the Ghana Heritage Conservation Trust (GHCT), a non-governmental organisation (NGO). The preservation of the park was begun by the ingenuity of the local people. The state department of wildlife is now responsible for wildlife preservation in

Ghana (WELLINGTON, 1998). The treetop canopy walkway has been the life wire and life force of all visits to KNP. The treetop canopy walkway was established by the CI, 2012 (Constitutional Instrument) AGYEMAN, et al. 2019) and the Government of Ghana (GOG) funding with financial support from the USAID in 1995. KNP was established both as a means of generating benefits for the indigenes and achieving conservation (WILDLIFE DIVISION (WD, 2004). KNP is a habitation for some globally endangered species including forest elephant, bongo and white-breasted guinea fowl. It also houses the headwater of four principal rivers that supply water for more than 30,000 people in the surrounding communities (TEYE, 2004). This development has made KNP the most popular eco-destination in southern Ghana (AKYEAMPONG, 2011). KNP spans across three political districts in the Twifo Hemang Lower Denkyira, Abura-Asebu-Kwamankese and Assin South Districts. The park consists of two blocks of forest lying adjacent to each other, namely, Kakum National Park and the Assin Attandanso Resource Reserve which cover 210km² and 150km² respectively of tropical rainforest and a diversity of flora and fauna. The reserves are located between longitudes 1° 51' and 1° 30' W and latitudes 5° 20' and 5° 40' N (KNP MANAGEMENT PLAN, 1996a). The park is surrounded by an estimated population of 45,000 residents consisting of 27 villages and over 400 hamlets within the first 5 km from the park boundary (KNP MANAGEMENT PLAN, 1996b). The main economic activities in the communities surrounding KNP are subsistence and commercial types of agriculture. (KNP MANAGEMENT PLAN, 1996c). The canopy walkway is about 30 metres above the ground and consists of a 350 metres long suspended bridge. It has seven long bridges and four short bridges. There are walking trails near the canopy walkway to provide self-guided day hiking activities. The canopy walkway is designed and constructed to depend on trees for support; no nails or bolts were used. Instead, steel cables are carefully wrapped around trunks to provide the necessary stabilisation. From the treetops, tourists experience a unique and spectacular view of the rainforest ecosystem and the opportunity to see flora and fauna, which cannot be viewed from the ground. There are also treetop-houses made with wooden products in KNP which are usually patronised by eco-tourists. During the safety talk before walking onto the canopy walkway, tourists are advised to cover the skin if they are allergic to the touch of fresh green leaves in the forest. Once a tour guard is leading the tourists into the rain forest, he avoids the bush path that would be dangerous to the tourists. As a safety measure, no tourist enters the forest without a guard. Recently added is the children's park with children's canopy walkway which interestingly is more patronised by adults who visit with children. The treetop canopy walkway and other tourist facilities found at KNP are displayed in Figures 8 to 15 in Appendix III.

In summary, this chapter has discussed the existing literature on tourists' safety and security, the theories and conceptual framework that guarded the study. Also, this session has reviewed the potential and actual tourist resources in the Central Region of Ghana. Ghana has a broad spectrum of both natural and human-made tourist attractions that makes her ready for tourism promotion and development in the sub-region. Though domestic tourists dominate the patronage of attractions in Ghana, international tourists have higher per capita expenditure at the various tourist destinations in Ghana. Because of the above discussion, promotion of safety and security of tourists should be an integral part of tourism promotion and development in Ghana. One can say that Ghana's stable political dispensation has endeared positively to the promotion and development of tourism because political stability is the most influential safety factor among all the elements that tourists consider before travelling.

3. RESEARCH METHODOLOGY

3.1. Introduction of Study Area

This chapter looked at the description of the study area, methods employed to collect data and analyse the data for this research. It discussed the data collection technique, interview procedures, sample selection, instrument design, data analysis and limitations of the study.

Historically, until 1970 the Central Region was part of the Western Region. It is now occupying an area of 9,826 square kilometres, and it is the third smallest inland coverage in Ghana after Greater Accra and Upper East Regions. The Central Region shares conventional administrative boundaries with the Western Region on the west, the Greater Accra Region on the east, the Ashanti and Eastern Regions on the north. On the south is bordered by the 168-kilometre of coastline, also known as the Atlantic Ocean or the Gulf of Guinea. The case study facilities are Elmina Castle, Cape Coast Castle and Kakum National Park, as shown in Figure 3.1 below. The two castles are located on the coast, the Gulf of Guinea and KNP is located in the rain forest close to the coast.
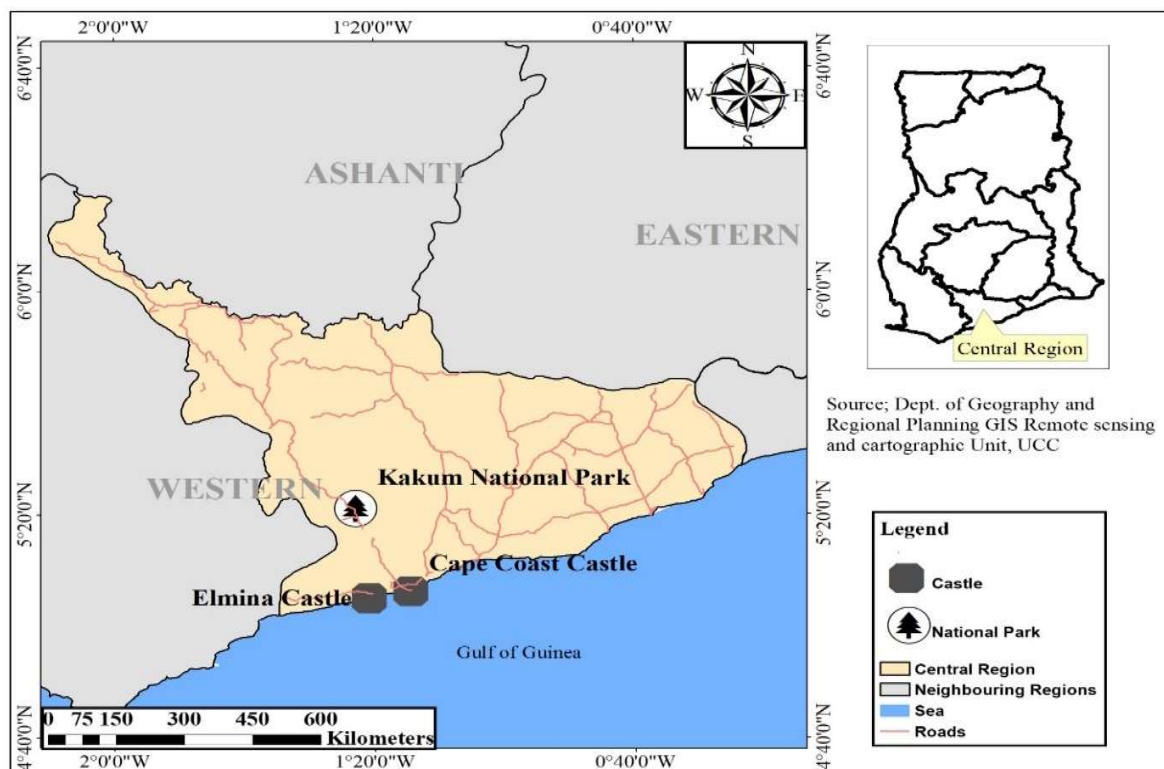
Figure 3.1. Map of the study area - Elmina, Cape Coast and Kakum

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)

3.2. History and Natural Resources

During the colonial era, the Central Region was the administrative centre for the Gold Coast now Ghana. The region was the first place in the Gold Coast to make official interaction with the Europeans. Cape Coast was the capital city of Gold Coast until 1877 when its status was transferred to Accra, the modern capital city of Ghana. The famous Bond of 1844 was signed in the Cape Coast Castle between the British colonial masters and the Fante Confederation at the coast. The Central Region has some significant monuments such as forts and castles, namely; the Cape Coast Castle in Cape Coast, the Elmina Castle and Fort Sao Jago both in Elmina, the Fort William at Anomabo and Fort Good Hope at Senya. Schools in Ghana began in the Castles in the Central Region popularly known as "Castle Schools". The region was created in 1970 with Cape Coast as the administrative capital. It has 20 districts and 19 constituencies which are used for general election every four years. According to the Ghana Statistical Service (GSS), the total population for the Central Region is 2, 563, 228 (GSS, POPULATION PROJECTION, 2019).

The Central Region can be divided into two: the coast, which is composed of undulating plains, hills, sandy beaches and marshy areas at certain places. The region is located within the dry equatorial zone and the moist semi - equatorial zone. Annual rainfall ranges between 1,000 mm at the coast and about 2,000 mm in the interior. May-June and September-October are the wettest months whereas December-February is the drier period in the year. The mean monthly temperature ranges between 24° C in the coolest month in August and about 30° C in the hottest months, March-April. Coastal savannah with grassland and few trees is found at the coast, and semi-deciduous forest dominates the inland areas. Due to farming, much of the original dense forest vegetation has been cut down for cocoa and oil palm plantation.

Central Region has some precious natural resources namely: gold, beryl and bauxite in the Upper Denkyira District; petroleum and natural gas at Saltpond, kaolin in the Mfantsiman Municipality, the diamond at Nwomaso, Enikokow, Kokoso all in the Asikuma-Odoben-Brakwa District, clay, columbite at Nyanyano in the Awutu - Effutu - Senya District, some timbers in all the forest areas and fishing grounds at the coast. All the settlements along the coast are involved in fishing and fish business. Most of the women along the coast are involved in smoked fish, salted fish and fish-feed for livestock businesses.

3.3. Research Philosophy

In social science, two key philosophies are known, namely: the positivist and interpretivist values (BABBIE, 2013b). The positivists claim that reality exists in the world, and this can be observed, measured and described from objective view stand without deducing from the circumstantial evidence and reasoning with the phenomenon under study. However, interpretivists also believe that reality is subjective in the mind of the person, and it is interpreted differently by different people (SARANTAKOS, 2005a). This study was situated on the positivist approach of social research. Also, the study used both qualitative and quantitative research approaches. Qualitative research is the "nonnumerical examination and interpretation of observations to discover underlying meanings and patterns of relationships" (BABBIE, 2013c). In this case, the study observed the relationships between the pre-trip perceptions of tourists' safety, post-trip perceptions of tourists' safety and purpose of visit at the destination. However, quantitative research is the numerical representation and manipulation of observations to describe the phenomena that those observations reveal (BABBIE, 2013d). Since the quantitative method can give precise and concise answers to problem statements using numerical values or percentages, it has become more advantageous and common to use in social science research like this study.

3.4. Research Design

Descriptive design was employed in this work. This type of design does not allow the key variables to be manipulated, but it describes and interprets what exists in the field of study. According to CRESWELL (2009), "descriptive study design is concerned with conditions or interrelationships that exist, opinions that are held, processes that are going on, effects that are evident and trends that are developing''. Descriptive design concerns itself with conditions or relations that exist, such as practices, attitudes and opinions/perceptions that are held and, in this case, held by tourists and destination workers. The descriptive research design was considered suitable for this research because the objectives of the study were to examine tourists' purpose of travelling, ascertain tourists' perceptions of safety at a tourist destination, explore the impressions of destination workers about tourists' safety and examine the opinions of GTA about tourists' safety.

3.5. Operationalisation of the Research

Operationalisation in this work involved the development of specific research procedures or operations that resulted in empirical observations to represent the concept of tourist safety in the

tourist destination selected. This section described the variety of choices that were made in operationalising the concept of tourist safety in the Central Region of Ghana.

3.5.1. Sources of Data

Both primary and secondary sources of data were collected for the research. Primary data were sought from tourists visiting the three facilities, destination workers in the three facilities and tourism stakeholders in the region, especially GTA. Also, data on inflows of tourists to the destination were sourced from Ghana Museum and Monument Board (GMMB), Wildlife Division of the Forestry Commission, Ghana Immigration Service (GIS), GTA and Ministry of Tourism, Arts and Culture (MTAC). Secondary (data) information was sourced from books, existing journals, articles and the internet.

3.5.2. Target Population

The target population for the study was made of:

- Inbound tourists and domestic tourists who visit the three tourist facilities during the tourism peak season in Ghana – from June to September.
- Destination workers, namely the workers at Cape Coast Castle, Elmina Castle and Kakum National Park.
- Tourism policymakers/implementers, namely, officers and stakeholders, for example, Tour Operators, Ghana Tourism Authority (GTA), Ghana Tourism Development Corporation (GTDC).

3.5.3. Sampling Procedures and Techniques

Simple random sampling technique (under a non-probability sampling method) was used in the study. This technique was chosen because there was no reliable data on inbound/domestic tourists to construct a sampling frame. The number of elements in the population (tourists) was largely unknown and could not be identified individually. Purposive sampling technique was used for the workers since the destination workers could easily be recognised at the attraction sites for soliciting information for the research.

3.5.4. Research Instruments

Questionnaires were used in soliciting data from inbound and domestic tourists on their views on safety at the destination. It contained a series of open and closed-ended questions. This instrument was appropriate because inbound tourists to Ghana to some extent expressed themselves in the English language. Also, it helped ensure the independence and anonymity of respondents in the study. For tourists who could not express themselves in English language, research assistants helped them answer the questions. An interview guide was used for the destination management staff and GTA workers.

3.5.5. Recruitment of Field Assistants and Pilot Survey

Some field assistants were recruited and trained on the procedures of instrument administration and fieldwork ethics. The training covered how to approach the tourists, how to introduce yourself, and how to explain the purpose of the research to tourists. The assistants were then taken through the prepared questionnaires describing into detail the use of the study. The pilot study aimed at pre-testing the instrument during real tourists' visits to the destination during the lean tourist season, between December and March in the Central Region. It targeted the tourists who visited the chosen sites. The pilot survey exercise helped to test the feasibility of the instrument constructed. Wrongly worded and ambiguous questions in the instrument were identified, and necessary corrections were made. It allowed the researcher the opportunity to come face to face with some of the challenges that were likely to be encountered during the actual fieldwork. It also enabled the field assistants to have a real feel of the questionnaire administration. The questionnaires were administered to five hundred and fifteen (515) tourists who have visited these facilities or were then on vacation at the destination during the tourism peak season in the Central Region. Before the data collection, permission was sought from the managers and heads of the selected tourist attraction sites and facilities. This permission helped ensure a good rapport with the workers at the attraction sites for easy accessibility to the sites and also to the tourists who visited.

3.5.6. Ethical Issues in the Field Work

The study employed the ethical issues in Social Science Research, mainly informed consent, anonymity and confidentiality:

- Informed Consent according to KUMAR (2005) "implies making the subjects adequately aware of the type of information you want from them, why the information is being sought,

what purpose it will be put to, how they are expected to participate in the study and how it directly or indirectly affects them''.

- The next ethical issue is anonymity, and in the opinion of SARANTAKOS (2005b), anonymity implies that the data collected by the researcher should not be related to names or other forms of identification; this was arrived at by not writing the respondents' names and other forms of identifications on the questionnaires.

- Also, the ethical issue of confidentiality which is the assurance was given to respondents that the researcher would use the information only and only for the study and that it would not be made available to other persons for any purpose and reason.

3.5.7. Data Processing and Analysis

The data were analysed with the use of IBM Statistical Product for Social Science (SPSS) software version 20. The data from the field were thoroughly edited and cleaned to do away with partially filled questionnaires which could affect the validity of the results. The data was then coded and entered into the SPSS software for analysis. Descriptive statistical presentations which included pie charts, bar charts, cross-tabulations and frequencies were run to represent various background characteristics of respondents, their perceptions of safety, among others. Inferential statistical measures like Chi-Square Test of Independence were used to test for relationships between background characteristics of tourists and their perceptions of safety at the destination, purpose of travel and overall impressions and assessment of safety. Chi-Square tests were carried on background characteristics, the purpose of travel and overall evaluation of safety and security at the destination – for testing the hypotheses.

In summary, this chapter considered the methodology used in work and described the study area. The research was grounded in the positivist philosophy of research, and both the qualitative and the quantitative method of data collection and analysis were employed. Again, the chapter discussed the target population, sources of data and sampling procedure, instruments for data collection, as well as how the data was analysed and presented. Finally, the pre-test, the complete fieldwork and the challenges encountered as well as ethical issues were considered. The next chapter looked at the presentation of data, analysis and discussion of findings.

4. RESULTS AND DISCUSSIONS

4.1. Introduction

This section dealt with the results and discussions, analysis of data and presentation of findings. It discussed the extracts and responses of the interview with destination safety workers of the three selected tourist facilities, management of Ghana Tourism Authority (Ghana's tourism policy implementor), the socio-demographic characteristics of the tourist-respondents, travel characteristics of respondents, pre-trip perception of safety at the destination, risk reduction strategies before and during the visit and tourists' perception of the safety of the destination. Cross tabulations, correlations and Chi-Square Tests of Independence analysis of hypotheses and socio-demographic characteristics and perception of tourists' safety have also been presented in this part.

4.2. Interview Results of Facility Management Staff

Table 4.1. Background of Destination Workers Sampled

Facility/Site	Workers Sampled	Work Experience
Elmina Castle	Tour guides - 6 Curators - 3 Librarians - 2 Handicraft shop owners - 4 Heads of Management- 2	Have worked between 4 years and 15 years Education level is between diploma and master's in tour guiding/ tour management.
Cape Coast Castle	Tour guides - 6 Curators - 3 Librarians - 2 Handicraft shop owners - 6 Heads of management - 2	Have worked between 4 years and 16 years Education level is between diploma and master's in tour guiding/ tour management
Kakum National Park	Tour guides - 8 Park attendants - 5 Handicraft show owners -4 Heads of management -2 **TOTAL = 55 workers**	Have worked between 5 years and 15 years Education level - diploma and master's tour guiding/tour/park management

Source: FIELDWORK, IMBEAH (2018)

Table 4.1 shows the details of the workers sampled from the destination workers. The various heads of the management were interviewed at their offices and the workers were given questionnaires to fill at their respective sites. Research assistants were present to help the respondents fill. In all, fifty-five (55) destination workers were surveyed for this study. The destination workers' survey was to:

- Examine the safety and security measures in the facilities
- Identify the safety policy for these tourist facilities.
- Ascertain any collaboration with any agency/department for better safety practices and
- Examine the plans for tourists' safety in the facility.

For both Elmina and Cape Coast Castles, the responses indicated that tourists were not allowed to carry any offensive weapon into the Castle; this is because somebody out of emotions during the narration of how Africans were captured or bought by the white merchants and kept in the castle could harm another tourist mostly if that tourist were of white origin. Jamaicans were not allowed to join the white natives to go for a tour in the Castle; this could instigate passions against the whites by the Jamaican tourist during the visit and narration of the slave trade in the castle. It is believed that the ancestry of the Jamaicans were the Africans that were released after the abolishment of Trans-Atlantic slave trade in the 1790s. There were fire extinguishers, signposts and alarm systems in both castles. Police were called into the castle when there was a severe security breach. Ghana Immigration Service was in the process of establishing an office in the castle to check immigration, safety and security. Sanitation guards from the District Assembly check sanitation in and around the castle. For Kakum National Park (KNP), the respondents hinted that there were fire training sessions from time to time, and so every worker had fire-fighting training. There was a safety team of workers that was in charge of the tourist safety on the canopy walkway. Tour guides always gave safety briefing/talk before tourists would go onto the canopy walkway for sightseeing. More safety attention was paid to the canopy walkway, and the maintenance team was very particular about its safety, for example, in every six months there was a maintenance routine work on the canopy bridges, where the weak planks and safety nets were removed and replaced. One can say that safety measures at Kakum National Park are reliable and regular and the reason could be that because there was a collaboration between Ghana Heritage Conservation Trust (GHCT), USAID, Ghana Wildlife Division and Ghana Tourism Authority in monitoring and supervision of safety and security in the park. In the case of Elmina and Cape Coast Castles, the management and oversight of safety measures and gadgets are controlled by the government of Ghana under the auspices of Ghana Monument and Museum Board, and therefore

the monitoring was weak. It was observed that the sole government-controlled and monitored tourist facilities have weak and inadequate safety measures and gadgets. This situation discouraged tourist arrivals and receipts since tourists mostly pass on information and experiences about destinations to potential tourists by word of mouth. In the castles, the respective District Assemblies were mandated to supply and support the castles with safety gadgets, but this responsibility was shirked.

As regards safety policy in the three tourist facilities, the respondents said that there was no specific policy on tourist safety for the facilities and at the tourist destination in the region.

The responses about collaboration in Elmina and Cape Coast Castles with any agency for better safety practices, the answer was the same and in the negative. There was no collaboration on safety practices with any agency or department either within Ghana or outside the shores of Ghana. For Kakum National Park, the responses were positive that, there was a collaboration with GHCT, USAID; the sponsors of the canopy walkway and this development ensured proper tourist safety measures at the park. The responses for the plans for tourists' safety in the facilities indicated that for both Elmina Castle and Cape Coast Castle there was a plan to install new CCTV Cameras, safety deposit boxes and alarm systems. For Kakum National Park (KNP) risk management expert was working on the draft to training the destination workers on tourist safety at the park.

Ghana Tourism Authority (GTA) is the sole tourism policy implementor in Ghana. From time to time, GTA conducts unannounced checks in both hotel and tourism facilities. An interview was done with the Regional Manager at her office at Cape Coast. She has fifteen (15) years of working experience at the GTA and was a holder of a master's degree in human resource and tourism management. Her response for the question if there was any tourist safety policy for the Central Region of Ghana, she indicated that there was none and that GTA was then working to put in place Tourism Safety Policy in the form of LI (Legislative Instrument) for the whole nation which would eventually cover the Central Region of Ghana. In her responses about collaboration with any agency for better tourist safety practices, she specified that there was none in place. About how regular was the inspection for safety and security in tourist facilities, she indicated that there were unannounced inspections within the year, at least twice in a year. That GTA usually inspected Fire Safety Equipment, and food vendors were screened for food safety practices. There was a checklist that GTA used for inspection – for example for new facilities GTA collected clearance report from the Police and Environmental Health, checked safety exit and entrance points in the facility, for instance, the grounds floor of every facility should be burglar-proof. The general impressions of GTA about tourist safety in the Central Region were that the region was one of the violent-free areas in Ghana, the two oldest Castles in Ghana were

located in the Central Region, and these pull large numbers of tourists to the region, namely, Cape Coast Castle and Elmina Castle; this was because there has not been any serious crime against tourists in the Central Region, especially Cape Coast destination area. The most frequently quoted responses during the survey and interview in the facilities are shown in Figure 4.1 below. It also gives an idea about the commonly used words in all the interviews among the destination workers at the Cape Coast Castle, Elmina Castle, Kakum National Park and the management of Ghana Tourism Authority in Cape Coast.

Figure 4.1. Word Cloud showing the interview responses from Cape Coast Castle, Elmina Castle Kakum National Park (KNP) and GTA
Source: AUTHOR'S WORK (2019)

4.3. Types of institutions supporting the safety of tourists

The types of institutions and related agencies promoting the safety of tourists in the Central Region of Ghana are grouped into three, i) government ministries/authority, ii) quasi-governmental agencies and iii) tourism-related/private agencies. The Government agencies are Ministry of Tourism, Culture and Creative Art, Ghana Tourism Authority, Ghana Fire Service, Ghana Police Service, Ghana Immigration, Ghana Prison Service, District and Municipal Assemblies and tourism training institutions. The quasi-governmental agencies are Ghana Tourist Development Company, Hotel,

Catering and Tourism Training Centre (HOTCATT). The private tourism sector enterprises that support the safety of tourists are identified under the following trade associations: Tour Operators Association of Ghana (TOAGHA), Ghana Hotels Association, Ghana Restaurants Association, Ghana Association of Travel and Tour Agents, Ghana Board of Airline Representatives, Car Rentals Association of Ghana, National Drinking Bars Association, Chop Bars Association of Ghana, Africa Travel Association - Ghana Chapter, Association of Tourism Consultants, and Tourism Society of Ghana. An international agency that helps in tourist safety training programme at Kakum National Park is USAID. Ghana Heritage Conservation Trust (GHCT) also helps in tourism safety supervision at Kakum National Park.

In a summary, it must be said that though the two castles and the national park surveyed are the most visited tourism facilities in the Central Region, safety measures at the two castles were weak and the CCTV cameras installed were few and might not be in good condition; this was because the maintenance culture was weak in the castles. The safety measures and procedures at the KNP were reliable and detailed; this was because the park had a working collaboration with other institutions to help monitor and supervise safety and security in the park. It was evident that GTA should step up their annual checks on tourist facilities and help the two castles initiate a collaboration with some agencies to help train their workers and supervise safety training. Some tourism-related agencies are also concerned with tourist safety, and the lead agencies are the Ghana Tourism Authority and Ministry of Tourism, Culture and Creative Art.

4.4. Results of the Questionnaire with the Tourists

Since the tourists and holidaymakers in the Cape Coast tourist destination area have no recorded sampling frame field assistants were deployed with questionnaires to be stationed at the Cape Coast Castle, Elmina Castle and Kakum National Park. These attraction sites were chosen in the Central Region because they were Ghana's iconic attractions which were created or revamped in the early 1990s as part of a primary drive to enhance Ghana's tourism appeal (FREMPONG et al. 2015b). Furthermore, these attractions can be said to be among the most developed attractions in Ghana (BOAKYE and MINTAH, 2008b). The data collection period covered three months: June to September 2018. Permission was sought from the managers of the attraction sites to ensure a good rapport with the destination workers for easy accessibility to the facilities and the tourists as well. In all 515 tourists were surveyed, 500 non-Ghanaians and 15 Ghanaians. It is worth mentioning that tourist-respondents also visited other minor attraction sites in the same destination area. The aims of

the use of open and closed-ended questionnaires among others were to: identify the demographic characteristics of tourists, identify the security facilities found at the tourist attractions, investigate tourists' sources of information about attractions in the Central Region, examine the number of times tourists visited the destination, ascertain tourists' perception of safety, examine tourists' purpose of travel, identify how long the tourists have stayed at this destination, identify tourists' means of transportation used at the destination, examine tourists' safety precautions before travelling to the region and measures adopted while at the destination, ascertain tourists' overall perceptions of safety at the tourist attractions and examine tourists' return visit and recommendation to others.

4.4.1. General Characteristics of the Tourists

The demographic characteristics of the tourist-respondents, such as their gender, age, nationality, level of education, marital status and employment status, are discussed under this section and presented in Table 4.2.

Table 4.2. Demographic characteristics of respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	209	41.2
Female	298	58.8
Total	507	100.0
Age		
18 – 25	182	36.7
26 – 33	131	26.4
34 – 41	85	17.1
42 – 49	45	9.1
50 – 57	30	6.0
58 – 65	12	2.4
65+	11	2.2
Total	496	100.0
Nationality		
Ghanaian	15	2.9
Non-Ghanaian	500	97.1
Total	515	100.0
Level of education		
Primary/Basic	21	4.2
High School	116	23.2
University/College	212	42.3
Postgraduate	152	30.3
Total	501	100.0
Marital status		
Single	307	61.3
Married	173	34.5
Divorced	17	3.4
Widowed	4	0.8
Total	501	100.0
Employment status		
Casually-employed	204	41.2
Employed	291	58.8

	Total	495	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.2 depicted that a little more than half of the respondents (58.8%) were females whiles approximately two out of five of them (41.2%) were males; this indicates that most of the tourists involved in the study were females. The observation that female tourist number was higher than the male tourists was exciting. Perhaps, it might mean that women are now travelling more as compared to the previous decades of travels. It might mean that more women are far more financially empowered in the current global economy. It can also be observed from Table 4.2 that close to two-thirds of the respondents (63.1%) were between the ages of 18 - 33 years. About one out of every ten of the respondents (10.6%) was either 50 years or more; this indicates that the tourists who visited the attraction sites at the time of the study were predominantly the youth of not more than 41 years of age. This observation might mean that the youthful population now has a desire for travelling and adventures. It could be observed from Table 4.2 that the tourists involved in the study were virtually non-Ghanaians. It is because almost all of the respondents (97.1%) were non-Ghanaians, with only 2.9% of them being Ghanaians. It was only tourists who had visited the three attractions during their trip-expedition between the period of data collection that were captured for the study. Mostly only international tourists do visit the trio of facilities selected within the period of visit before going back to their origin; hence the most significant percentage (97%) of the respondents being non-Ghanaians. Domestic tourists usually do not visit all the three sites during one trip-expedition, hence the smaller number of domestic tourists qualified to be sampled during the research. This situation would not affect the conclusions drawn since the analysis was not done based on local Ghanaian tourists versus inbound tourists. Still, findings were drawn on the perceptions of tourists' safety.

On the education front, most of the respondents (42.3%) indicated that they had attended either a university or a college with only a few of them (4.2%) having attained their primary education. Also, close to one-third of the respondents (30.3%) reported that they had been educated up to the post-graduate level. These implied that almost all the tourists have had, at least, a high school education. Therefore, their impressions about issues on tourist safety could be reliable and taken for consideration for tourist safety and planning in the Central Region of Ghana.

Furthermore, it could be observed from Table 4.2 that more than half of the respondents (61.3%) reported that they were single whiles a little over one-third of them (34.5%) said that they were married. Similarly, a few of the respondents (4.2%) reported that they had ever married (divorced

(3.4%) and widowed (0.8%). These indicated that most of the tourists involved in the study did not have any marital responsibilities and thus, were able to move freely or venture into adventures like recreational activities and vacation.

The respondents had many occupational backgrounds and thus, listing all of them here would affect the illegibility and understanding of the study. Because of this, the various occupations were grouped into two groups of casually-employed (made up of the casual workers, students and retired) and employed (made up of all other professions) and the exhaustive result has been sent to the Appendix I. It could be observed from Table 4.2 that more than half of the respondents (58.8%) indicated that they were employed while a good number of them reported that they were casual workers; this meant that engaging in tourism is not necessarily for the fully employed and those casually-employed tourists might have travelled on their already saved funds.

4.4.2. Discussions and Presentations of Tables

The main attraction sites visited by the respondents were: Elmina Castle, Cape Coast Castle, Kakum National Park and the ancillary attraction sites were Hanson's Cottage, Monkey Forest Resort, Stingless Bee Centre and Elmina Lagoon in the Cape Coast tourist destination in the Central Region of Ghana as shown in Figure 4.2 below. It should be noted that Figure 4.2 is a multiple response chart – a chart constructed from questions which allowed their respondents to provide more than one answer/response to the questions - and so the percentages are calculated based on the responses. It can be observed from Figure 4.2 that 29.5 % of the responses reported that they had visited the Elmina Castle, 28.1 % visited Cape Coast Castle, and 25.2 % visited Kakum National Park. Also, 9 % indicated that they had visited Hanson's Cottage, 4.8 % visited Monkey Forest Resort, 1.3 % visited the Stingless Bee Centre, and 2.2 % visited Elmina Lagoon during their visit to the region in Ghana. More tourists visited the major tourist attraction sites, namely, Cape Coast Castle, Elmina Castle and Kakum National Park than those who went to the ancillary sites.
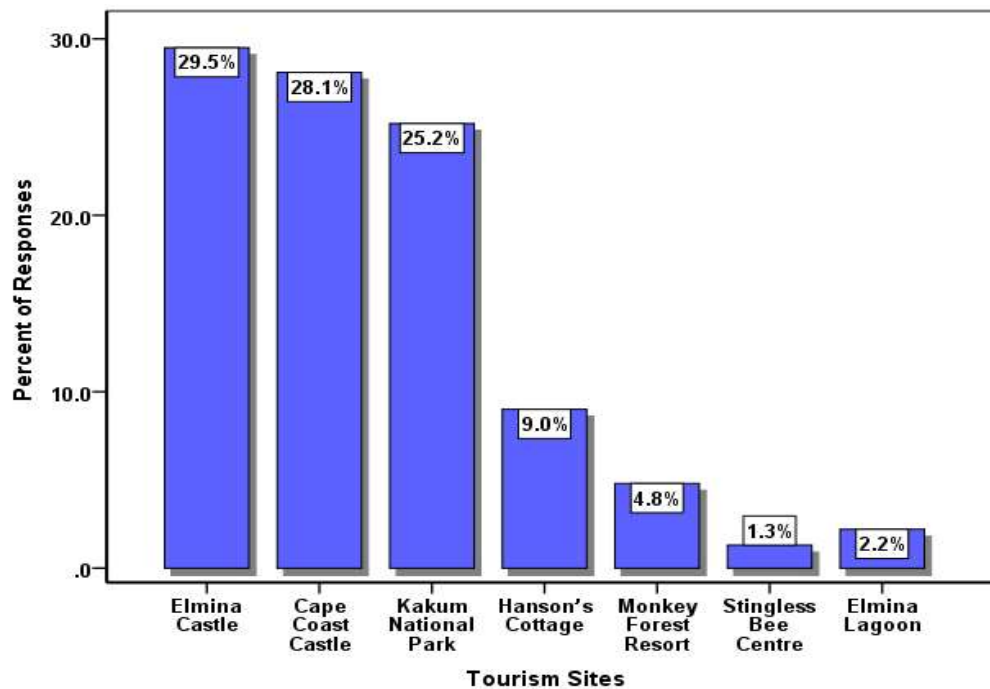
Figure 4.2. Tourist sites visited by tourists
Source: Source: FIELDWORK, IMBEAH (2018)

Figure 4.3 below showed the security facilities at the attraction sites visited. It must be stated that Figure 4.3 was a multiple response chart – a chart constructed from questions which allowed their respondents to provide more than one answer/response to the questions - and so the percentages are calculated based on the responses. It was observed that 32.2 % of respondents indicated that the tourist attraction sites visited had the presence of security guards at post; 28.7 % of the respondents reported that the attraction sites visited had directional signs installed; 19.7 % indicated that safety signs were installed at the tourist attraction sites visited; 8.7 % indicated the observation of CCTV cameras at the tourist facilities visited; 6.5 % of the respondents stated they saw alarm system at the sites; 3.6 % specified that there was an observation of safety deposit boxes and others 0.6% indicated observed other facilities not classified among the above in the tourist facilities visited. These showed that most of the tourist attraction sites visited had security facilities such as safety guards, directional signs and safety signs installed in place. What was not too sure was whether the CCTV cameras and the safety deposit boxes were serviced periodically or not. It was observed that safety installations in these facilities were either not working or non-existent and that there was no active supervision for repairs.
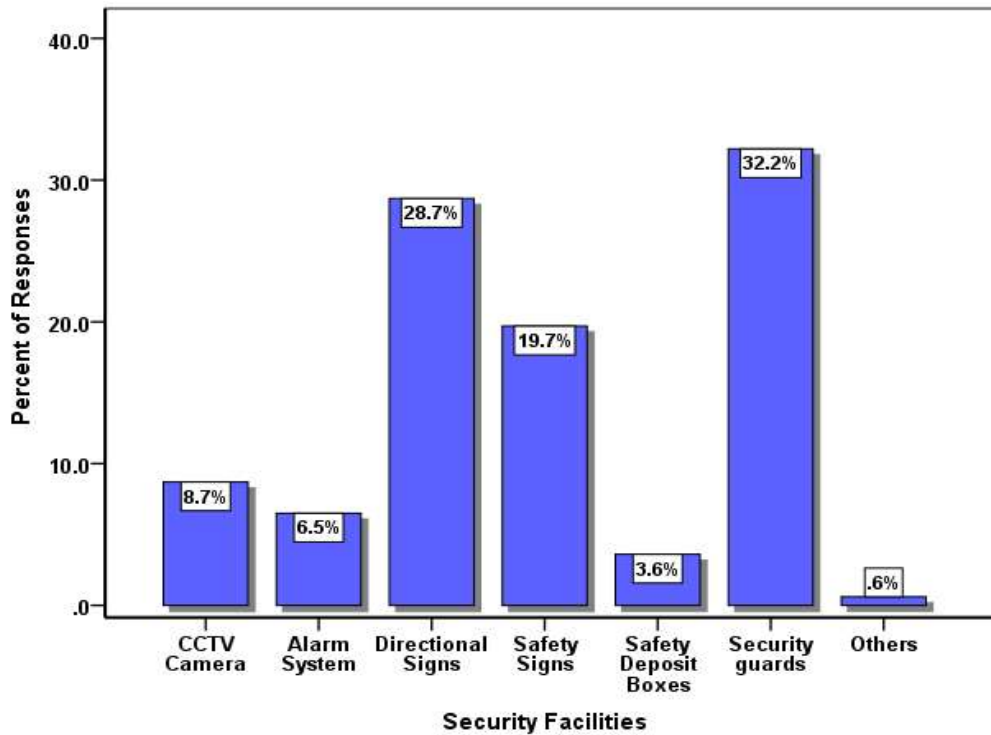
Figure 4.3. Security facilities at tourist sites
Source: FIELDWORK, IMBEAH (2018)

As regards sources of tourists' information about attraction sites, only 503 tourists responded to the questionnaires. It could be observed from Figure 4.4 that as a little over one-third of the tourists (37.6%) reported that they got to know of the tourist destination sites in Ghana and for that matter the Central Region in particular through the internet. One-third of them (33.4%) reported that they knew of the destination sites through travel and tour agents. With a few of them (1.8%) saying that they became aware of the existence of the tourist destination sites through other various means, a little over a quarter of them (27.2%) reported that they knew of the sites through recommendations of friends and relatives; this indicated that the tourists got their information on the tourist destination sites of Ghana through the internet, travel and tour agents as well as by the recommendations of their relatives and friends.
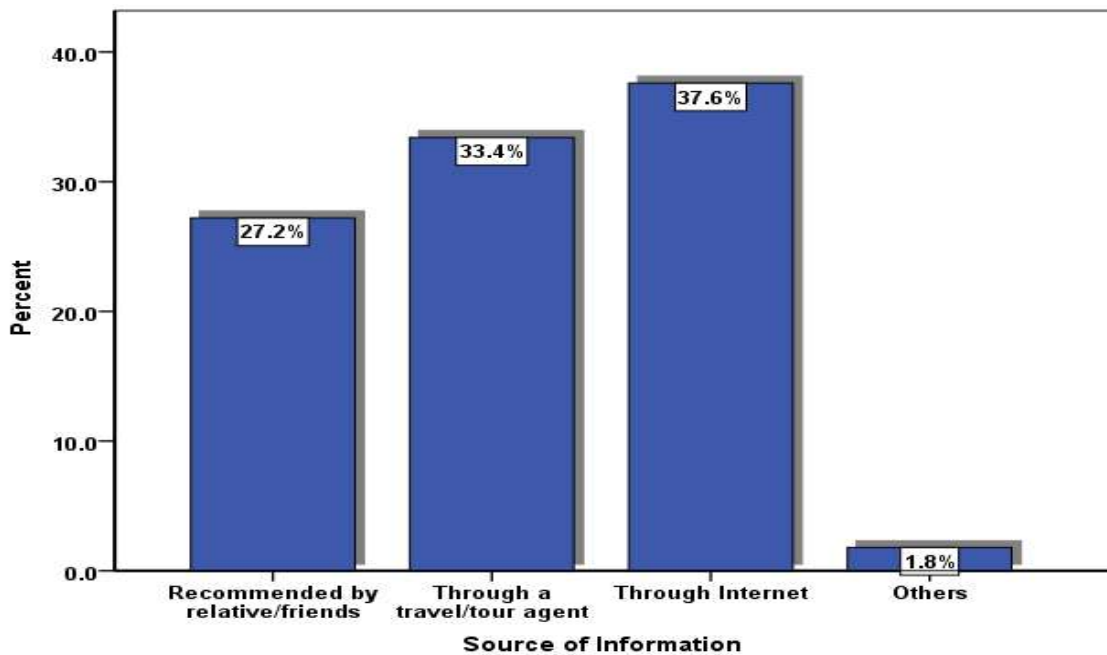
Figure 4.4. Sources of information about the sites
Source: FIELDWORK, IMBEAH (2018)

Furthermore, discussion on sources of tourists' knowledge of destination sites based on their nationality showed a new observation. It can be observed from Table 4.3 that close to two-thirds of the Ghanaian respondents (60.0%) got to know of the tourist attraction sites in the Central Region through the recommendations of their friends and families. On the other hand, most of the non-Ghanaian respondents got to know of the attraction sites in the region through either the internet (37.8%) or a travel and tour agency (34.3%). This result suggested that the nationality of the tourists had influenced their means of knowing about the tourist destination sites. Given this, further analysis was conducted to determine if the source of the tourists' knowledge of any of the three destination sites they were at the time of the survey was dependent on their nationality. The result of the subsequent analysis is presented in Table 4.4.

Table 4.3. Sources of tourists' knowledge of destination sites based on their nationality

| | Nationality | | | | Total | |
| | Ghanaian | | Non-Ghanaian | | | |
Source	Frequency	%	Frequency	%	Frequency	%
Recommended by relative/friends	9	60.0	127	26.2	136	27.3
Through a travel/tour agent	2	13.3	166	34.3	168	33.7
Through Internet	3	20.0	183	37.8	186	37.3
Others	1	6.7	8	1.7	9	1.8
Total	15	100.0	484	100.0	499	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.4. Chi-Square tests on sources of tourists' knowledge of destination sites based on their nationality

Tests	Value	Approx. Sig.
Pearson Chi-Square	11.249	0.010
Phi	0.150	0.010
Cramer's V	0.150	0.010
N of Valid Cases	499	

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.4 that – with a Pearson's Chi-square value and its corresponding p-value of 11.249 and 0.010 respectively – there was a significantly vast difference in the views of the tourists on their source of information on the destination sites. Also, both the Phi and Cramer's V tests which test for the strength of the association between two categorical variables recorded the same value of 0.150 (significant at 0.05 significance level ($p = 0.010 < 0.05$); this indicated a relatively stable and significant association between the two variables. Thus, it could be said that the source of the tourists' information on the destination sites was dependent on their nationality.

The next issue to discuss was sources of tourists' knowledge of destination sites based on their level of education, as shown in Table 4.5.

Table 4.5. Sources of tourists' knowledge of destination sites based on their level of education

Source	Primary/Basic		High School		University/College		Postgraduate		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Recommended by relative/ friends	5	23.8	30	26.5	51	25.5	47	30.9	133	27.4
Through a travel/tour agent	2	9.5	35	31.0	73	36.5	53	34.9	163	33.5
Through Internet	14	66.7	48	42.5	69	34.5	50	32.9	181	37.2
Others	0	0.0	0	0.0	7	3.5	2	1.3	9	1.9
Total	21	100.0	113	100.0	200	100.0	152	100.0	486	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.5 showed that two-thirds of the respondents (66.7%) with basic or primary education had their information on the destination site through the internet. A little over one-third of those with, at least, a university or college education (36.5% for university/college and 34.9% for post-graduate) indicated that they obtained their information on the destination through travel agents while two out of every four of the high school respondents (42.5%) got their knowledge through the internet. These suggested some form of differences in the tourists' responses based on their level of education. Because of this, further analysis was conducted to determine if the source of the tourists' knowledge of the three destination sites was dependent on their level of education. The result of the subsequent analysis is presented in Table 4.6 for Chi-Square tests.

Table 4.6. Chi-Square tests on sources of tourists' knowledge of destination sites based on their level of education

Tests	Value	Approx. Sig.
Pearson Chi-Square	18.057	0.035
Phi	0.193	0.035
Cramer's V	0.111	0.035
N of Valid Cases	486	

Source: FIELDWORK, IMBEAH (2018)

With respective Chi-square and its associated *p*-value of 18.057 and 0.035, it can be observed from Table 4.6 that there was appreciably a significantly vast difference in the views of the tourists based on their level of education and the source of their information on the destination sites. The Cramer's V test statistic, which measures the strength of association between two categorical variables was 0.111 (significant at 0.05 significance level) indicating an active and significant association between the two variables; this implied that the source of the tourists' information on the destination sites was somewhat dependent on their level of education. The reason could be that the educated tend to search for more information on their travels and planned destinations. Some of these educated could be students and their teachers on an educational field trip to Ghana; this confirmed the observation made by FREMPONG et al. 2015c that tourists to Ghana are mostly educated or students on an educational field trip who travel for exploratory or educational purposes. The other attribute of the tourists that was examined was the sources of tourists' knowledge of the destination based on their gender, as shown in Table 4.7.

Table 4.7. Sources of tourists' knowledge of destination sites based on their gender

	Gender					
	Male		Female		Total	
Source	Frequency	%	Frequency	%	Frequency	%
Recommended by relative/friends	59	28.8	76	26.4	135	27.4
Through a travel/tour agent	72	35.1	92	31.9	164	33.3
Through Internet	71	34.6	114	39.6	185	37.5
Others	3	1.5	6	2.1	9	1.8
Total	205	100.0	288	100.0	493	100.0

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.7 that a little over two-thirds of the male respondents (69.7%) had their information on the destination sites through the internet (34.6%) and travel agencies (35.1%). Similarly, a little over two-thirds of the female tourists also indicated that they obtained their information on the destination sites through the internet (39.6%) and travel agencies (31.9%). Only a few of the respondents indicated that they had their information on the sites from other sources (1.5%

males and 2.1% females). These suggested that the sources of information for both male and female tourists were virtually the same. As a result of the findings in Table 4.7, Chi-square test of independence was conducted to determine if the source of the tourists' information on the three destination sites was dependent on their gender. The result of the subsequent analysis is presented in Table 4.8.

Table 4.8. Chi-Square tests on sources of tourists' knowledge of destination sites based on their gender

Tests	Value	Approx. Sig.
Pearson Chi-Square	1.647	0.649
Phi	0.058	0.649
Cramer's V	0.058	0.649
N of Valid Cases	493	

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.8 – for Chi-square coefficient and its associated p-value of 1.647 and 0.649 ($p > 0.005$) – that there was an insignificantly small difference in the views of the tourists based on their gender and the source of their information on the destination sites. Again, the Cramer's V statistic for the strength of the association between the variables was 0.058 ($p > 0.05$); this also indicated an insignificantly weak association between the tourists' gender and their source of information implying that the source of the tourists' information on the destination sites had nothing to with their gender. Additional characteristics of the tourists that were investigated were the sources of tourists' knowledge of the destination based on their age, as shown in Table 4.9.

Table 4.9. Sources of tourists' knowledge of destination sites based on their age

	Source									
	Recommended by relatives/friends		Through a travel/tour agent		Through the Internet		Others		Total	
Age (in years)	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
18-25	33	19.2	59	34.3	78	45.3	2	1.2	172	100.0
26-33	55	43.0	32	25.0	36	28.1	5	3.9	128	100.0
34-41	21	25.0	35	41.7	28	33.3	0	0.0	84	100.0
42-49	7	15.6	14	31.1	23	51.1	1	2.2	45	100.0
50-57	10	34.5	10	34.5	8	27.6	1	3.4	29	100.0
58-65	3	27.3	4	36.4	4	36.4	0	0.0	11	100.0
65+	2	18.2	9	81.8	0	0.0	0	0.0	11	100.0
Total	131	27.3	163	34.0	177	36.9	9	1.9	480	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.9 showed that though most of the respondents, irrespective of their age, indicated that they had their information on the destination sites through their friends and relatives, travel agencies and the internet, the primary sources of their information differ. It was because whiles about two out of every five of the tourists aged between 18-25, 26-33 and 34-41 indicated that they obtained their information on the destination from the internet (45.3%), friends and relatives (43.0%) and through travel agents (41.7%) respectively, a little over half of those between the ages of 42 and 49 years also indicated that they got their information through the internet. Furthermore, 81.8% of those aged more than 65 years stated that they obtained their information on destination sites through travel agents. These results showed some form of differences in the tourists' responses based on their age group. Given the outcome, further analysis was conducted to determine if the source of the tourists' knowledge of the three destination sites was dependent on their age group. The result of the subsequent analysis is presented in Table 4.10.

Table 4.10. Chi-Square tests on sources of tourists' knowledge of destination sites based on their age

Tests	Value	Approx. Sig.
Pearson Chi-Square	50.216	0.000
Phi	0.323	0.000
Cramer's V	0.187	0.000
N of Valid Cases	480	

Source: FIELDWORK, IMBEAH (2018)

Table 4.10 showed that there was a slightly weak association between the tourists' age and their sources of information on the destination sites (with a Cramer's V coefficient of 0.187). The test also recorded a Pearson's Chi-square coefficient of 50.216 indicating significant differences in the responses of the tourists based on their ages. With associated *p*-values of 0.000, it could be observed from Table 4.10 that the seemingly weak relationship between the variables was highly significant. This implied that the sources of the tourists' information on the destination sites were highly related to their age brackets. Thus, the youth who are usually abreast with time and the latest technologies tend to rely on their family and friends as well as the internet whiles the older ones resorted to employing the services of tourism professionals as well as their friends and relatives. Another attribute of the tourists that was examined was how many times the tourists have visited the destination, and this discussion is shown in Table 4.11.

Table 4.11. Tourists' visit to country and destination

| How many times have you visited this destination? | Have you ever visited this country before? | | | | Total | |
| | Yes | | No | | | |
	Frequency	%	Frequency	%	Frequency	%
Once	32	11.0	158	69.6	190	36.8
Twice	133	45.9	47	20.7	180	34.8
Thrice	93	32.1	21	9.3	114	22.1
More than thrice	32	11.0	1	0.4	33	6.4
Total	290	100.0	227	100.0	517	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.11 showed that 290, representing about 56% of the 517 tourists who responded to the questions of them having ever visited Ghana before and the number of times they had visited the tourist attraction sites they were during the study, indicated that they had ever visited Ghana. On the other hand, almost all of the tourists (99.6%) stated that they had not visited the destination on more than three occasions. Furthermore, whiles a little over half of the tourists who had ever visited the country (56.9%) indicated that they had visited the destination either once or twice, 90.3% of those who had never visited the country did so. The difference between these values seemed to indicate that the number of times the tourists who had ever visited Ghana and visited the destination was significantly different from the number of times the tourists who had never visited Ghana earlier had visited the destination. A Chi-square test of independence was further conducted to statistically establish whether the observed result in Table 12 indicated any form of a statistically significant association between the two variables.

Table 4.12. Chi-Square tests on tourists' visit to country and destination

Type of Test	Description	Value	Sig. (2-sided)
Pearson Chi-Square		194.452	0.000
Eta	How many times have you visited this destination? (Dependent)	0.554	
	Have you ever visited this country before? (Dependent)	0.613	
N of Valid Cases		517	

Source: FIELDWORK, IMBEAH (2018)

Table 4.12 indicated that with a chi-square value of 194.452 and its associated p-value of 0.00, the differences between the observed and expected values of the variables were quite vast and statistically significant across all the categories of the variables. It meant that the number of times a tourist had visited the destination have an association with his or her ever visiting Ghana. Furthermore, the values under Eta, like the Pearson's Correlation Coefficient, represented the direction and strength of the association or relationship between the two variables – depending on which of them was considered as dependent on the other. This study sought to find out whether the number of times tourists have visited any of the destinations at the time of the study was dependent on them having visited Ghana before or not. With this (an Eta value of 0.554), Table 4.12 indicated that the number of times the tourists have visited any of the three destinations was dependent on whether they have either visited Ghana or not. Further characteristics of the tourists that were examined were the discussion of tourists' perception of safety at the selected tourist destination sites as displayed in Table 4.13.

Table 4.13. Tourist sites' safety

| Tourist sites | How would you rate your safety at the attraction site(s) you visited? | | | | | | | | Total |
| | Highly safe | | Safe | | Slightly safe | | Not safe | | |
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.
Elmina Castle	149	37.3	238	59.4	14	3.5	0	0.0	401
Cape Coast Castle	142	37.0	229	59.6	13	3.4	0	0.0	384
Kakum National Park	125	37.2	189	56.3	20	6.0	2	0.6	336
Hanson's Cottage	45	36.0	75	60.0	5	4.0	0	0.0	125
Monkey Forest Resort	23	34.3	44	65.7	0	0.0	0	0.0	67
Stingless Bee Centre	11	64.7	6	35.3	0	0.0	0	0.0	17
Elmina Lagoon	16	51.6	13	41.9	2	6.5	0	0.0	31
Total	186		270		23		2		481

Percentages and totals are based on respondents.

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.13 that almost all of the tourists found the tourist attraction sites in the Central Region of Ghana, especially the three sites under study, as at least safe. Since only 25 out of the 481 (representing 5.2%) tourists had concerns about the safety of the attraction sites. Table 4.12 also showed that only 2 of the respondents rated the Kakum National Park as unsafe though more than 90% of the entire respondents rated the various tourist attraction sites in the region as safe. This case might be as a result of such tourists possibly being afraid of heights on the canopy walkway which are treetop suspended boards and bridges in the forest and thus, expected more to be done.

The next attribute of the tourists to discuss was the examination of tourists' purposes of travel to the Central Region of Ghana, as shown in Figure 4.5. In all 496 tourists volunteered to respond to this question on the questionnaire.
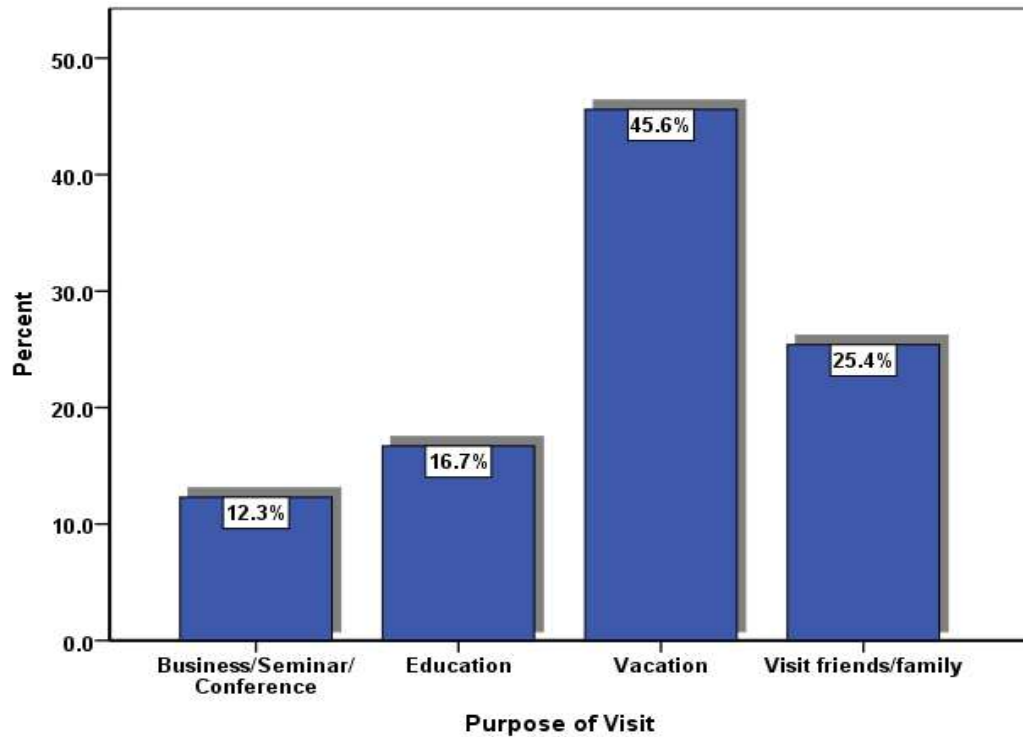
Figure 4.5. Purpose of tourists' visit
Source: FIELDWORK, IMBEAH (2018)

It could be observed from Figure 4.5 that almost half of the tourists (45.6%) indicated that the purpose of their visiting the destination was to be on vacation. On the low side, about one out of every ten of them (12.3%) reported that they were at the destination to attend to either a business meeting, seminar or a conference. Similarly, a quarter of the respondents (25.4%) indicated that their presence at the destination was to visit their friends and families. These showed that most of the tourists visited the tourist destination sites in the Central Region of Ghana to expend their holidays as well as visit their friends and families.

As part of the discussion of tourists attributes the purpose of tourists' visit to the destination based on their gender was also examined, as shown in Table 4.14.

Table 4.14. Purposes of tourists' visits based on their gender

| | Gender | | | | | |
| | Male | | Female | | Total | |
Purpose	Freq.	%	Freq.	%	Freq.	%
Business/Seminar/Conference	25	12.3	35	12.3	60	12.3
Education	29	14.2	52	18.3	81	16.6
Vacation	91	44.6	132	46.5	223	45.7
Visit friends/family	59	28.9	65	22.9	124	25.4
Total	204	100.0	284	100.0	488	100.0

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.14 that two out of every five of the respondents (45.7% males and 46.5% females) embarked on visit to the destination sites to expend their vacation whiles 12.3% of both male and female tourists indicated that they had visited the destination for official purposes (that is, for businesses, seminars and conferences). On the other hand, whiles a little over a quarter of the male tourists (28.9%) indicated that they visited the destination sites because they had visited their friends and families, 22.9%, only close to a quarter of the female tourists indicated so. These findings suggested that the purposes for which both male and female tourists visited the destination were not necessarily different. As a result of the findings in Table 4.14, Chi-square test of independence was conducted to determine if the tourists' purposes for travelling to the three destination sites were dependent on their gender. The result of the subsequent analysis is presented in Table 4.15.

Table 4.15. Chi-Square tests on purposes of tourists' visits based on their gender

Tests	Value	Approx. Sig.
Pearson Chi-Square	2.992	0.393
Phi	0.078	0.393
Cramer's V	0.078	0.393
N of Valid Cases	488	

Source: FIELDWORK, IMBEAH (2018)

With respective Chi-square coefficient and its associated p-value of 2.992 and 0.393, it could be observed from Table 4.15 that there was quite a scanty difference in the reasons of both the male and female tourists for travelling. Again, with a Cramer's V coefficient of 0.078 (and a corresponding p-value of 0.393 ($p > 0.05$), Table 4.15 showed that there existed a very weak and insignificant association between the two variables. This implied that the purpose of the tourists' travels to the destination sites was not dependent on their gender. Other characteristics of the tourists that were discussed were the examination of tourists' purposes of travel to the Central Region of Ghana based on their age, as shown in Table 4.16.

Table 4.16. Purposes of tourists' visits based on their age

	Purpose of visit									
	Business/Seminar/ Conference		Education		Vacation		Visit friends/family		Total	
Age (in years)	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
18-25	13	7.6	36	20.9	67	39.0	56	32.6	172	100.0
26-33	13	10.3	25	19.8	57	45.2	31	24.6	126	100.0
34-41	15	18.8	8	10.0	39	48.8	18	22.5	80	100.0
42-49	9	20.5	5	11.4	21	47.7	9	20.5	44	100.0
50-57	5	17.2	4	13.8	15	51.7	5	17.2	29	100.0
58-65	1	8.3	0	0.0	9	75.0	2	16.7	12	100.0
65+	1	9.1	0	0.0	8	72.7	2	18.2	11	100.0
Total	57	12.0	78	16.5	216	45.6	123	25.9	474	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.16 showed that a little more than half of the tourists aged either 50 years or more indicated that they visited the destination for vacation (51.7% for 50-57 years; 75.0% for 58-65 years and 72.7% for more than 65 years). Similarly, most of the tourists between the ages of 18 and 49 years indicated that they travelled to the destination for vacation (39.0% for 18-25 years; 45.2% for 26-33 years; 48.8% for 34-41 years and 47.7% for 42-49 years) and to visit their families and friends (32.6% for 18-25 years; 24.6% for 26-33 years; 22.5% for 34-41 years and 20.5% for 42-49 years). On the other

hand, none of those aged 50 years or more travelled to the destination for educational purposes whiles only a few of them (8.3% for 58-65 years and 9.1% for those aged more than 65 years) went there for official purposes. These results indicated that there were no significant differences in the tourists' age and their reasons for travelling to the destination. Further analysis was conducted to find out if the ages of the tourists had any form of relationship with their purposes for going to the destination. The result of the subsequent analysis is presented in Table 4.17.

Table 4.17. Chi-Square tests on purposes of tourists' visits based on their age

Tests	Value	Approx. Sig.
Pearson Chi-Square	30.782	0.031
Phi	0.255	0.031
Cramer's V	0.147	0.031
N of Valid Cases	474	

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.17 that there were significant enough differences in the reasons for which the tourists travelled to the destination based on their ages (with a Pearson's Chi-square coefficient of 30.782 and corresponding *p*-value of 0.031). Furthermore, with a Cramer's V coefficient of 0.147 and a corresponding *p*-value of 0.031, it could be observed from Table 4.16 that the strength of the association between the tourists' ages and their reasons for travelling to the destination was slightly excellent and significant. This result implied that the age of the tourists influenced their purposes for going to the destination. As shown in Table 4.16, more youth between ages 18 and 49 travelled for vacation, and these were the most active and adventurous of any population. Probably because this destination is an eco-tourism area, it appealed more to the youth. Other studies have considered that age and other demographic attributes like the level of education of tourists can reflect the purpose of travel (MA et al. 2018; JENSEN, 2017; CHEN et al. 2014; LI and CAI, 2012). Strangely enough, these attributes of tourists have rarely been discussed about visits to Ghana and Ghanaian tourism culture. As part of discussing tourists' motives for travelling to the destination, examination of tourists' purposes of travel to the Central Region of Ghana based on their nationality was considered as shown in Table 4.18.

Table 4.18. Purposes of tourists' visits based on their nationality

| | Nationality | | | | | |
| | Ghanaian | | Non-Ghanaian | | Total | |
Purpose	Frequency	%	Frequency	%	Frequency	%
Business/Seminar/Conference	1	6.7	60	12.6	61	12.4
Education	5	33.3	77	16.1	82	16.7
Vacation	5	33.3	219	45.9	224	45.5
Visit friends/family	4	26.7	121	25.4	125	25.4
Total	15	100.0	477	100.0	492	100.0

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.18 that a good number of the non-Ghanaian respondents (45.9%) embarked on their visit to the destination sites to expend their holidays as exactly one-third of Ghanaian tourists indicated that they had visited the destination for the same reason. Similarly, about a quarter of both the Ghanaian (26.7%) and non-Ghanaian (25.4%) tourists indicated that they visited the destination sites because they had visited their friends and families. Again, as one-third of the domestic tourists (33.3%) stated that they had visited the destination sites for educational purposes, only 16.1% of the foreign tourists indicated so. These findings suggested that the purposes for which both Ghanaian and non-Ghanaian tourists visited the destination sites were not the same.

Because of the findings in Table 4.18, the Chi-square test of independence was conducted to determine if the nationality of the tourists had any form of relationship with their purposes for travelling to the destination sites. The result of the subsequent analysis is presented in Table 4.19 below.

Table 4.19. Chi-Square tests on purposes of tourists' visits based on their nationality

Tests	Value	Approx. Sig.
Pearson Chi-Square	3.504	0.320
Phi	0.084	0.320
Cramer's V	0.084	0.320
N of Valid Cases	492	

Source: FIELDWORK, IMBEAH (2018)

Table 4.19 showed – with a respective Chi-square coefficient and corresponding p-value of 3.504 and 0.320 – that there was quite a very little difference in the reasons for which both the local and foreign tourists travelled. Again, the test recorded a Cramer's V coefficient of 0.084 with a corresponding p-value of 0.320. However, $p > 0.05$ and thereby indicated that there existed a very weak and insignificant relationship or association between the tourists' nationality and their purposes for travelling. The result here implied that the purposes for which the tourists travelled to the destination sites had nothing to do with their nationality. Table 4.20 showed the results of the discussion of tourists' purposes of travel to the Central Region of Ghana based on their level of education.

Table 4.20. Purposes of tourists' visits based on their level of education

	Level of education									
	Primary/Basic		High School		University/ College		Postgraduate		Total	
Purpose	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Business/Seminar/ Conference	1	5.0	11	10.3	17	8.3	31	21.1	60	12.5
Education	6	30.0	17	15.9	47	22.9	10	6.8	80	16.7
Vacation	9	45.0	45	42.1	93	45.4	70	47.6	217	45.3
Visit friends/family	4	20.0	34	31.8	48	23.4	36	24.5	122	25.5
Total	20	100.0	107	100.0	205	100.0	147	100.0	479	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.20 showed that two out of every five of the respondents, irrespective of their educational background, visited the destination sites for vacation (45.0% primary/elementary; 42.1% high school; 45.4% university/ college and 47.6% postgraduate). Similarly, besides those who had only high school education (31.8%), virtually one out of every five of the remaining respondents indicated that they visited the destination sites to visit their friends and families (20.0 for primary/basic; 23.4% for university/college and 24.5% for post-graduate). On the contrary, it could be observed from Table 4.19 that as – at most – 10% of the respondents who had attained a maximum of either university or college education indicated that they visited the destination for either business, conference or seminar, 21.1% of those with a post-graduate level of education did so. Thus, the results suggested no significant differences in the reasons for which the tourists travelled. Further analysis was conducted to find out if there was no or little relationship between the tourists' educational background and their reasons for visiting the destination sites, as observed in Table 4.20. The result of the subsequent analysis is presented in Table 4.21.

Table 4.21. Chi-Square tests on purposes of tourists' visits based on their educational level

Tests	Value	Approx. Sig.
Pearson Chi-Square	31.138	0.000
Phi	0.255	0.000
Cramer's V	0.147	0.000
N of Valid Cases	479	

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.21 that the differences in the purposes for which the tourists travelled to the destination sites were quite significant (with a Chi-square coefficient of 31.138 and a corresponding p-value of 0.000 ($p < 0.05$) indicating that there was a relationship between the variables. With a Cramer's V test statistic of 0.147 and a corresponding p-value of 0.000, Table 4.21 showed that there was appreciably a significant relationship between the tourists' reasons for travelling and their level of education. Interestingly tourists with college/university (45.4 %) and postgraduate (47.6 %) level of schooling travelled mainly for vacation as described in Table 4.20. This observation might be a mere coincidence. Also, as part of the discussion of tourists' purposes of travelling to the destination, examination of tourists' motives of travel to the Central Region of Ghana based on their marital status was considered as shown in Table 4.22.

Table 4.22. Purposes of tourists' visits based on their marital status

	Marital status									
	Single		Married		Divorced		Widowed		Total	
Purpose	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Business/Seminar/Conference	26	9.0	26	15.6	5	29.4	2	50.0	59	12.3
Education	55	19.0	18	10.8	4	23.5	0	0.0	77	16.1
Vacation	135	46.6	78	46.7	6	35.3	0	0.0	219	45.8
Visit friends/family	74	25.5	45	26.9	2	11.8	2	50.0	123	25.7
Total	290	100.0	167	100.0	17	100.0	4	100.0	478	100.0

Source: FIELDWORK, IMBEAH (2018)

Table 4.22 showed that most of the single tourists who visited the destination for vacation (46.6%) and visited their friends and families (25.5%) were as just as their married colleague tourists (46.7% vacation and 26.9% visit to friends and families). On the other hand, the divorced visited the destination mostly for vacation (35.3%) and business or official purposes (29.4% for business/seminar/conference) whiles the widowed tourists indicated that they travelled to the destination to visit their friends and families (50.0%) as well as for official purposes (50.0%). The result of the analysis in Table 4.22 indicated some form of differences in the tourists' intensions for visiting the destination based on their marital status. Given this, the Chi-square test of independence was further conducted to determine if the purpose for which the tourists travelled to the destination sites was dependent on their marital status. The result of the subsequent analysis is presented in Table 4.23.

Table 4.23. Chi-Square tests on purposes of tourists' visits based on their marital status

Tests	Value	Approx. Sig.
Pearson Chi-Square	22.948	0.006
Phi	0.219	0.006
Cramer's V	0.127	0.006
N of Valid Cases	478	

Source: FIELDWORK, IMBEAH (2018)

Table 4.23 showed that with a Chi-square coefficient of 22.948 and a corresponding *p*-value of 0.006, the differences in the purposes for which the tourists travelled to the destination based on their marital background were quite significant indicating that there is a relationship between the variables ($p = 0.006 < 0.05$). With a corresponding *p*-value of 0.006, the Cramer's V coefficient of 0.127 from Table 4.23 shows that there was a significant relationship between the tourists' reasons for travelling and their marital status. Among the tourists sampled for the study more of the singles (46.6 %) and the married (46.7 %) as shown in Table 4.22 travelled for vacation purposes. This observation could give credence to the fact that more tourists went to the destination for vacation purposes, probably to break the boredom and routine of work at their origin. Tourists' duration of stay at the destination was considered in the discussion among the attributes of tourists, and the following results were revealed in Figure 4.6 below.
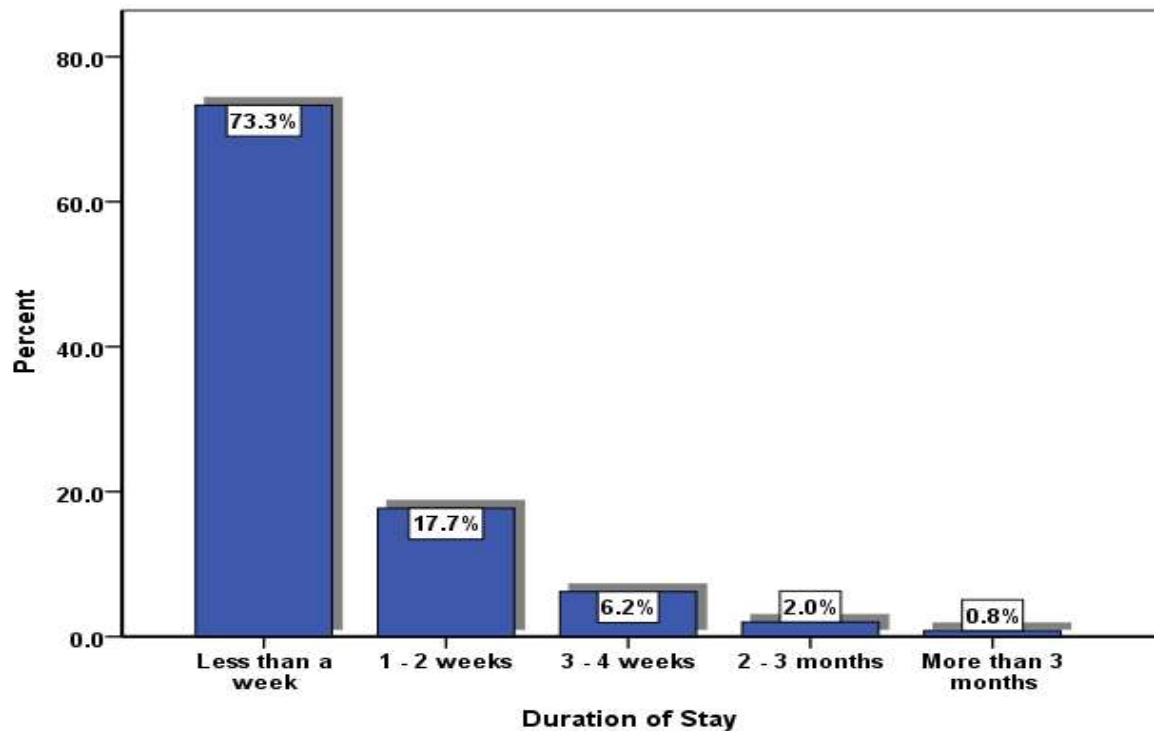
Figure 4.6. Duration of tourists' stay at the destination
Source: FIELDWORK, IMBEAH (2018)

It could be observed from Figure 4.6 that most of the tourists had stayed at the destination for not more than two (2) weeks; this was because close to three-quarters of the tourists (73.3%) indicated that they had been at the destination for less than a week. This category of travellers is made of the tourists who toured in Ghana throughout the regions in the tourism peak season. They stayed in the hotels in each region selected on their itinerary for some days and moved on to other destinations in

Ghana to visit other attractions. Close to one out of every five of them (17.7%) reported that they had stayed there between 1 and 2 weeks. 6.2 % indicated that they stayed between 3 and 4 weeks at the destination, 2.0 % stayed for two months to three months, and insignificant 0.8 % of the tourists reported that they had remained at the destination for more than three months. It could be concluded that irrespective of the motive for travelling the majority of the tourists sampled enjoyed their stay at the destination within seven days. Tourists' means of transport at the destination during their visit was also sampled and discussed. Figure 4.7 presented the result of the analysis of the means of transportation used by the tourists since they entered the destination. It should be noted that Figure 4.7 was a multiple response figure - a chart constructed from questions which allow their respondents to provide more than one answer to them.
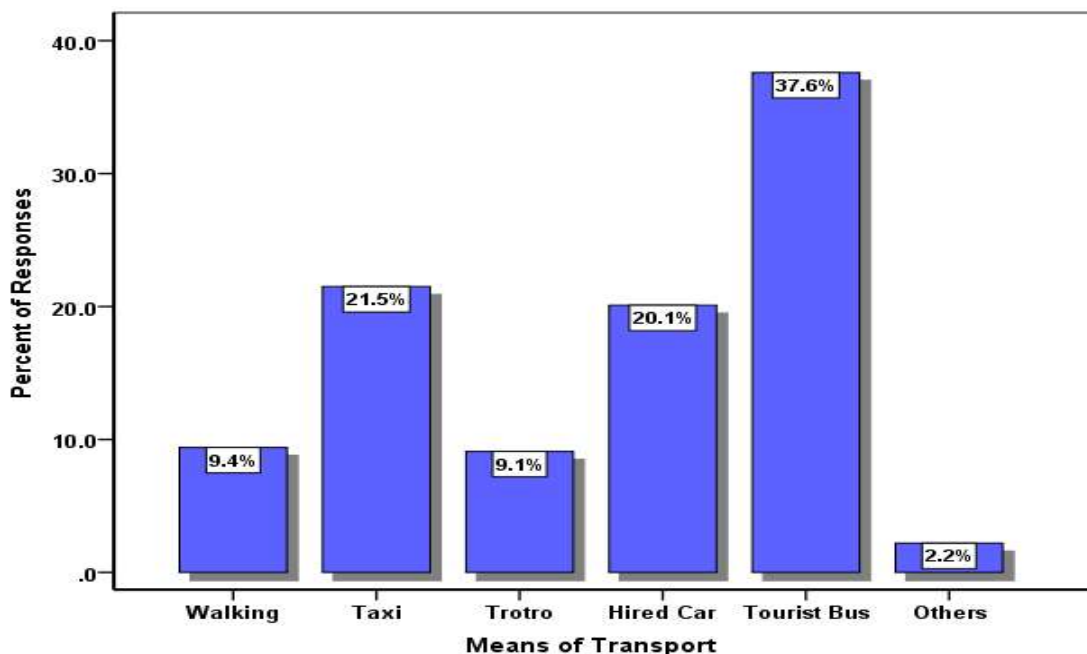
Figure 4.7. Tourists' means of transport at the destination
Source: FIELDWORK, IMBEAH (2018)

Figure 4.7 showed that a substantial number of responses (37.6 %) had been using tourist buses as their means of transportation during their stay at the destination. Equally, the sizable number also transported themselves to and from places through commercial vehicles such as taxis (21.5 %) and hired cars (20.1 %). As shown in the table above, some tourists (9.1%) used the urban commercial transport popularly known as "Trotro" in the local Ghanaian dialect. These are commercial but privately owned vehicles operated by a driver and a conductor. It is commonly used in urban centres. It is the passenger who tells where he would alight. Some tourists boarded "Trotro" to have the feel

of this transport. A very few of them (2.2 %) reported using other means of communication. These indicated that conventional ways of tourists' transportation had been the use of tourist buses, taxis and hired cars. In the opinion of AMIR et al. (2015b) tourists are exposed to many precarious situations because they are temporary visitors to the communities with which they are not familiar. In this case, tourists travelled with a lot of safety measures. This session, therefore, discussed the results of the tourists' safety precautions before travelling to and while at the destination.   It must be noted that Figure 4.8 was a multiple response figure - a chart constructed from questions which allow their respondents to provide more than one answer to them.
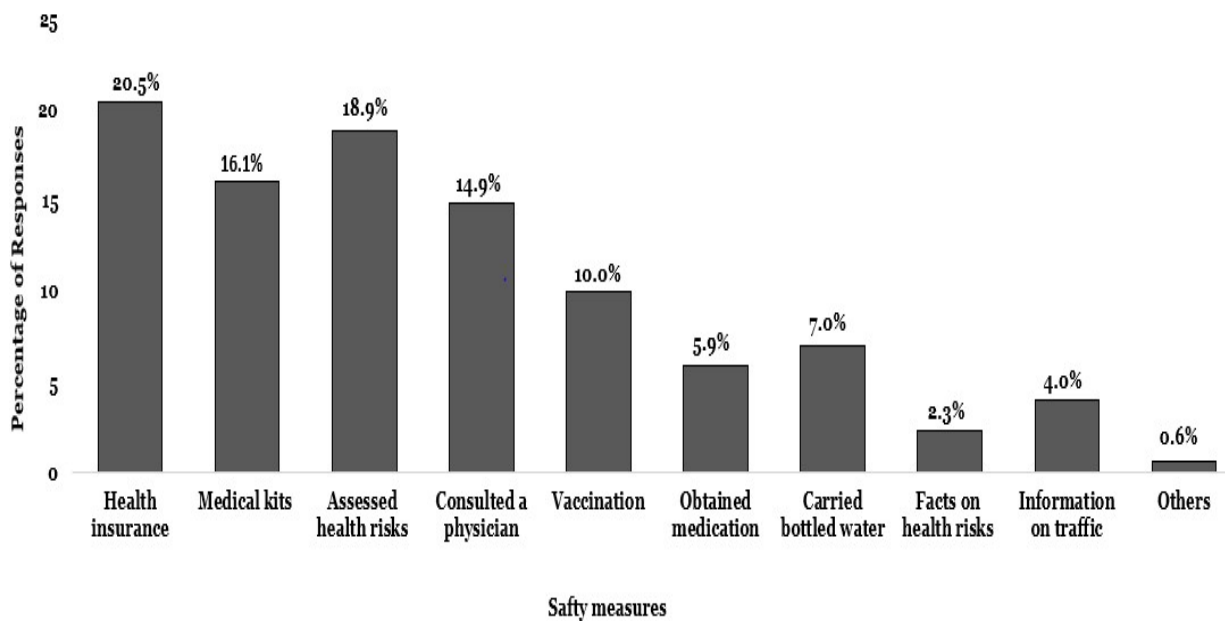
Figure 4.8. Tourists' safety precautionary measures before travelling
Source: FIELDWORK, IMBEAH (2018)

Figure 4.8 showed that at least half of the respondents reported that they acquired comprehensive travellers' health insurance (20.5%); assessed the health risks associated with travelling to the destination (18.9%); assembled suitable medical/first-aid kits and toilet items for the duration of the visit (16.1%) and consulted a travel medical clinic or a practitioner (14.9%) before travelling to the destination. A little over one-third of the respondents indicated that they vaccinated themselves before going to the destination. In contrast, one out of every five of the respondents stated that they travelled with bottled water/drinks (7.0%) as well as their prescribed medicines (5.9%) which would take them through the duration of their visit to the destination. These indicated that most of the tourists that visited Ghana took precautionary safety measures such as acquiring comprehensive travellers' health insurance; assessing the health risks associated with their travelling; assembling suitable

medical/first-aid kits and toiletries for the duration of their visit, and consulting a travel medical clinic or a practitioner as well as vaccinating themselves before travelling to the destination. What was observed among the tourists was that almost every tourist prepared and took some precautionary safety measures before moving to Ghana, as shown in Figure 4.8, and consequently, this behaviour gave some confidence to travel. After arrival at the destination, also the tourists were asked to assess their precautionary measures adopted while at the destination in Ghana. The result of the analysis of the safety measures employed by the tourists' whiles at the destination is presented in Figure 4.9.
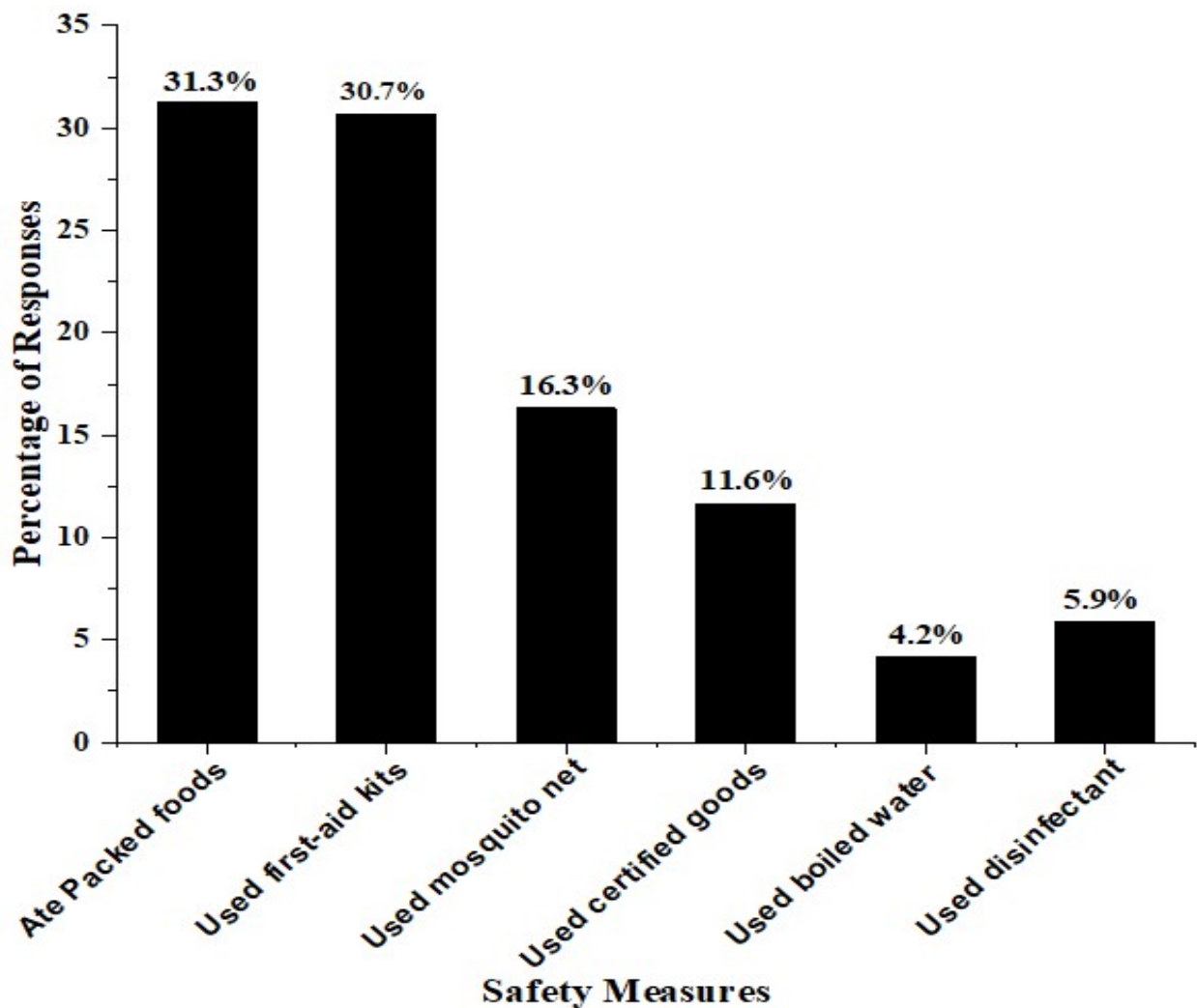
Figure 4.9. Tourists' safety precautionary measures adopted whiles at the destination
Source: FIELDWORK, IMBEAH (2018)

It should also be noted that like Figures 4.6, 4.7 and 4.8 Figure 4.9 was also a multiple response chart – a chart constructed from questions which allow their respondents to provide more than one answer. It could be observed from Figure 4.9 that, at least, four out of every five of the respondents ate only foods that were well-cooked or well-packed (31.3%) and as well bought first-aid kits and toilet items (30.7%) whiles living at the destination. Also, a good number of them slept under treated mosquito nets (16.3%) and drank only well-sealed bottled water or drinks from certified producers (11.6%) as they lived at the destination. Furthermore, one out of every ten of the respondents (4.2%) indicated that they had been boiling their drinking water before drinking if they felt doubtful about its safety. These meant that the tourists had very much been ensuring their safety while staying at the destination by eating only cooked or well-packaged foods; buying first-aid kits and toiletries; sleeping under a treated mosquito net and drinking only well-sealed bottled water or drinks from certified producers. The personal safety practices that the tourists engaged in might explain the low incidence of contracting diseases while staying at the destination. This tourists' behaviour confirmed the results of the studies done in Kuala Lumpur by AMIR et al. (2015c) that tourists are susceptible to any unhealthy conditions in a unique environment and that they are not familiar with the culture at the destination because they are transient guests.

It is based upon the results of the precautionary measures taken by tourists before travelling and while at the destination some statistical tests were run to ascertain tourists' overall perceptions of safety.

Table 4.24. Perceptions of tourists on safety at the destination and their perceived safety before travelling

Description	Mean	N	Std. Dev.	Std. Error Mean	Correlation	Sig.
Tourists' overall perception of safety at destination	1.82	467	0.586	0.027	0.370	0.000
Tourists' perception of safety at the destination before their visit	1.91	467	0.659	0.031		

1-1.49 = Highly safe; 1.5-2.49 = Safe; 2.5-3.49 = Slightly safe; 3.5-4.49 = Not safe; 4.5-5 = Highly unsafe

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.24 that there was a mean value of 1.82 for the respondents' responses on "What is your overall perception of tourists' safety at this destination?"; this indicated that on the overall most of the tourists found the destination as safe. Regarding the tourists' general perception of the safety of the destination before their visit, most of them indicated that they had formed a reliable impression about the destination between their travels. Table 4.24 also showed that there was a relatively strong positive relationship between the tourists' safety expectations of the destination and their actual overall perception of safety at the place (with a Pearson's Correlation Coefficient of 0.370 and a corresponding p-value of 0.000). Since $p = 0.00 < 0.05$, it could be said that there was enough statistical evidence to infer that as the level of the tourists' safety satisfaction increased their safety expectations also increased possibly for future visits.

Table 4.25. Paired samples test on tourists' return visit and recommendation of destination

| Description | Paired Differences | | | | | | | Sig. (2-tailed) |
| | Mean | Std. Dev. | Std. Error Mean | 95% CI of the Difference | | t | df | |
				Lower	Upper			
Tourists' overall perception of safety at destination - Tourists' perception of safety at destination before their visit	-0.099	0.702	0.032	-0.162	-0.035	-3.033	466	0.003

Source: FIELDWORK, IMBEAH (2018)

Table 4.25 showed that the percentage of the tourists who were satisfied with the level of safety that they encountered at the destination was slightly less than that of their expectation of the destination's safety level before they embarked on their journeys (with a mean difference of -0.099 and a standard deviation of 0.702). With $t_{(466)} = -3.033$ and a corresponding p-value of $0.003 < 0.05$, the result of the t-test for Paired Samples in Table 4.25 indicated that the observed differences in the mean values for the variables were highly significant though it looks quite small. It implied that the tourists' overall perception of safety at the destination did not meet their safety expectations of the place before they embarked on their journeys. Respondents (tourists) were asked about their willingness to return to the destination in future and also if they would recommend the destination to other potential tourists. Table 4.26 showed the results of the relationship between tourists' return visit and recommendation of destination.

Table 4.26. Relationship between tourists' return visit and recommendation of destination

| Future return visit | Recommendation to other tourists or travellers | | | | | |
| | Yes | | No | | Total | |
	Frequency	%	Frequency	%	Frequency	%
Yes	373	91.4	35	8.6	408	100.0
No	28	65.1	15	34.9	43	100.0
Total	401	88.9	50	11.1	451	100.0

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.26 that nine out of every ten of the tourists (408 out of 451) indicated that they would revisit destination in future with only a few of them (43 out of 451) indicating that they would not return to the destination again. Of the tourists who were willing to return to the destination, 91.4% reported that they would recommend the destination to other tourists or travellers whiles a little over one-third (34.9%) of those who indicated that they would not return said they would also not recommend the destination to other tourists or travellers. It implies that 15 out of the 451 respondents were utterly not satisfied with the level of safety at the destination, and so would neither visit the destination in future nor recommend it to others. Despite this, it could be inferred that the tourists generally perceived tourism at the destination as at least safe. Chi-Square test, shown in Table 4.27, was run to see if tourists would return to and recommend the destination to other travellers.

Table 4.27. Chi-Square tests on tourists' return visit and recommendation of destination

Tests	Value	Approx. Sig.
Pearson Chi-Square	27.304	0.000
Phi	0.246	0.000
Cramer's V	0.246	0.000
N of Valid Cases	451	

Source: FIELDWORK, IMBEAH (2018)

Table 4.27 showed that there were significant differences in the respondents' willingness to recommend the destination to other travellers or tourists based on their level of satisfaction and (with a Pearson's Correlation Coefficient of 27.304). Again, the study recorded a Cramer's V coefficient of 0.246 with a corresponding p-value of 0.000 ($p = 0.000 < 0.05$) indicating the existence of a slightly strong relationship between the tourists' level of satisfaction and their willingness to recommend the destination to other travellers or tourists. The results in Tables 4.26 and 4.27 indicated that there was a high number of tourists who indicated that they would recommend the destination to other tourists or travellers because of the high level of safety they experienced.

4.5. Testing of Hypotheses

The chapter aims to discuss the testing and results of the hypotheses proposed at the beginning of the study.

4.5.1. Hypothesis One

It can be said that the level of knowledge that one has on an impending risk determines the level of preparedness that he or she puts in place to avert any form of danger. Thus, the study used the precautionary measures that the tourists adopted to assess their level of knowledge on tourism safety. The result of the t-test of Independent samples' analysis is presented in Tables 4.28 and 4.29. Hypothesis one says that:

H_{O_1}: Inbound tourists do not have more tourism safety knowledge than domestic tourists.

H_{A_1}: Inbound tourists have more tourism safety knowledge than domestic tourists.

Table 4.28. Group statistics of tourists' knowledge on tourism

Description	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Acquired comprehensive travellers' health insurance	Ghanaian	4	1.00	.000	.000
	Non-Ghanaian	421	1.28	.451	.022
Assembled suitable medical/first-aid kits and toilet items for the duration of visit	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.45	.680	.033
Assessed the health risks associated with travelling to the destination	Ghanaian	4	1.25	.500	.250
	Non-Ghanaian	421	1.33	.472	.023
Consulted travel medical clinic or practitioner before travelling	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.47	.500	.024
Took some vaccinations before travelling	Ghanaian	4	1.25	.500	.250
	Non-Ghanaian	421	1.65	.477	.023
Obtained prescribed medicine according to the duration of visit at destination	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.79	.409	.020
Brought bottled water/drinks for the duration of stay	Ghanaian	4	1.50	.577	.289
	Non-Ghanaian	421	1.76	.428	.021
Sought information on the health risks of destination from tour operators, travel agents, airlines	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.92	.273	.013
Sought information on traffic, animals and sports related accidents	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.86	.350	.017
Other	Ghanaian	4	2.00	.000	.000
	Non-Ghanaian	421	1.98	.145	.007

Source: FIELDWORK, IMBEAH (2018)

Table 4.29. Independent samples test on tourists' knowledge of tourism safety

Description		Levene's Test for Equality of Variances		t-test for Equality of Means					95% CI of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	Lower	Upper
Acquired comprehensive travellers' health insurance	Equal variances not assumed	17.089	0.000	-12.865	420	0.000	**-0.283**	0.022	-0.326	-0.239
Assembled suitable medical/first-aid kits and toilet items for the duration of visit	Equal variances not assumed	5.339	0.021	16.630	420	0.000	**0.551**	0.033	0.486	0.616
Assessed the health risks associated with travelling to the destination	Equal variances assumed	0.746	0.388	-0.348	423	**0.728**	-0.083	0.237	-0.549	0.383
Consulted travel medical clinic or practitioner before travelling	Equal variances not assumed	963.958	0.000	21.853	420	0.000	**0.532**	0.024	0.484	0.580
Took some vaccinations before travelling	Equal variances assumed	1.117	0.291	-1.684	423	**0.093**	-0.403	0.239	-0.874	0.067
Obtained prescribed medicine according to the duration of visit at destination	Equal variances not assumed	7.969	0.005	10.611	420	0.000	**0.211**	0.020	0.172	0.251
Brought bottled water/drinks for the duration of stay	Equal variances assumed	1.477	0.225	-1.207	423	**0.228**	-0.260	0.215	-0.683	0.163
Sought information on the health risks of destination from tour operators, travel agents, airlines	Equal variances assumed	1.682	0.195	0.591	423	**0.555**	0.081	0.137	-0.188	0.349
Sought information on traffic, animals and sports related accidents	Equal variances assumed	3.807	0.052	0.813	423	**0.416**	0.143	0.175	-0.202	0.487
Other	Equal variances assumed	0.364	0.547	0.295	423	0.768	0.021	0.072	-0.121	0.164

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.29 that the tourists' knowledge on:

i)   "Acquired comprehensive travellers' health insurance",

ii)   "Assembled suitable medical/first-aid kits and toilet items for the duration of visit",

iii)   "Consulted travel medical clinic or practitioner before travelling" and

iv)   "Obtained prescribed medicine according to the duration of visit at destination".

as measuring variables of their understanding of tourism, safety violated the assumption of the Levene's Test for Equality of Variances (with respective p's of 0.000, 0.025, 0.000 and 0.005 being less than 0.050). Thus, the t-test for Equality of Means was conducted on these variables with the assumption of unequal variances whiles those for the rest were done with the premise of equal variances.

Regarding the assessment of the differences in the tourists' understanding of tourism safety, the result of the t-test for Independent Samples in Table 4.29 showed that – with p-values of approximately 0.000 which was significantly less than 0.05 – there were statistically significant evidences that the knowledge base of the two groups of tourists (Ghanaian and non-Ghanaian) on tourism safety differed significantly. With individual mean differences of 0.551, 0.532 and 0.211, that while inbound/non-Ghanaian tourists assembled suitable medical/first-aid kits and toiletries for the duration of their visit; consulted travel medical clinic or practitioner before travelling; and obtained prescribed medicine according to the length of the stay, the domestic tourists generally did not. On the other hand, the local tourists usually did see the need to acquire comprehensive travellers' health insurance more than the foreign tourists – with a mean difference of -0.283. Similarly, the rest of the variables measuring the understanding of the tourists on tourism safety recorded p-values more than the 5% significance level (assessed the health risks associated with travelling to the destination, 0.728; took some vaccinations before travelling, 0.093; brought bottled water/drinks for the duration of stay, 0.228; sought information on the health risks of destination from tour operators, travel agents, airlines, 0.555; and requested information on traffic, animals and sports-related accidents, 0.416).

The results of the analyses indicated that the understanding of the tourists on safety precautions before travelling to the destination based on their nationality was virtually the same. Therefore, there was not enough statistical evidence to deduce that foreign tourists have more tourist safety knowledge than their domestic counterparts. Besides, a statistical test was run on measures tourists took to ensure their safety whiles at the destination, as shown in Tables 4.30 and 4.31.

Table 4.30. Group statistics of adopted safety measures at the destination

Description	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Ate only cooked/well-packaged foods	Ghanaian	10	1.20	.422	.133
	Non-Ghanaian	402	1.18	.382	.019
Bought first-aid kits and toilet items	Ghanaian	10	1.30	.483	.153
	Non-Ghanaian	403	1.19	.396	.020
Slept under treated mosquito net	Ghanaian	10	1.50	.527	.167
	Non-Ghanaian	403	1.57	.495	.025
Consumed only well-sealed bottled water or drinks from certified producers	Ghanaian	10	1.20	.422	.133
	Non-Ghanaian	403	1.71	.456	.023
Took boiled drinking water if its safety is doubtful	Ghanaian	10	1.70	.483	.153
	Non-Ghanaian	403	1.89	.309	.015
Always used disinfectant to clean hands after every handshake/touching something	Ghanaian	10	1.60	.516	.163
	Non-Ghanaian	403	1.85	.356	.018

Source: FIELDWORK, IMBEAH (2018)

Table 4.31. Independent samples test on adopted safety measures at the destination

Description		Levene's Test for Equality of Variances		t-test for Equality of Means					95% CI of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	Lower	Upper
Ate only cooked/well-packaged foods	Equal variances assumed	0.136	0.713	0.191	410	0.849	0.023	0.123	-0.217	0.264
Bought first-aid kits and toilet items	Equal variances assumed	1.946	0.164	0.836	411	0.404	0.106	0.127	-0.144	0.357
Slept under treated mosquito net	Equal variances assumed	0.218	0.641	-0.461	411	0.645	-0.073	0.159	-0.385	0.239
Consumed only well-sealed bottled water or drinks from certified producers	Equal variances assumed	2.384	0.123	-3.483	411	0.001	-0.507	0.146	-0.793	-0.221
Took boiled drinking water if its safety is doubtful	Equal variances not assumed	8.754	0.003	-1.259	9.18	0.239	-0.193	0.154	-0.540	0.153
Always used disinfectant to clean hands after every handshake/touching something	Equal variances not assumed	8.144	0.005	-1.529	9.21	0.160	-0.251	0.164	-0.621	0.119

Source: FIELDWORK, IMBEAH (2018)

Table 4.31 showed that the tourists' measures of taking in boiled drinking water if its safety was doubtful and always disinfecting their hands after every handshake or touching something as part of their means of safeguarding themselves whiles at the destination violated the assumption of the Levene's Test for Equality of Variances (with p-values of 0.003 and 0.005 respectively). These values were less than 0.05, and so, the t-test for Equality of Means was conducted on these variables with the assumption of unequal variances for the Ghanaian and non-Ghanaian tourists. The t-test for the test was done with the assumption of equal variances.

Regarding the assessment of the differences in the tourists' understanding of tourism safety, the result of the t-test for Independent Samples in Table 4.31 showed that – with p-values of approximately 0.001 which was significantly less than 0.05 – there was statistically significant evidence that the knowledge base of the foreign and domestic tourists on consuming only well-sealed bottled water or drinks from certified producers differs significantly. With a recorded negative mean difference of

0.507, Table 4.31 showed that more of the domestic tourists took in well-sealed bottled water or drunk drinks produced by certified producers only than the foreign tourists. However, the *p*-values for the rest of the variables were significantly more than 0.05, indicating a lack of differences in the tourists' understanding of the current issues. These results suggested that the knowledge of both the foreign and local tourists on the safety measures to ensure tourism safety whiles at the destination was not significantly different. Because of the results in Tables 4.30 and 4.31, it could be concluded that there was not enough statistical evidence to imply that foreign tourists have more tourist safety knowledge than their domestic counterparts. Hypothesis one could not be wholly accepted after testing since the numbers of Ghanaian tourist-respondents were small. Therefore, hypothesis one is partially accepted. It implies that this statement can be described as a proposition which can further be tested with bigger tourist-respondents input.

4.5.2. Hypothesis Two

Hypothesis two says that:

H_{O_2}: Tourists' overall assessment of safety at the destination is not influenced by their perception of road transport safety and when walking by the roadside.

H_{A_2}: Tourists' overall assessment of safety at the destination is influenced by their perception of road transport safety and when walking by the roadside. (Road transport is the most frequent mode used in tourism activities and promotion in Ghana).

Subsequently, a statistical test was run for descriptive statistics on-road or transportation safety for the tourists while at the destination, as shown in Tables 4.32 and 4.33.

Table 4.32. Descriptive statistics on-road or transportation safety

Description	Mean	Std. Deviation	N
What is your overall perception of tourists' safety at this destination?	1.81	0.593	438
Safety of Transportation	3.05	1.025	438
Do you feel safe when you walk by the roadside in this destination?	1.55	0.617	438

Source: Fieldwork, Imbeah (2018)

It could be observed from Table 4.32 that, with a mean of 1.81, most of the respondents rated their overall perception of tourists' safety at the destination as, at least, safe. Similarly, the majority of them indicated that they somehow felt safe (with a mean of 1.55) when they walked by the roadside of the destination. Again, some of the respondents reported that they neither perceived the destination as safe nor unsafe (with a mean of 3.05).

Table 4.33. Correlations between overall perception, transportation safety and roadside safety

	Description		Overall perception of destination's safety	Transportation Safety	Safety in walking by the roadside
Spearman's rho	Overall perception of destination's safety	Correlation Coefficient	1.000	-0.073	0.193**
		Sig. (2-tailed)	.	0.119	0.000
		N	468	453	448
	Transportation Safety	Correlation Coefficient	-0.073	1.000	-0.129**
		Sig. (2-tailed)	0.119	.	0.005
		N	453	483	465
	Safety in walking by the roadside	Correlation Coefficient	0.193**	-0.129**	1.000
		Sig. (2-tailed)	0.000	0.005	.
		N	448	465	481

**. Correlation is significant at the 0.01 level (2-tailed).

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.33 that the correlation coefficient for the relationship between tourists' overall perception of their safety at the destination and their perception of transportation safety at the destination was -0.073 indicating a very weak inverse relationship between the variables. This relationship suggested that as the tourists' overall perception of safety at the destination increased their understanding of transportation safety of the place decreased and vice versa. Moreover, with a p-value of 0.0119, Table 4.33 showed that the observed relationship between the two variables was too weak to be significant. Thus, the tourists' assessment of safety at the destination was not influenced by the safety of road transport. Similarly, with a Correlation Coefficient of 0.193, Table 4.33 indicated that there was a relatively weak positive relationship between the tourists' overall perception of their safety at the destination and their safety when they walked by the roadside within

the destination. It could also be observed from the table that though the exhibited relationship between the two variables seemed slightly weak, it was statistically significant at even 0.01 significance level. It indicated that as the tourists' overall perception of their safety at the destination increased, they felt very safe or confident to walk by the roadside of the destination at any point in time. Thus, it could be said that there was enough statistical evidence to infer that the tourists' assessment of the destination's safety was influenced by their perception of their safety when walking by the roadside.

Furthermore, Table 4.33 showed that there was a weak negative relationship between the safety of transportation at the destination and tourists feeling safe when they walked by the roadside in this destination – with a Correlation Coefficient of -0.129. However, it could also be observed from Table 4.33 that though the relationship between the variables was weak, it was still significant at even 1% significance level ($p = 0.005 < 0.05$) indicating that as the transportation or road safety at the destination increased their perception of safety in walking by the roadside decreased. This finding could be since the tourists mostly commuted the roads of the destination in hired cars and not public vehicles and thus, had little confidence in either the commercial vehicles in the streets or the driving capabilities of the drivers at the destination.

4.5.3. Hypothesis Three

The third hypothesis states that:

H_{O_3}: Tourists' purpose of visit does not influence their perception of safety at the attraction sites.

H_{A_3}: Tourists' purpose of visit does influence their perception of safety at the attraction sites.

Another statistical test was run for correlations coefficient between tourists' purpose of visit and safety at attraction sites, as shown in Table 4.34.

Table 4.34. Correlations between purpose of visit and safety at attraction sites

	Description		Purpose of visit	Safety at Attraction Site
Spearman's rho	Purpose of visit	Correlation Coefficient	1.000	-0.213[**]
		Sig. (2-tailed)	.	0.000
		N	496	481
	Safety at Attraction Site	Correlation Coefficient	-0.213[**]	1.000
		Sig. (2-tailed)	0.000	.
		N	481	502

[**]. Correlation is significant at the 0.01 level (2-tailed).

Source: FIELDWORK, IMBEAH (2018)

It could be observed from Table 4.34 that – with a Spearman's Correlation Coefficient of -0.213 – there existed a slightly weak negative relationship between the tourist attraction sites' safety and the purpose of the tourists' visits. It indicated that as the safety of the tourist attraction sites increased the purpose for which the tourists visited the attraction sites moved from informal to formal (that is, from familial visits and vacations to education and business purposes). Thus, it could be concluded that there was enough evidence to infer that the purpose of the tourists' visits was influenced by the safety level of the tourist attraction site.

4.5.4. Hypothesis Four

The fourth hypothesis says that:

H_{O_4}: Tourists' decision to repeat a visit is not influenced by their perception of safety at the attraction sites.

H_{A_4}: Tourists' decision to repeat a visit is influenced by their perception of safety at the attraction sites.

Finally, a statistical test was run for correlations coefficient between tourists' assessment of safety at attraction sites and tourists' decision to repeat visit, as shown in Table 4.35.

Table 4.35. Correlations between safety at attraction sites and decision to repeat visit

	Description		Safety at attraction sites	Decision to repeat visit
Spearman's rho	Safety at attraction sites	Correlation Coefficient	1.000	0.136**
		Sig. (2-tailed)	.	0.004
		N	502	451
	Decision to repeat visit	Correlation Coefficient	0.136**	1.000
		Sig. (2-tailed)	0.004	.
		N	451	456

**. Correlation is significant at the 0.01 level (2-tailed).

Source: FIELDWORK, IMBEAH (2018)

With a Spearman's Correlation Coefficient of 0.136, Table 4.35 showed a weak positive relationship between the tourists' perception of safety at the attraction sites and their willingness to return to the destinations in future. The observed correlation between the variables indicated that as the tourists' perception of safety about the destination increased their tendencies for a repeat visit to the destination increased. Furthermore, it was be observed as shown in Table 4.35 the *p*-value for the test is 0.004 indicating that though the existing relationship between the tourists' perception of safety at the attraction sites and their willingness to return to the destinations in future seemed weak, it was statistically significant at 5% significance level. It implied that there was enough statistical evidence to infer that the tourists' decision to repeat a visit was influenced by the safety at the attraction sites.

This section considered the results of the triad approach of the examination of tourists' safety from the perspectives of the: i) tourists, ii) destination workers and iii) management of Ghana Tourism Authority. Also, the results of Chi-Square tests of hypotheses were stated. The summary of the testing of hypotheses is shown in Table 4.36 below.

Table 4.36. Summary status of the results of hypotheses tested

Null Hypothesis	Accepted	Partially Accepted	Rejected
H_1	-	√ (Partially Accepted)	-
H_2	√ (Accepted)	-	-
H_3	-	-	√ (Rejected)
H_4	-	-	√ (Rejected)

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

Chapter five is the final chapter of the study, and it highlighted the summary, conclusions and recommendations of the work. It presented the summary and findings based on the objectives of the research. It further stated the policy interventions to improve the safety of tourists who visit the selected tourist facilities in the Central Region of Ghana.

The purpose of the study was to examine the safety and security conditions and to assess the role of safety in the tourism industry at Cape Coast Castle, Elmina Castle and KNP in the Central Region of Ghana. Specifically, the study aimed at:

- Identifying the security facilities found at the selected tourist attractions.
- Identifying tourists' sources of information about attractions in the Central Region.
- Examining tourists' purpose of travelling.
- Ascertaining tourists' perceptions of safety at the selected tourist attractions.
- Examining the impressions of destination workers about tourists' safety.
- Examining the impressions of GTA about tourists' safety in the Central region.
- Identifying safety and security collaboration by destination management for better safety practices.

5.2. Summary of Findings

From the interview conducted, results discussed in Chapter Four and also from the observations made at the various tourist sites, it was revealed that there were weak physical safety and security measures in the two castles namely, Elmina Castle and Cape Coast Castle. However, at the KNP, for every six months, there was a maintenance exercise to work on and change all weak safety ropes and boards on the bridges on the canopy. There was also no tourist safety policy in place to guide the operations of these tourist sites in the Central Region of Ghana. Furthermore, there was no official collaboration or cooperation between Cape Coast tourist destination and safety agencies when it came to the issue of safety at theses tourist facilities.

Admittedly during the interview with the tourism policy implementor in Ghana, GTA, it was confirmed that there was no comprehensive tourist safety policy for Ghana. It was also confirmed that there were no collaborations with any other agencies, whether international or local bodies in the

area of tourist safety and safety training for destination workers. It is the Ghana Police Service that intervenes to make an arrest when there was a security threat at any tourist facility or when the destination management called for their help. There were unannounced inspections by the GTA within the year, at least twice in a year. In their annual inspection for tourism facilities, there was inspection about fire safety and screening for food vendors for food safety in addition to an inspection checklist - for example, for new tourist facilities, clearance or report from the Police and Environmental Health was required. So far as the impressions about tourist safety in Central Region were concerned, GTA considered the Central Region, especially Cape Coast-Elmina-Kakum National Park destination as a relatively safe region for tourism activities in Ghana. The area is still one of the violent-free regions in Ghana and therefore is conducive for tourism activities. It is because the two oldest heritage castles in Ghana are located in this region, and these facilities pull large numbers of tourists to the area (namely Cape Coast Castle and Elmina Castle).

One can say that from a historical point concerning tourism development in Ghana and from various tourism development plans examined so far in the literature, it is evident that tourism safety issues are not highly prioritised and promoted. As regards the destination workers' training exercises, tourism safety was not among the priorities. From the tourist sites inspection exercises, tourist safety was narrowed mainly to fire extinguishers. So far as the tourism policy implementor was concerned, the Central Region of Ghana had no tourism safety policy that regulated the activities and inspection of safety in tourist sites. There was also no collaboration or agencies to help supply and maintain quality safety practices. MANSFELD and PIZAM (2006b) studied seven main types of tourist safety attributes that could characterise a tourist destination, namely: transport, food, accommodation, attraction, crime, terrorism and health. This work also asked a tourist to assess all the seven mentioned. About safety in the tourist sites or facilities, over three-quarters of the respondents (80.6%) reported that the tourist attraction sites they visited had security guards at the post, safety signs and directional signs. These indicated that most of the tourist attraction sites in the Central Region had security facilities such as safety guards and alarm systems installed in place. Almost all of the tourists found the tourist attraction sites in the Central Region of Ghana, especially the three sites under study, as – at least – safe; about 456 out of 481 (representing 94.8%) responded in this affirmative. Concerning accommodation, a clear majority (94.5%) of the total respondents perceived the accommodation facilities at the destination to be safe; this was as a result of safety and security measures put in place by the operators of these facilities like adequate security guards, proper lighting systems, availability of fire extinguishers and proper door locks. As regards perceived transport

safety, about half of the respondents (76.6%) had been using tourist buses and hired vehicles as their means of transportation during their stay at the destination and have not encountered any road accident upon visiting the destination. A little over half of the respondents (54.3%) reported that they either acquired comprehensive travellers' health insurance, assessed health risks associated with travelling to the destination or consulted travel medical clinic before travelling in the attempt of taking necessary pre-travel medical measures. It is worth noting that all the tourists took some pre-trip steps. It indicated that most of the tourists that visited Ghana took precautionary safety measures as part of their preparation. Four out of every five (59.2%) of the respondents either ate only foods or meals that were well-cooked, drank only well-sealed bottled water or slept under treated mosquito nets at the destination.

The result of the t-test for Paired Samples indicated that the tourists' overall perception of safety at the destination did not meet their safety expectations of the place before they embarked on their journeys. However, of the tourists who were willing to return to the destination, 91.4% indicated that they would recommend the destination to other tourists or travellers whiles a little over one-third (34.9%) of those who indicated that they would not return said they would also not recommend the destination to other tourists or travellers. It implied that 15 out of the 451 respondents were utterly not satisfied with the level of safety at the destination and so would neither visit the destination in future nor recommend it to others. Despite this, it could be inferred that the tourists generally perceived tourism at the destination as at least safe. The results indicated that there was a high number of tourists who indicated that they would recommend the destination to other tourists or travellers because of the high level of safety they experienced.

5.3. Verification of testing of the hypotheses

Four proposed hypotheses were tested in the course of the work, and this section presents the confirmation of the hypotheses. For the first hypothesis it was observed that the tourists' knowledge on i) "Acquired comprehensive travellers' health insurance", ii) "Assembled suitable medical/first-aid kits and toilet items for the duration of visit", iii) "Consulted travel medical clinic or practitioner before travelling" and iv) "Obtained prescribed medicine according to the duration of visit at destination" as measuring variables of their understanding of tourism safety violated the assumption of the Levene's Test for Equality of Variances (with respective p's of 0.000, 0.025, 0.000 and 0.005 being less than 0.050). Thus, the t-test for Equality of Means was conducted on these variables with the assumption of unequal variances whiles those for the rest were done with the assumption of equal

variances. The results of the analyses of hypothesis one indicated that the understanding of the foreign tourists and domestic tourists on safety precautions before travelling to the destination, based on their nationality was virtually the same. Therefore, there was not enough statistical evidence to deduce that foreign tourists have more tourist safety knowledge than their domestic counterparts. Thus, inbound tourists did not have more tourism safety knowledge than domestic tourists. Hypothesis one was partially accepted after testing since the numbers of Ghanaian tourist-respondents were small. In the case of hypothesis two, there was a weak negative relationship between the safety of transportation at the destination and tourists feeling safe when they walked by the roadside in this destination – with a Correlation Coefficient of -0.129. It was observed that though the relationship between the variables was weak, it was still significant at even 1% significance level ($p = 0.005 < 0.05$) indicating that as the transportation or road safety at the destination increased their perception of safety in walking by the roadside decreased. It could be said, therefore, that there was enough statistical evidence to infer that the tourists' assessment of the destination's safety was influenced by their perception of their safety when walking by the roadside. This finding could be since the tourists mostly commuted the roads of the destination in hired cars and not public vehicles and thus, had little confidence in either the commercial vehicles on the streets or the driving capabilities of the drivers at the destination.

With the testing of hypothesis three, with a Spearman's Correlation Coefficient of -0.213, there existed a slightly weak negative relationship between the tourist attraction sites' safety and the purpose of the tourists' visits. It indicated that as the safety of the tourist attraction sites increased the purpose for which the tourists visited the attraction sites moved from informal to formal (that is, from familial visits and vacations to education and business purposes). Therefore, it can be concluded that there was enough evidence to infer that the purpose of the tourists' visits was influenced by the safety level of the tourist attraction site. Finally, during the testing of hypothesis four, with a Spearman's Correlation Coefficient of 0.136, it showed a weak positive relationship between the tourists' perception of safety at the attraction sites and their willingness to return to the destinations in future. The observed correlation between the variables indicated that as the tourists' perception of safety about the destination increased their tendencies for a repeat visit to the destination increased. However, it was observed that the p-value for the test was 0.004. It indicated that though the existing relationship between the tourists' perception of safety at the attraction sites and their willingness to return to the destinations in future seemed weak, it was statistically significant at 5% significance level; this implied that there was enough statistical evidence to infer that the safety at the attraction sites influenced tourists' decision to repeat a visit.

Close to two-thirds of the Ghanaian respondents (60.0%) got to know of the tourist attraction sites in the Central Region through the recommendations of their friends and families. On the other hand, most of the non-Ghanaian respondents got to know of the attraction sites in the region through either the internet (37.8%) or a travel and tour agency (34.3%). This result suggested that the nationality of the tourists influenced their means of knowing about the tourist destination sites. This observation was confirmed with a Pearson's Chi-square value and its corresponding p-value of 11.249 and 0.010 respectively – there was a significantly massive difference in the views of the tourists on their sources of information on the destination sites in the Central Region of Ghana. Also, both the Phi and Cramer's V tests which tested for the strength of the association between two categorical variables recorded the equal value of 0.150 (significant at 0.05 significance level (p = 0.010 < 0.05). It indicated a steady and significant association between the two variables. Consequently, it could be said that the source of the tourists' information on the destination sites was dependent on their nationality. Two-thirds of the respondents (66.7%) with basic or primary education had their information on the destination site through the internet. There was some form of differences in the tourists' responses based on their level of education. With respective Chi-square and its associated p-value of 18.057 and 0.035, it was observed that there was appreciably a significantly vast difference in the views of the tourists based on their level of education and the source of their information on the destination sites. The Cramer's V test statistic, which measured the strength of association between two categorical variables was 0.111 (significant at 0.05 significance level) indicating a reasonable and significant association between the two variables. It implied that the source of the tourists' information on the destination sites was somewhat dependent on their level of education. Chi-square test of independence was conducted to determine if the source of the tourists' information on the destination sites was dependent on their gender. Concerning Chi-square coefficient and its associated p-value of 1.647 and 0.649 (p > 0.005) – that there was an insignificantly small difference in the views of the tourists based on their gender and the source of their information on the destination sites. Therefore, the source of the tourists' information on the destination sites had nothing to with their gender. It must be said that, Hypothesis one could not be wholly accepted after testing since the numbers of Ghanaian tourist-respondents were small. Therefore, hypothesis one is partially accepted and it implies that it could be described as a proposition which could further be tested with bigger Ghanaian tourist-respondents input.

5.4. New Scientific Achievements/Observations

Based on the calculations and testing of hypotheses, tourists' survey, interaction/interview with GTA and destination workers at the three selected tourism facilities and data trend, the following new scientific results were explored.

1.   Effective and efficient policy measures should be implemented to increase higher inbound tourist arrivals in the Central Region of Ghana. For example, there was no tourist safety policy in the Central Region of Ghana, and this must be solved.

2.   Safety installations in these facilities were either not working or non-existent, and there was no supervision, evaluation or repairs of these installations. This safety challenge must be fixed as early as possible in these attraction sites.

3.   There was no "Tourist Safety Audit Agency" in the Central Region of Ghana, and individual tourist facilities do their unsupervised safety checks and planning. This safety problem must be addressed immediately.

4.   There was no collaboration with any safety agency or responsible team to help monitor safety measures in these facilities. A responsible expert team for safety agency must be established in the Central Region of Ghana.

That if tourism destination workers are not themselves safe, the customers (the tourists) cannot be assured of safety at the destination.

5.5. Policy Implications and Recommendations

Since friendly and hospitable destination workers may only enhance professionalism, workers must be trained and supervised to work and develop their skills on the job.

• Responses of tourists' safety should be incorporated in local tourism planning, for example in the tour operators' planning and tour packages elements of tourists' opinions can be used as guides and basis for tour packaging in the Central Region of Ghana. Because as observed by AMIR et al. (2015d), that establishing and managing an appropriate tourist destination image is indispensable to an effective positioning and marketing strategy and tourists' responses about their safety can be constructive input in destination planning.

• Application of SMART solutions/devices and helplines at the tourist facilities as part of emergency call lines in and around tourism facilities can be helpful. For example, in Ghana, there is now a locally developed "App" called "ROADTOP" which can be of great use for

both inbound and domestic tourists in Ghana while on the road and in the tourism attraction sites. "ROADTOP" is a revolutionary project to the confidence in the users about their safety. This application uses algorithm and technology by converting the mobile phone as safety and protective device to ensure that the safety of the user, in this case, the tourist is guaranteed against road accidents, armed robbers and fire outbreaks. This application presents a platform for sharing real-time information with the law and enforcement agencies, the Police, Fire Service, Road Safety and the Ambulance Services. This "App" gives the tourist the power to be part of ensuring their safety and security when they are in vehicles, provide the ability to report crimes and emergency cases when the tourist is caught up in a problem. GTA should ask the tourism destinations management to adopt this "App" and place it on their website and among their advertisements for tourists to download and use while in the Cape Coast tourist destination in Ghana. Other SMART devices and "Apps" like "SHARE TRIP", "REPORT" and "DRIVER" can be adapted by destination management and used in Ghanaian tourist destinations for tourist safety. From the literature reviewed and observation made at the destination, it would be highly useful if GTA can lead the campaign exercise in these three facilities to produce a digital tourist safety and security documentary about each facility. Application of such digital technologies promoted in the social media in tourism promotion will help instil confidence and surety in the preparation and choice of destinations of potential tourists. Tourists' satisfaction is complete and memorable when the experiences confirm the digital tourist safety documentary at the destination by the tourists; this can even engender tourists' repeat visit and promote more visits by new tourists by word of mouth.

- It is strongly recommended that a team of tourism experts be formed as a supervisory body to help monitor the tourists' safety and security in tourist facilities and destination. This team will offer "Tripartite Tourism Safety Solutions" ($TTSS_1$) for the industry. The team will consist of three expert sub-bodies, namely: (i) Tour Operators Union of Ghana (TOUGHA), Car Rentals Association of Ghana, Ghana Hotels Association, (ii) Hotel, Catering and Tourism Training Centre (HOTCAT), Ghana Institute of Safety and Environmental Professionals (GHiSEP), Tourism Training Institutes in Central Region, (iii) Ghana Tourism Authority, Ministry of Tourism, Arts and Culture, Central Region Development Commission (CEDECOM), Museum and Monuments Board, Ghana Police Service and Ghana Fire Service.

When the solutions submitted by these three bodies are implemented in the tourism industry, they become a system that must run on various units termed as "Tripartite Tourism Safety System" (TTSS$_2$). For the system to be sustainable, the three bodies mentioned above will prepare and maintain sustainable approaches which can be termed as "Tripartite Tourism Safety Sustainable Systems" (TTSSS). This tripartite body will be reviewed and headed by GTA. GTA can turn this tripartite team into "Tourism Safety Audit Agency" (TSAA) under its umbrella.

- GTA and Ministry of Tourism, Culture and Arts should include thorough "Safety Audit Procedures" (SAP) in their annual inspection and registration of hospitality and tourism facilities in the Central Region of Ghana.

- There should be periodic supervised safety training for the destination workers at these tourism attraction sites. The tripartite body that offers "Tripartite Tourism Safety Solutions" should supervise these training exercises for destination workers.

- The tourism training institutes in the Central Region of Ghana, for example, the Tourism Departments in Cape Coast University and Cape Coast Technical University should review their curriculum to include tourism safety issues from the first year to the final year, such as "Hygiene, Health and Safety" among the tourism curriculum and training of tourism destination workers. As opined by KUNWAR (2018); RADOVIĆ and ARABSKA (2016f); AIREY et al. (2015), that the role of the institutional structure should not be ignored in creating tourism safety perceptions and realities.

- Ghana Tourism Authority (GTA) should be tasked to ensure that these tourism sites install CCTV cameras, safety deposit boxes, alarm systems and draw a maintenance time table and be monitored by qualified agency periodically, for instance by the "Tripartite Tourism Safety Solutions" team also known as "Tourism Safety Audit Agency" (TSAA). CCTV was found to be an essential instrument that could enhance safety perception of tourists (AMIR et al. 2015e). These sites should also establish intercom security systems to link all offices, rooms and recreational places to monitor and administer safety and security for tourists in their vicinity. TSAA can also carry out tourism safety audit at the tourism sites in these three tourism facilities and others periodically and unannounced.

- GTA and the TSAA should collaborate to work on the promulgation of tourism policy for the region and the entire country as early as possible.

5.6. Summary in English and Hungarian

Tourism remains as one of the critical contributors to the nation-building and economic development in Ghana, especially in the area of job creation. Subsequently, the vulnerability of the tourism industry is of particular concern to those areas in Ghana like Cape Coast tourist destination where tourism constitutes the primary livelihood of the local community members. The general objective of the study is to examine the safety and security conditions and to assess the role of safety in the tourism industry at Cape Coast Castle, Elmina Castle and KNP in the Central Region of Ghana. The limitation of this study was that there was no reliable sample frame for both international and domestic tourists who visited the Central Region of Ghana. Only inbound and domestic tourists who visited these three facilities were captured in the data collection. The framework used for this discussion was the "model for reviewing tourists' assessment of safety". The original model was used to study Tourist Destination Competitiveness and Attractiveness (TDCA). Tourists assess safety before and after the purchase of a tourism product. "Reinforcement Theory" was employed to examine the extent to which tourists repeat visits vis a vis safety issues in Cape Coast destination area. Descriptive design was used in this work. Data collection was done within the peak season for tourism activities in Ghana (June to August). Purposive and simple random sampling techniques, interview and observation were employed. The use of a tripartite approach to discussing tourists' safety in the Central Region of Ghana revealed the following: that more safety attention was paid to the canopy walkway in the Kakum National Park than the others, there was no specific "Policy on Tourist Safety" in the Central Region and there were no collaborations with any other agencies in the area of tourist safety and safety training for destination workers.

Testing of hypotheses resulted in the following: tourists' assessment of the destination's safety was influenced by their perception of their safety when walking by the roadside and the purpose of the tourists' visits was influenced by the safety level of the tourist attraction site. The majority (94.8%) of the tourists found the tourist attraction sites in the Central Region of Ghana as safe; 94.5% perceived the accommodation facilities to be reliable, and most of the tourists that visited Ghana took pre-trip precautionary safety measures as part of their preparation for travel. While at the destination 80% of the respondents either ate only foods or meals that were well-cooked, drank only well-sealed bottled water or slept under treated mosquito nets at the destination. Based on the testing of hypotheses, the following new scientific results were explored, among others: i) Safety installations in these facilities were either not working or non-existent, ii) There was no "Tourist Safety Audit Agency" in the Central Region of Ghana to help monitor safety issues in tourist facilities, and iii)

There was no collaboration with any agency to help monitor safety measures in these facilities. As regards policy implications and recommendations, the following were proffered, among others: i) Application of SMART solutions/devices and helplines could be helpful, for example, the use of locally developed "App" called "ROADTOP", ii) A team of tourism experts should be formed as a supervisory body to help monitor the tourists' safety and security in tourist facilities, this team will offer "Tripartite Tourism Safety Solutions" (TTSS) among others for the industry, iii) GTA and other tourism-related agencies should include thorough "Safety Audit Procedures" (SAP) in their annual inspection of hospitality and tourism facilities, iv) The tourism training institutes in the Central Region of Ghana should review their curriculum to include tourism safety issues, v) GTA should be tasked to ensure that tourism sites install CCTV cameras, safety deposit boxes, alarm systems and GTA and vi) a supervisory team should collaborate to work on the promulgation of tourism policy for the region and the entire country.

Ghánában turizmus kulcsfontosságú ágazat mind a nemzetépítés, mind az általános fejlődés terén. De legfőképpen a munkahelyek létrejöttében lényeges. Ghánában, az olyan tengerparti területeken, mint Cape Coast, kiugró jelentősége van a turisztikának, hiszen ez a helyiek elsődleges megélhetési forrása. A tanulmány fő célja, hogy megvizsgálja a biztonsági helyzetet és értékelje a biztonság turisztikai szerepét Cape Coast Vár esetében, továbbá az Elina Vár és a Közép-ghánai Kakum Nemzeti Park esetében. A tanulmány számára korlátot jelent, hogy nem volt olyan kutatás eddig, ami magába foglalta volna, együtt a hazai és külföldi turisták Közép-ghánai látogatásait. Csak a fent említett 3 helyen készült kutatás a turizmusról. A kutatásunk ehhez a vitához "turisztikai áttekintés a biztonsági helyzet értékeléséhez" modelljét használta. Az eredetileg használt tanulmány-modell a Turizmus Célja Versenyképesség és Vonzerő Területén (angol rövidítése TDCA). A turistákkal értékeltették a biztonságot az utazás előtt és után. A "Fokozódás Teória" azt vizsgálja, hogy a biztonsági problémák hogyan hatnak a turizmusra a Cape Coast nevű turisztikai körzetben, azzal kapcsolatban hogy a turisták visszatérnek-e. Az adatgyűjtés a főszezonban történt, ami Ghánában június és augusztus. Az adatgyűjtési technikák az interjúztatás, kipróbálás és a megfigyelés volt. Háromoldalú megközelítést használva a Közép-ghánai Régió biztonsági helyzetéről az alábbi megállapítások születtek: Kakum Nemzeti Parkban különös figyelmet kell fordítani a gyalogutak biztonságára, továbbá eddig nem volt kidolgozott átfogó stratégia a turisták biztonságának garantálására a Közép-ghánai Régióban, jelenleg nincs együttműködés a turisztikai szervezetek között a turisták biztonságának garantálására és hiányzik, hogy a turisztikai ágazatban dolgozókat folyamatosan biztonságtechnikai képzésben részesítsék a turisták védelme érdekében.

A hipotézis tesztelése a következő eredménnyel járt: turisták értékelése alapján látható, hogy ők elsősorban a saját tapasztalataikra támaszkodnak, amikor a saját biztonságuk helyzetét kell meghatározni. A turisták saját bevallásuk szerint kiemelkedően fontosnak tartják a turisztikai célpontok kiválasztásánál a biztonságot. A turisták többsége (94,8%) biztonságosnak találta a Közép-ghánai Régió turisztikai látványosságait. A szállásokat és egyéb turisztikai helyszíneket 94,5% találta biztonságosnak. Az utazás előtti biztonsági felkészültsége a turistáknak jó volt (biztosítást kötöttek, bevették a szükséges gyógyszereket). A turisták 80%-a étteremben, professzionális szakács által készített ételeket evett, palackozott italokat ivott és moszkitóktól védett ágyban aludt.

A hipotézis tesztelésénél a következő kutatási eredmények tárultak fel, többek között: i) A biztonsági berendezések nem működnek vagy nem is léteznek, ii) Nincs semmilyen szervezet, ami ellenőrizné Közép-ghánai Régióban a biztonsági berendezéseket, iii) Értelemszerűen, nincs együttműködés sem a biztonsági eszközök ellenőrzésében, hiszen nincs ellenőrzés, de ha lessz ellenőrzés, kell majd az együttműködés. Az előbb említett problémákkal kapcsolatban a következő megoldási-javaslatok születtek: i) Egy segélyhívó vonal szükséges, mellette egy olyan olyan applikáció, ami mobileszközre telepítve segít a turistáknak a biztonságos útvonalak stb. megtalálásában (ennek a neve ROADTOP), ii) Turisztikai szakértőkből egy csoportnak kell felállnia, akik folyamatosan monitorozzák a turisztikai célpontok biztonsági helyzetét, továbbá a turisták teljeskörű biztonsága érdekében együttműködnek más szervezetekkel is az ágazaton belül, iii) Ghánai Turisztikai Hatóság és egyéb turisztikai szerveknek használniuk kell az úgynevezett Biztonsági Ellenőrző Eljárásokat az éves ellenőrzéseik során, iv) A Közép-ghánai Régióban minden turisztikai képzést nyújtó intézménynek a tananyag részévé kell tenni a turisták védelmét célzó intézkedések tanítását, v) A Ghánai Turisztikai Hatóság kulcsfontosságú, hogy térfigyelő kamerákat telepítsen a turisták által kedvelt helyekre, továbbá biztonsági szekrényeket tegyen ki, amiben a vendégek el tudják helyezni az értéktárgyaikat és dolgozzon ki a hatóság egy riasztási szisztémát, ami védi az oda látogatókat, vi) A második pontban említett, turisztikai szakértőkből álló monitor csoportnak részt kell vennie a régióra vetített turisztikai politika kihirdetésében és az országos célok egységbe szervezésében.

BIBLIOGRAPHY

ADU-GYAMERA, E. (2017): 17 feared dead at Kintampo Falls. In: *Daily Graphic*, p. 3.

AGYEMAN, Y. B., ABOAGYE, O. K. and ASHIE, E. (2019): Visitor satisfaction at Kakum National Park in Ghana. Tourism Recreation Research, 44 (2) p. 178-189. DOI: 10.1080/02508281.2019.1566048.

AIREY, D., TRIBE. J., BENCKENDROFF, P., and XIAO, H. (2015): The managerial gaze: the long tail of tourism education and research. In: *Journal of Travel Research*, 54 (2) p. 139-151. DOI: 10.1177/0047287514522877.

AKYEAMPONG, O. A. (2011): Pro-poor tourism: Residents' expectations, experiences and perceptions in the Kakum National Park Area in Ghana. In: *Journal of Sustainable Tourism*, 19 (2) p. 197–213.

AKYEAMPONG, O. A. (2007): Tourism in Ghana: the accommodation sub-sector. Accra: Janel Publication Ltd. Ghana. p. 64 -87.

ALBUQUERQUE, A. L. (2017): Terrorism in Africa-a quantitative analysis. Sweden: Division of defence analysis. p. 56.

AMIR, A. F., ISMAIL, M. N. I. and SEE, T. P. (2015): Sustainable Tourist Environment: Perception of international women travelers on safety and security in Kuala Lumpur. In: *Procedia -Social and Behavioral Sciences,* 168, p. 123-133. DOI: 10.1016/j.sbspro.2014.10.218

ANDERSON, E. W. and SULLIVAN, M. W. (1993): The antecedents and consequences of customer satisfaction for firms. In: *Marketing Science,* 12 (2) p. 125–142. DOI: 10.1287/mksc.12.2.125

ASUMADU-SARKODIE, S., OWUSU, P. A. and JAYAWEERA, M. P. C. (2015): ''Flood risk management in Ghana'': A case study in Accra. In: *Advances in Applied Science Research*, 6 (4) p. 196-201.

AYOB, N.M. and MASRON, T. (2014): Issues of safety and security: new challenging to Malaysia tourism industry. In: *"SHS Web of conferences*. EDP Sciences".

BABBIE, E. (2013): The practice of social research (13th ed). Wadsworth: Cengage Learning.

BAKER, D. A. and CROMPTON, J. L. (2000): Quality, satisfaction and behavioural intentions. In: *Annals of Tourism Research*, 27 (3) p. 785–804. DOI: 10.1016/S0160-7383(99)00108-5

BAR-ON, R. (1996): Measuring the effects on tourism of violence and of promotion following violent acts. New York: John Wiley.

BEARD, J. and RAGHEB, M. (1983): Measuring leisure motivation. In: *Journal of Leisure Research*, 15 (3) p. 219-228.

BECKEN, S. (2005): Harmonizing Climate Change Adaptation and Mitigation. The Case of Tourist Resorts in Fiji. In: *Global Environmental Change-Part A* 15 (4), p. 381-93.

BERITELLI, P. (2009). Social network analysis in destination Management. Institut für Öffentliche Dienstleistungen und Tourismus.

BIEGER, T. (1997): Destinations management, 2. Aufl., München/Wien.

BIEGER, T. (1998): Reengineering destination marketing. In: *Tourism Review*, 53 (3) p. 4–17.

BIERMANN, M. and NÉMETH, K. (2017): Flexibility and security? - Characteristics of employment in tourism around Lake Balaton. In: II. TURIZMUS ÉS BIZTONSÁG NEMZETKÖZI TUDOMÁNYOS KONFERENCIA, NAGYKANIZSA: PANNON EGYETEM (II)(2017) December, 1. p. 344 – 352.

BITNER, M. J., BOOMS, B. H. and TETREAULT, M.S. (1990): The service encounter, diagnosing favorable and unfavorable incidents. In: *Journal of Marketing* 54, p. 71–84.

BOHDANOWICZ, P. (2006): Environmental awareness and initiatives in the Swedish and Polish hotel industries-survey results. In: *International Journal of Hospitality Management.* 25 (4) p. 662-682.

BOAKYE, A.B. (2011): Tourists' views on safety and vulnerability: A study of some selected towns in Ghana. In: *Tourism Management*. 33(2012) p. 327-333.
DOI : 10.1016/j.tourman.2011.03.013

BOAKYE, K. A. and MINTAH, S. O. (2008): Domestic tourism in Ghana, p.140-159. In: AKEAMPONG, O and ASIEDU B. A. (Eds.): *Tourism in Ghana-a modern synthesis*. Accra: Assemblies of God Literature Centre.

BREDA, Z. and COSTA, C. (2006): Safety and security issues affecting inbound tourism in PRC. Massachusetts: Elsevier Butterworht-Heinemann, p. 187-208.

BRUNT, P., MAWBY, R. and HAMBLY, Z. (2000): Tourist victimization and the fear of crime on holiday. In: *Tourism Management*, 21 (4) p. 417-424.

BUJDOSÓ Z. and GYÖRKI M. (2011): A biztonság szerepe a turizmusfejlesztésben. In: *Acta Carolus Robertus,* 1 (2) p. 48-50.

CAVLEK, N. (2002): Tour Operators and Destination Safety. In: *Journal of Tourism Research,* 29 (4) p. 457-534.

CEDECOM (1990): Strategies for Reviving the Receptive Tourism Industry in Ghana, Cape Coast: Central Region Development Commission.

CHA, S., McCLEARY, K. W. and UYSAL, M. (1995): Travel motivation of Japanese profile for pleasure overseas travelers: a factor-cluster segmentation approach. In: *Journal of Travel Research*, 34 (1) p. 33-39.

CHEN, G., BAO, J. and HUANG, S. S. (2014): Segmenting Chinese backpackers by travel motivations. In: *International Journal of Tourism Research*, 16 (4) p. 355–367
DOI: 10.1002/jtr.1928

CHOI, T. Y. and CHU, R. (2001*)*: Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. In: *International Journal of Hospitality Management,* 20 (3) p. 277–297.
DOI**:** 10.1016/S0278-4319(01)00006-8

COLLIER, P. F. (1994): Safety. New York: Encyclopedia Collier's Incorporated.

COOPER, C., FLETCHER, J., FYALL, A., GILBERT, D. and WANHILL, S. (2008): Tourism Principles and Practice. England: Pearson Educational Ltd.

CRESWELL, J. (2009): Research design: qualitative, quantitative and mixed methods approaches. California: Sage, Thousand Oaks.

CROMPTON, J. L. (1979): Motivations for pleasure vacation. In: *Annals of Tourism Research*, 6 (4) p. 408-424.

CZARNECKI, R. (2012): The role of a host country image and mega-event`s experience for revisit intention: the case of Poland. In: *International Journal of Tourism Research*. 4. p. 4-5.

DANN, G. (1981): Tourism motivation: an appraisal. In: *Annals of Tourism Research*, 8 (2) p. 187-219.

de ALBUQUERQUE, K. and McELROY, J. L. (2001): Tourist Harassment: Barbados Survey Results. *Annals of Tourism Research* 28 (2) p. 477-492.

de SAUSMAREZ, N. (2004): Crisis Management for the tourism sector: issues in policy development. In: *Tourism and Hospitality Planning and Development*, 1 (2) p.157 -172.
DOI: 10.1080/1479053042000251070

FILEP, S. and GREENACRE, I. (2007): Evaluating and extending the travel career patterns model. In: *Tourism- An International Interdisciplinary Journal*, 55 (1) p. 23-38.

FLICKER, M. H. and GARDNER, M. P. (2002): Which is Scarier: the Mall or the Mail? Paper presented at the Direct Marketing Education Foundation Annual Conference. California: San Francisco.   .

FREMPONG, F., DAYOUR, F. and BONDZI-SIMPSON, A. (2015): Visitor satisfaction with Ghana's tourist attractions. In: *Oguaa Journal of Social Sciences*, 7 (3) p. 104-124.

FRIEDMAN, T. L. (2006): The world is flat. The Globalized World in the Twenty-first Century, London, Penguin.

FORESTRY COMMISSION (2006): Public Brochure. (Online).
http://www.foghana.com/forestrycommission/widelife.htm. Date of search: 2016.12.20.

FRIMPONG-BONSU, W. (2015): Diagnostic Study of Tourism in Ghana. African Centre for Economic Transformation.

GEORGE, R. (2003): Tourists' perceptions of safety and security while visiting Cape Town. In: *Tourism Management*, 24 (5) p. 575–585.

GHANA IMMIGRATION SERVICE (GIS, 2015): Annual Report, Accra: Ghana.

GHANA MUSEUM AND MONUMENT BOARD REPORT, (2016): Annual Report, Accra: Ghana.

GMMB-GHANA MUSEUM AND MONUMENT BOARD REPORT, CAPE COAST (2018): Annual Report, Accra: Ghana.

GHANA TOURISM AUTHORITY (GTA), (2019): Annual Report, Accra: Ghana.

GHANA TOURISM AUTHORITY (GTA), (2017): Annual Report, Accra: Ghana.

GHANA TOURISM AUTHORITY (GTA), (2016): Annual Report, Accra: Ghana.

GHANA STATISTICAL SERVICE (GSS) (2019): GSS, Population Projection for 2019. Ghana Statistical Service. Accra: Ghana.

GOELDNER, C.R. and RITCHIE, J.R.B. (2009): Tourism: Principles, Practices, Philosophies. John Wiley & Sons Publishers.

GOVERNMENT DECREE 1087/2011 (Article IV.12.) on the National Council for Crime Prevention 1. §. (Hungary).

GOVERNMENT OF GHANA TOURISM PLAN, (2012): National Tourism Development Plan :2013 - 2027. Ministry of Tourism, Culture and Creative Arts. Accra, Ghana.

GOSH, B. (2006): Tourism and Travel Management. New Delhi: Vicas Publishing House PVT Ltd.

GOTLIEB, J. B., GREWAL, D. and BROWN, S.W. (1994): Consumer satisfaction and perceived quality: complementary or divergent constructs? In: *Journal of Applied Psychology*, 79 (6) p. 875–885.

DOI: 10.1037/0021-9010.79.6.875

GRONROOS, C. (2012): The emergence of the new service marketing: Nordic School perspectives. *Journal of Service Management*, 23 (4) p. 479 – 497.

GROSSPIETSCH, M. (2006): Perceived and projected images of Rwanda: Visitor and International tour operators' perspectives. In: *Tourism Management*, (27) p. 225-234.

GTD (2016): National Consortium for the Study of Terrorism and Responses to Terrorism (START) Global Terrorism Database.

HARPER, D.W. (2001): Comparing tourists' crime victimization. *Annals of Tourism Research* 28 (4) p. 1053-1056.

HARRIL, R. and POTTS, T. D. (2002): Social psychological theories of tourist motivation: exploration, debate and transition. In: *Tourism Analysis*, 7, p. 105-114.

HSU, C. H. C., and HUANG, S. (2008): Travel motivation: a critical review of the concept's development. In: A.G. Woodside and D. Martin, (Eds.): *Tourism management: Analysis, behavioural and strategy*. Cambridge Massachusetts: CABI Publishing, p. 14-27.

IISS (2015): ISIS gains ground in sub-Saharan Africa, IISS Strategic Comments, 1, Comment 40, December.

IMBEAH, N., HODIBERT, V.A. and AMANKWA, R. (2016): Residents' Perception of Host-Guest Interaction about Kwahu Easter Festival (KEF) as Festival Tourism. In: *Africa Development and Resources Research Institute (ADRRI) Journal*, 25, 9 (3) p. 1- 16.

IMBEAH, N. (2011): Using Festivals to Promote Tourism: A Case Study of "Aboakyer" & "Bakatue" in the C/R of Ghana. In: *Distance Forum: A Multidisciplinary Book of Scholarly Articles*. 1, p. 142-159.

IMBEAH, N. and ODOOM, C. E. (2016): Afahye as a Tourism Product-The Case of Oguaa Fetu Afahye in the Central Region of Ghana. In: *Distance Forum: A Multi-Disciplinary Journal of the Arts & Humanities*. 4, p. 109 -127.

IMBEAH, N. (2017): Tourists' Perception of the Role of Safety in Tourism at a Selected Tourist Destination in Central Region of Ghana. In: *Acta Carolus Robertus*, 7 (2) p. 89 -102.

IMBEAH, N. (2018): A study of tourists' safety in the Ahanta West District in Ghana. In: CONFERENCE ON ECONOMIC SCIENCES FOR AGRIBUSINESS AND RURAL ECONOMY (2.)(2018)(Warsaw).Proceedings of the 2018 International Scientific Conference. Warsaw., 7–8 June 2018, p. 335–339. DOI: 10.22630/ESARE.2018.2.45

IMBEAH, N. and BUJDOSÓ, Z. (2019): Tripartite approach to the study of the role of tourists' safety in selected sites in the Central Region of Ghana. In: *International Journal of Ecology and Development*. 34 (2) p. 47-58.

IMBEAH, N., KHADEMI-VIDRA, A. and BUJDOSO, Z. (2020): Assessment of Tourists' Perceptions on Safety at the Cape Coast Tourist Destination in Ghana. In: *GeoJournal of Tourism and Geosites*. 28 (1) p. 217 – 231.

IMBEAH, N. and BUJDOSÓ, Z. (2020). Questions of the Perception of Tourists' Safety in some Tourist destination of Ghana. In: *Criminal Geographical Journal*. 2 (1-2) p. 9 -26.

INSTITUTE OF STATISTICAL, SOCIAL AND ECONOMIC RESEARCH (ISSER), (2017). The State of the Ghanaian Economy in 2016, Legon: University of Ghana, Ghana.

ISO-AHOLA, S. E. (1982): Towards a social psychological theory of tourism motivation: a rejoinder. In: *Annals of Tourism Research*, 9 (2) p. 256-262.

JENKINS, O. H. (1999): Understanding and Measuring tourist Destination Images. In: *International Journal of Tourism Research*, 1 (1) p. 1-15.

JENSEN, S. (2017): What Determines the Choice of Tourist Destination? The Case of Denmark. In: *Business and Management Horizons*. 5 (2) p. 112- 124.
DOI: 10.5296/bmh.v5i2.12302

JITPLEECHEEP, P. (2007): Ratchaprasong malls seek tourists: Baht and safety fears scare away foreigners. Bangkok: Bangkok Post, July 23.

KISS, R. (2016): Tourism and safety - generalities and security issues. In: I. TURIZMUS ÉS BIZTONSÁG NEMZETKÖZI TUDOMÁNYOS KONFERENCIA, KONFERENCIA KÖTETE (1), (2016) (Nagykanizsa) May, 5. p. 107-118.

KNP-KAKUM NATIONAL PARK STATISTICAL REPORT, (2018). Annual Report. Accra, Ghana.

KNP MANAGEMENT PLAN (1996): Kakum National Park and Assin Attandanso Resource Reserves. The Management Plan February 1996. Wildlife Department. Ghana.

KAMRA, K.K. and CHAND, M. (2006): Basics of Tourism, Theory, Operation and Practice. New Delhi: Kanishka Publishers.

KAO, M. C., PATTERSON, I., SCOTT, N. and LI, C. K. (2008): Motivation and satisfaction of Taiwanese tourists who visit Australia: an exploratory study. In: *Journal of Travel and Tourism Marketing*, 24 (2) p. 169-180.

KIM, S. S., LEE, C. K. and KLENOSKY, D. (2003): The influence of push and pull factors at Korean national parks. In: *Tourism management*, 24 (2) p. 169-180.

KISS, R. (2016): Tourism and safety - generalities and security issues. In: I. TURIZMUS ÉS BIZTONSÁG NEMZETKÖZI TUDOMÁNYOS KONFERENCIA, KONFERENCIA NAGYKANIZSA: PANNON EGYETEM (1) (2016) May, 5. p. 107-118.

KLENOSKY, D. B. (2002): The "pull" of tourism destinations: a means-end investigation. In: *Journal of Travel Research,* 40 (4) p. 385-395.

KOESTANTIA, T., NURYANTI, W., SUWARNO, N., PRAYITNO, B., FEMINA, D. (2014): The distribution pattern of creative industries and the spatial system of tourist destinations in Indonesia: The case of Bandung. In: *International Journal of Architecture and Design*, 25 (2) p. 1140-1148.

KOVARI, I. and ZIMANYI, K. (2011): Safety and security in the age of Global Tourism. The changing role and conception of safety and security in tourism. *Applied Studies in Agribusiness and Commerce Agroinform* Publishing House, Budapest. p. 59-61. http://purl.umn.edu/104672 Date of search: 2019.01.23.

KOZAK, M. (2002). Destination benchmarking. *Annals of Tourism Research*, 29(2), 497–519.

KOZAK, M. (2007): Tourist harassment: A marketing perspective. *Annals of Tourism Research,* 34 (2) p. 384–399.

KUMAR, R. (2005). Research Methodology: A step–by–step guide for beginners. (2nd Ed.) London: Sage Publications.

KUNWAR, R. R. (2018): Tourism education, curriculum spaces, knowledge production, and disciplinary pluralism. In: *The Gaze Journal of Tourism and Hospitality*, 9 (1) p. 83-155.

LEE, Y., PETRICK, J. F. and CROMPTON, J. (2007). The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. In: *Journal of Travel Research*, 45 p. 402-412.
 DOI: org/10.1177/0047287507299566

LEIPER, N. (1979): "The Framework of Tourism: Towards A Definition of Tourism, Tourist, and the Tourist Industry". In: *Annals of Tourism Research*, 5 (4) p. 390- 407.

LI, M. and CAI, L. A. (2012): The effects of personal values on travel motivation and behavioral intention. In: *Journal of Travel Research*, 51 (4) p. 473–487.
DOI: 10.1177/0047287511418366

LOVEJOY, P. E. (1982): The Volume of the Atlantic Slave Trade: A Synthesis in Journal of African History 23, p. 494-500.

MA, A.T.H., CHOW, A.S.Y., CHEUNG, L.T.O., LEE, K.M.Y. and LIU, S. (2018): Impacts of Tourists' Sociodemographic Characteristics on the Travel Motivation and Satisfaction: The Case of Protected Areas in South China. In: *MDPI Journal of Sustainability* 10 (10) p. 1-21. DOI:10.3390/su10103388

MAGI, L.M. (2005): Statistical Techniques and Field Research in the Spatial Sciences Manuscript. Unpublished Manuscript for the Centre for Recreation and Tourism. Kwa Dlangezwa: University of Zululand.

MASLOW, A. H. (1943): A Theory of Human Motivation Psychological Review, 50, p. 370-396.

MATHEISON, A. and WALL, G. (1982): Tourism: economic, physical and social impacts. New York: Longman Group Ltd.

MANSFIELD, Y. (2006): The role of security information in tourism crisis management: the missing link. Massachusetts: Elsevier, Butterworth-Heinemann.

MANSFIELD, Y. and PIZAM, A. (2006): Toward a theory of tourism security. In: *Tourism Management*, 31 (6) p. 855- 861.

MAYO, E. J. and JARVIC, L. P. (1981): The psychology of leisure travel. Boston: CBI Publishing Co. Inc.

MOPELI, M. J. (2009): Impacts of tourists' perceptions of safety and security of tourism marketing of Mpumalanga. (Master's thesis); Durban University of Technology.

MORRISON, A.M. (2012): Marketing and Managing Tourism Destinations. London: Routledge.

MURAVA, P. (2019): How slaves were sourced from West Africa.
https://www.thepatriot.co.zw/feature/how-slaves-were-sourced-from-west-africa/
Date of search: 2019. 04. 14.

MURPHY, P. (1985): Tourism: A Community Approach. London: Methuen.

MYDANS, S. (2008): Thailand tries to allay tourists' fears after killings. In: *Tourism Management*, 29 (4) p. 740–750.

OLIVER, R. L. (1981): Measurement and Evaluation of Satisfaction Process in Retail Settings. In: *Journal of Retailing*, 57 p. 25-48.

ORBÁN, J. (2017): Identification challenges in tourism – Enhancing security with Bayesian methods. In: II. TURIZMUS ÉS BIZTONSÁG NEMZETKÖZI TUDOMÁNYOS

KONFERENCIA, NAGYKANIZSA: PANNON EGYETEM (II) (2017). December, 1. p. 378 – 385.

OTENG-ABABIO, M. (2013): Prevention is better than cure': assessing Ghana's preparedness (capacity) for disaster management: original research Jamba. In: *Journal of Disaster Risk Studies*, 5 (2) p. 1-11.

PAN, S., and RYAN, C. (2007): Usage-motivations and determinants of satisfaction: the case of Pirongia Forest Park, New Zealand. In: *Journal of Sustainable Tourism,* 15 (3) p. 288-308.

PANNA, T. (2017): The legislative environment of tourism security. In: II. TURIZMUS ÉS BIZTONSÁG NEMZETKÖZI TUDOMÁNYOS KONFERENCIA, NAGYKANIZSA: PANNON EGYETEM (II) (2017) December, 1. p. 398 - 405.

PATTULO, P. (1996): Last resort: The cost of tourism in the Caribbean. London: Cassell.

PAYAM, M. M. (2015): Tourists' security: the need for tourism police in Bosnia and Herzegovina. In: *British Journal of Economics, Management and Trade* 12 (1) p. 1-9. DOI:10.9734/BJEMT/2016/23135

PEARCE, P. L. (2011). Travel motivation, benefits and constraints to destinations: In Y. WANG, and A. PIZAM (eds.), *Destination marketing and management: Theories and applications* Wallingford, UK: CABI. p. 39-52.

PEARCE, P. L. (1988): The Ulysses Factor: Evaluating Visitors in Tourist Settings. New York: Springer-Verlag.

PEARCE, P. L. (1995): Pleasure travel motivation. In: MCLNTOSH R. W., GOELDNER C. R. and RITCHIE B. J. R. (Eds.): *Tourism: Principles, practices, philosophies* (7th ed.). New York: John Wiley. p. 167-190.

PEARCE, P. L. and LEE, U. (2005): Developing the travel career approach to tourist motivation. In: *Journal of Travel Research,* 43 (3) p. 226-237.

PETRICK, J. F. (2002): Experience use history as a segmentation tool to examine golf travelers' satisfaction, perceived value and repurchase intentions. In: *Journal of Vacation Marketing*, 8 (4) p. 332–342. DOI:10.1177/135676670200800404

PETRICK, J. F. (2004): The role of quality, value and satisfaction in predicting cruise passengers' behavioural intentions. In: *Journal of Travel Research*, 42 p. 397-407. DOI: 10.1177/0047287504263037

PETRICK, J. F. and BACKMAN, S. J. (2002): An examination of the determinants of golf traveler's satisfaction. In: *Journal of Travel Research*, 40 p. 252–258.

DOI:10.1177/0047287502041001005

PIZAM, A. (1999): A Comprehensive Approach to Classifying Acts of Crime and Violence at Tourism Destinations. In: *Journal of Travel Research*, 38 p. 5-12.

PIZAM, A. and MANSFIELD, Y. (2005): (eds.). *Tourism, security and safety: from theory to practice*. Oxford: Butterwoth-Heinemann.

PIZAM, A. and MANSFIELD, Y. (1996): Tourism, Crime and International Security. UK: Chichester John Wiley & Sons Ltd.

PIZAM, A., NEUMANN, Y., and REICHEL, A. (1979): Tourist satisfaction: uses and misuse. In: *Annals of Tourism Research*, 6 (2) p. 195-197.

PLOG, S. C. (1974): Why destination areas rise and fall in popularity. Cornell Hotel and Restaurant In: *Quarterly*, 14 (4) p. 55-58.

PRAYAG, G., and RYAN, C. (2010): The relationship between the "push" and "pull" factors of a tourist destination: the role of nationality-an analytical qualitative research approach. In: *Current Issues in Tourism*, 14 (2) p. 121-143.

RADOVIĆ, V. and ARABSKA, E. (2016): Why should security aspects be more seriously considered in development of Serbian tourism industry? In: *TIMS Acta,* 10 (1) p. 71-80. DOI: 10.5937/timsact10-8127

REISINGER, Y. (2009): International tourism-cultures and behaviour. Massachusetts: Elsevier Butterworth-Heinemann, USA.

REISINGER, Y. and MAVONDO, F. (2005): Travel anxiety and intentions to travel internationally: implications of travel risk perception. In: *Journal of Travel Research*, 48 p. 212–225.

REISINGER, Y and TURNER, L. W. (2002): Cultural Differences between Asian Tourist Markets and Australian Hosts. In: *Journal of Travel Research,* 40 p. 295-315.

RITCHIE, B. W. (2004): Chaos, Crises and disasters: a strategic approach to crisis management in the tourism industry. In: *Tourism Management*, 25 p. 124-139. DOI: 10.1016/j.tourman.2003.09.004

ROBINSON, M. (1999): Cultural conflicts in tourism: inevitability and inequality. In: ROBINSON M. and BONIFACE P. (Eds.): *Tourism and cultural conflicts*. Oxford, England: CABI Publishing, p. 1-32.

ROMITI, A. and SARTI, D. (2016): Service Quality Experience and Customers' Behavioural Intentions in Active Sport Tourism. In: *Modern Economy*, 7 (12) p. 1361-1384. DOI: 10.4236/me.2016.712127

SARANTAKOS, S. (2005): Social research (3rd Ed.). Palgrave Macmillan Basingstoke.

SCHIFFMAN, I. G., and KANUK, I. I. (2003): Consumer behaviour (8th Ed.). New Jersey: Pearson Prentice Hall Upper Saddle River.

SHAW, M. (2000): The Development of Common Risk Society: A Theoretical Overview In: Kuhlmann-Callaghan: Military and Society in 21th Century Europe: A comparative Analysis, Hamburg, LitVerlag. p. 13-26.

SKINNER, B. F. (1969): Contingencies of reinforcement: a theoretical analysis. New Jersey: Prentice-Hall Englewood Cliffs.

SJÖBERG, L. (2002): Factors in risk perception. In: *Risk Analysis*, 20 (1) p. 1-12.

SODERLUND, M. (1998): Customer satisfaction and its consequences on customer behaviour revisited-the impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. In: *International Journal of Service Industry Management,* 9 (2) p. 169-188. DOI: 10.1108/09564239810210532

SÖNMEZ, S. and SIRAKAYA, E. (2002): A distorted destination image? The case of Turkey. In: *Journal of Travel Research*, 41 (2) p. 185-196.

STRYDOM, A. and NEL, R. (2006): Evaluating Bloemfontein's image as a tourist destination. In: *South African Journal of Economic and Management sciences*, 9 (2) p. 187-195.

TAM, J. L. M. (2000): The effects of service quality, perceived value and customer satisfaction on behavioral intentions. In: *Journal of Hospitality and Leisure Marketing*, 6 (4) p. 31–43. DOI: 10.1300/J150v06n04_04

TARLOW, P.E., (2009): Tourism Safety and Security, The sage Handbook of Tourism Studies, , London: SAGE Publications Ltd.

TAYLOR, F.F. (1993). *To hell with paradise: a history of the Jamaican tourist industry*, Pittsburgh and London: University of Pittsburgh Press.

TEYE, V. B. (2004): Tourism Experience in Ghana (online). http://unpan1.un.org/intradoc/groups/public/documents/Idep/UNPAN0024 74.pdf. Date of search: 2017/10/15.

TOOMAN, A. L. (1997): Tourism and development. In: *Journal of Travel Research*, 35 (3) p. 33-40.

UNWTO, (1996). Tourist Safety and Security. Practical Measures for Destinations.

UNWTO, (2011). Tourism and Crisis Management.

UNWTO (United Nations World Tourism Organization) (2011): UNWTO Tourism Highlights, 2011 Edition, UNWTO, Madrid.

URRIOLA, O. (1989). Culture in the context of development. World Marxist Review, 32, p. 66-69.

VAID J. and VAID D. K. (2012): An integrated approach to sustainable tourism development. 249-260. p. In: AIMA, A., MANHAS, P. S. and BHASIN, J. (Eds): *Tourism destination management-strategic practices and policies*. New Delhi: Kanishka Publishers, p. 416.

VENGASAYI, S. (2003) A conceptual model of tourism destination competitiveness and attractiveness; Conceptual papers. In: ANZMAC 2003 CONFERENCE PROCEEDINGS, (3.)(2003)(Adelaide). p. 637-647.

WELLINGTON, H. N. A. (1998). Abrafo-Odumase: A case study of rural communities around Kakum conservation area. Kumasi: Department of Architecture and Planning, University of Science and Technology.

WILDLIFE DIVISION (2004). Kakum Conservation Area Project. (online)
http://www.wildlife-ghana.org/WWF-webpage/initiatives/kakum/index.html. [2018/05/10]

WILLIAMS, S. (2004). Tourism: The Nature and Structure of Tourism. London: Routledge.

WORLD TOURISM ORGANIZATION (UNWTO) (2019): International Tourism Highlights, 2019 Edition, UNWTO, Madrid, p. 21. DOI: doi.org/10.18111/9789284421152

WORLD TRAVEL AND TOURISM COUNCIL, WTTC (2016). Travel and Tourism Economic Impact 2016, Ghana.

WTO, (1992). Annual Reports.

YI, Y. (1990). A critical review of consumers satisfaction. In: V. ZEITHAML (ed.), *Review of marketing*. Chicago IL: American marketing association. pp.68-123.

YUAN, S. and McDONALD, C. (1990): Motivational determinants of international pleasure time. In: *Journal of Travel Research*, 24 (1) p. 42-44.

APPENDIX I

SUPPLEMENTARY FIELD DATA ON TOURISTS REFERENCE MATERIALS

Table 1. Tourists' Occupation

Description	Frequency	Percent
Casual workers	10	2.0
Students	179	36.2
Retired	15	3.0
Businessperson/entrepreneur/Consultant/Hair dresser	66	13.3
Doctor/dentist/nurse/health personnel/pharmacist	37	7.5
Administrator/manager/HR	12	2.4
Lecturer/teacher/teaching assistant	87	17.6
Engineer	11	2.2
Civil servant/social worker/volunteer	7	1.4
Athlete/sports coach	9	1.8
Finance/accountant/banker	13	2.6
Salesperson/marketer	7	1.4
Lawyer	7	1.4
Travel agent	5	1.0
Fire officer	4	.8
Driver	4	.8
Librarian	3	.6
Economist	3	.6
Farmer	2	.4
Other	14	2.8
Total	495	100.0

Source: Fieldwork, Imbeah (2018)

Table 2. Tourists' country of origin

	Country	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Angola	2	.4	.4	.4
	Australia	9	1.7	1.7	2.1
	Austria	2	.4	.4	2.5
	Brazil	6	1.2	1.2	3.7
	Burkina Faso	1	.2	.2	3.9
	Canada	23	4.4	4.5	8.3
	Chile	1	.2	.2	8.5
	China	9	1.7	1.7	10.3
	Colombia	3	.6	.6	10.9
	Denmark	3	.6	.6	11.5
	Dominican Republic	1	.2	.2	11.7
	Egypt	5	1.0	1.0	12.6
	Eritrea	5	1.0	1.0	13.6
	Finland	1	.2	.2	13.8
	France	28	5.4	5.4	19.2
	Georgia	1	.2	.2	19.4
	Germany	35	6.7	6.8	26.2
	Ghana	18	3.5	3.5	29.7
	Greece	1	.2	.2	29.9
	Iceland	3	.6	.6	30.5
	India	3	.6	.6	31.1
	Iran	1	.2	.2	31.3
	Italy	15	2.9	2.9	34.2
	Jamaica	3	.6	.6	34.8
	Japan	2	.4	.4	35.1
	Kenya	1	.2	.2	35.3
	Korea	2	.4	.4	35.7
	Libya	3	.6	.6	36.3
	Malaysia	1	.2	.2	36.5
	Mexico	2	.4	.4	36.9
	Mongolia	1	.2	.2	37.1
	Morocco	2	.4	.4	37.5
	Netherlands	30	5.8	5.8	43.3
	New Zealand	7	1.3	1.4	44.7
	Nigeria	23	4.4	4.5	49.1
	Norway	3	.6	.6	49.7
	Pakistan	3	.6	.6	50.3
	Peru	1	.2	.2	50.5
	Philippines	3	.6	.6	51.1
	Poland	14	2.7	2.7	53.8
	Portugal	4	.8	.8	54.6
	Qatar	1	.2	.2	54.8
	Russia	12	2.3	2.3	57.1
	Saudi Arabia	3	.6	.6	57.7

South Africa	25	4.8	4.9	62.5
Spain	19	3.7	3.7	66.2
Sudan	3	.6	.6	66.8
Sweden	14	2.7	2.7	69.5
Switzerland	1	.2	.2	69.7
Syria	3	.6	.6	70.3
Togo	1	.2	.2	70.5
Tunisia	1	.2	.2	70.7
Turkey	4	.8	.8	71.5
Uganda	6	1.2	1.2	72.6
United Kingdom	65	12.5	12.6	85.2
United States of America	73	14.0	14.2	99.4
Zambia	1	.2	.2	99.6
Zimbabwe	2	.4	.4	100.0
Total	515	99.0	100.0	
Missing 99	5	1.0		
Total	520	100.0		

Source: Fieldwork, Imbeah (2018)

<div align="center">

APPENDIX II

A - QUESTIONNAIRE FOR THE TOURISTS

PhD Dissertation; Questionnaire for Respondent (Final Study)

</div>

Dear Respondent,

This piece of work is a study being conducted by a Graduate Student at Szent Istvan University in Gödöllö, Hungary. This study is expected to equip the researcher with information on the "*Analysis of the Role of Safety in Tourism at Selected Tourist Destination in the Central Region of Ghana*". The researcher upholds to the **Confidentiality** of this document, and the outcome of this study is strictly for academic purpose. Please do not write your name on the Questionnaire. There is no right or wrong response. Please provide your free, frank, and sincere opinion. Thank you.
(Nicholas Imbeah - Szent Istvan University- Hungary)

A. SOCIO-DEMOGRAPHIC CHARACTERISTICS

Please tick appropriately where necessary.

1. Gender: 1. Male [   ]   2. Female [   ]

2. Level of education: 1. Primary/Basic [ ]   2. High School [ ]   3. University/College [ ]
        4.Post graduate [ ]   5. Others: specify………………………

3. Marital status: 1. Single [ ]   2.Married [ ]   3. Divorced [ ] 4. Widow(er) [   ]

4. Age ……………………………..

5. Country of origin: …………………………………………

6. What is your occupation?...

7. Purpose of visit: 1. Business [ ]   2. Education [ ]   3. Vacation [ ] 4. Visit F&F [ ]
                5. Others: specify……………………………..

8. Is this your first time visiting this destination? 1. Yes [ ]   2. [ ]

9. How long have you stayed in the destination? ……………………….days

10. How did you know this destination? 1. Recommended by relative/friends [   ] 2. Through a
        travel/tour agent   [   ] 3. Through internet [   ] 4. Others: specify……………………..

B. SAFETY AT ATTRACTION SITE

11. From which of the attraction site's experience(s) are you using to answer this questionnaire?

    1. Elmina Castle   [   ]   2. Cape Coast Castle [   ]   3. Kakum National Park [   ]

12. Which other attraction site(s) have you visited so far in Central Region? ……………………

13. Do you think you are exposed to any risk at any destination? 1 Yes [　] 2. No [　]

14. If yes, mention the name of the attraction site…………………………………….

15. What do you find unsafe at the attraction(s) visited?...............................

16. Which of the following did you see at the attraction site? 1. CCTV Camera [　]　2. Alarm System [　] 3. Signs & Directions [　] 4. Safe Deposit Boxes [　] 5. Security guards [　]

   6. Others, specify……………………………………………….

17. Do you feel safe in this attraction site?　1. Yes [　]　　2. [　]

C. SAFETY AT ACCOMMODATION FACILITY

18. Which form of accommodation facility(ies) have you been using at this destination?............

19. Are there safety measures at the accommodation?　1. Yes [　]　2. No [　]

20. If yes, indicate those measures…………………………….

21. Do you feel safe at the accommodation? 1. Yes [　]　　2. No [　]

22. If "Yes", why?..

23. If "No", why?...

D. SAFETY DURING THE USE OF TRANSPORTATION & INTERNET FACILITY

24. Have you used/joined any transport mode at this destination since you came?

   1. Yes [　]　　2. [　]

25. If "Yes", which mode of transport did you use?...................................

26. Do you feel safe when you walk by the roadside in this destination?

   1. Yes [　] 2. No [　]

27. Are the road signs adequate to ensure your safety at the destination?

    1. Yes [　]　　　2. No [　]

28. Do you feel safe on public transport at the destination?

   1. Yes [　]　　　2. No [　]

29. Have you ever come close involving in accident(s) at the destination?

   1. Yes [　]　　　2. No [　]

30. If "Yes", mention the type of accident(s)……..

31. How do you assess the transport at the destination? 1. Safe [　]　2. Not safe [　]

E. FOOD SAFETY

32. Have you taken any food at the destination?   1. Yes [ ]   2. No [ ]

33. Where do you normally take your meals? 1. Hotels [ ]   2. Restaurant [ ]   3. Local food vendors [ ] 4. Own ration [ ]   5. Others, specify…………………………….

34. Have you fallen sick after eaten any meal at the destination? 1. Yes [ ] 2. No [ ]

35. If "Yes" what did you suffer from? ……………………………………

36. Do you fear eating food at the destination? 1. Yes [ ] 2. No [ ]

37. If "Yes", why?..

38. If "No", why?...

39. How do you assess food at the destination?   1. Safe [ ]   2 Not safe [ ]

F. WELFARE AND HEALTH SAFETY

40. Have you been affected by any disease(s) since you came to the destination?

        1.Yes [ ]   2. No [ ]

41. If "Yes", what disease(s) affected you?...

42. Do you fear of attracting any disease(s) at the destination? 1. Yes [ ]   2. [ ]

43. If "Yes", indicate the disease(s) you are afraid of contracting…………………………….

44. Did you take any preemptive measure to safeguard your health before visiting the destination?   1. Yes [ ]   2. [ ]

45. If "Yes", what did you do before travelling to the destination?...........................

46. Do you think that this destination is safe from health hazards? 1. Yes [ ]   2. [ ]

G. CRIME AND TERRORISM AT THE DESTINATION

47. Have you been a victim of nay crime incident at this destination? 1. Yes [ ] 2. No [ ]

48. If "Yes", what type of crime happened to you?...

49. Do you think you are exposed to any crime at the destination? 1. Yes [ ] 2. No [ ]

50. If "Yes", what crime(s) do you think you are exposed to?...........................

51. Do you fear any terrorist attack at this destination? 1. Yes [ ] 2. No [ ]

52. If "Yes", why?..

53. If "No", why?...

54. Do you think this destination is safe from terrorist attacks? 1. Yes [ ]   2. [ ]

H. STRATEGIES FOR REDUCING RISKS

55. What strategies did you employ to reduce risk before travelling to this destination?...........

56. What strategies did you employ to protect yourself while you here at the destination?..................................

I. PRE-TRIP PERCEPTION OF SAFETY

57. What was your perception of safety before visiting this destination? 1. Safe [ ] 2. Not safe [ ]

58. Has your perception been met? 1. Yes [   ]   2. No [   ]

59. If "Yes", how?...

60. If "No", how?...

J. OVERALL PERCEPTION OF SAFETY

61. Overall, how do you see tourist safety at this destination? 1. Safe [   ]   2. Not safe [   ]

62. Will you return to this destination in future? 1. Yes [   ]   2. [   ]

63. If "Yes", why?...

64. If "No", why?..

65. Will you recommend this destination to other future tourists/travelers? 1. No [   ]   2. No [   ]

66. Which of these agencies do you recommend to be employed to help maintain safety at the destinations?   1. Ghana Fire Service [ ]   2. National Road Safety Commission [ ]

    3. EPA [ ] 4. International Safety Agency/Organization [ ] 5. Combination of 1 to 4 [ ]

     6. Others, specify…………………………………………

67. What do you think could be done to improve tourist safety at this destination? …………..

B - QUESTIONNAIRE FOR THE DESTINATION WORKERS (FACILITY/SITE WORKER)

Dear Respondent,

This piece of work is a study being conducted by a Graduate Student at Szent Istvan University in Gödöllö, Hungary. This study is expected to equip the researcher with information on the *"Analysis of the Role of Safety in Tourism at Selected Tourist Destination in the Central Region of Ghana"*.

The researcher upholds to the **Confidentiality** of this document, and the outcome of this study is strictly for academic purpose. Please do not write your name on the Questionnaire. There is no right or wrong response. Please provide your free, frank and true opinion. Thank you.

(Nicholas Imbeah - Szent Istvan University- Hungary)

A. PERSONAL DATA

1. Sex: Male [ ]   Female [ ]

2. Age: 18-25[ ]   26-35 [ ]   36-45 [ ]   46-55 [ ]   56+ [ ]

3.What is your level of education? a).Tertiary [ ], b) Senior Secondary, [ ]

   c). Junior Secondary [ ], A-Level [ ],   d). O-Level [ ]   e). None [ ]

4. Place of work: ……………………..

5. Your position/rank at place of work: ……………………

B. PRACTICE & PERCEPTION ABOUT TOURIST' SAFETY

6. What are the conditions/measures present at your site that make tourists feel safe?..........

7. Do you have Institutional Safety policy put in place by the government through GTA?..........

8. How effective is this Safety Policy? ……………………………

9. Does the District Assembly provide any help in terms of safety logistics to your site?

   Yes [ ]   No [ ]

10. If "yes", name the type of help; if "no" why? ……………………..

C. COLLABORATION WITH AGENCIES FOR TOURIST SAFETY

11. What are the agencies you collaborate with to ensure tourist safety & security? ……..

12. What are the future plans for better collaboration with agencies in providing tourist safety & security? ……………………

13. What are the tourist safety standards you practice according to global standards? ………..

14. What are your impressions about tourist safety & security in your monument/facility? …..

C - INTERVIEW GUIDE FOR GHANA TOURISM AUTHORITY (GTA) MANAGEMENT- CAPE COAST HEAD OFFICE

Dear Respondent,

This Interview (piece of work) is a study being conducted by a Graduate Student at Szent Istvan University in Gödöllö, Hungary. This study is expected to equip the researcher with information on the *"Analysis of the Role of Safety in Tourism at Selected Tourist Destination in the Central Region of Ghana".*

The researcher upholds to the **Confidentiality** of opinions you share and the outcome of this study is strictly for academic purpose. There is no right or wrong response. Please provide your free, frank and true opinion. Thank you.

(Nicholas Imbeah - Szent Istvan University- Hungary)

1. What is the name of the Organisation you represent?   ………………………….

2. What is your Position/Rank in this facility? ……………………

3. What is your level of highest education? ....

4a. What is the staff strength of your facility? ……………………….

4b. Do you have any formal training concerning your work here?...................................

5. For how long have you worked here?...

6. How important is Tourist Safety to your facility? ....

7. Do we have Tourism Safety/Security Policy for Ghana? …………………

8. Do you know of any Collaboration between Tourist Facility? ……………….

9. How regular do you carry out the Inspection of Tourist Facilities? ………………

10. Do you have any component in the Inspection about Safety? ……………………

11. Do you think that Tourists are safe in Central Region especially in Elmina Castle, Cape Coast and Kakum National Park in Ghana? ………………………………….

12. Is there any Collaboration with International Agency for better Safety Practices /Measure in Tourist facilities? …………………………………………..

13. What are your general Impressions about Tourist Safety in Central Region? …

APPENDIX III

PICTURES OF ELMINA CASTLE, CAPE COAST CASTLE AND KNP

Figure 1. Elmina Castle – frontal view.
Source: GMMB, ELMINA, GHANA (2018).

Figure 2. Elmina Castle – frontal view.
Source: GMMB, ELMINA, GHANA (2018).

Figure 3. **Aerial view of Elmina Castle on the Atlantic Coast**
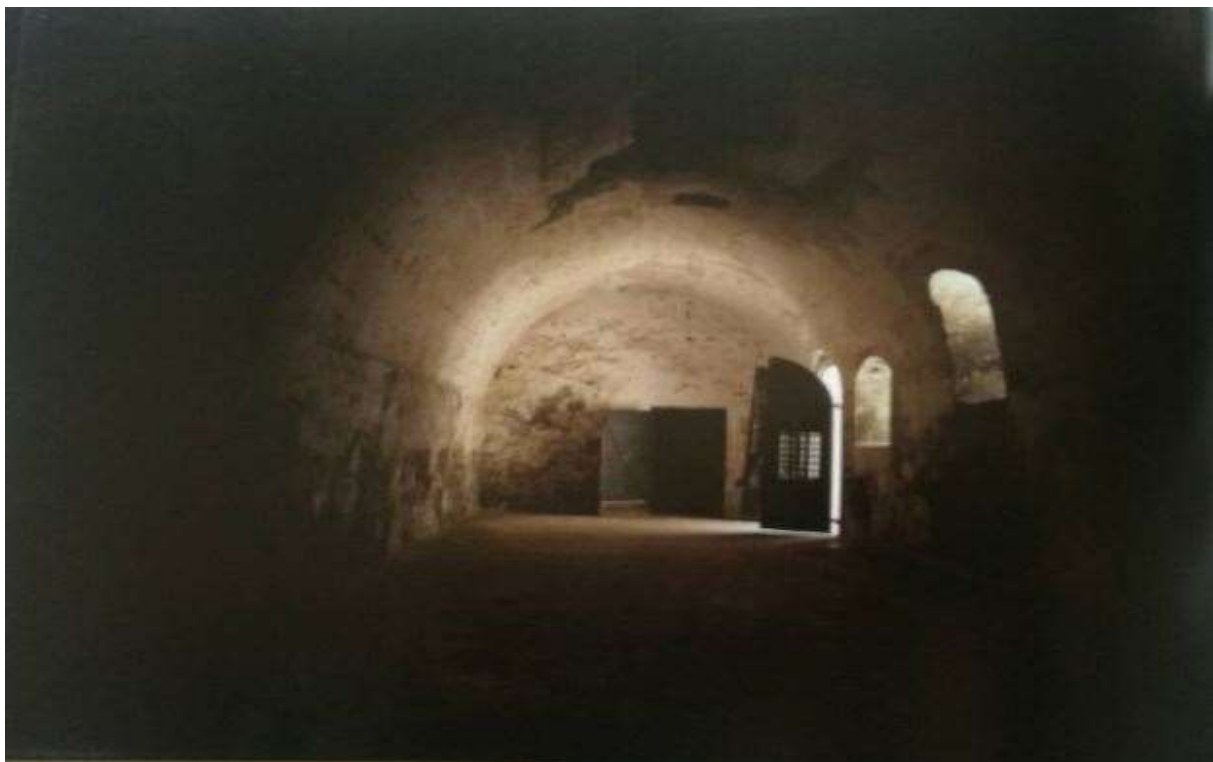Source: GMMB, ELMINA, GHANA (2018).

Figure 4. Elmina Castle – the dungeon.
Source: GMMB, ELMINA, GHANA (2018).

Figure 5. Cape Coast Castle - outside view - President Barack Obama's visit in 2009.
Source: GMMB, CAPE COAST, GHANA (2018).

Figure 6. Cape Coast Castle with the canons and graves in front.
Source: GMMB, CAPE COAST, GHANA (2018).

Figure 7: **Aerial view of Cape Coast Castle on the Atlantic Coast**
Source: GMMB, CAPE COAST, GHANA (2018).

Figure 8. Canopy Walkway at KNP (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 9. Canopy Walkway at KNP (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 10. Canopy Walkway at KNP (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 11. Canopy Walkway at KNP (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 12. Children's canopy walkway at KNP (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 13. A sculpture of bongo at KNP children's park (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 14. A sculpture of bongo at KNP children's park (own photo).
Source: KNP, KAKUM, GHANA (2018).

Figure 15. A sculpture of tortoise at KNP children's park (own photo).
Source: KNP, KAKUM, GHANA (2018).

APPENDIX IV

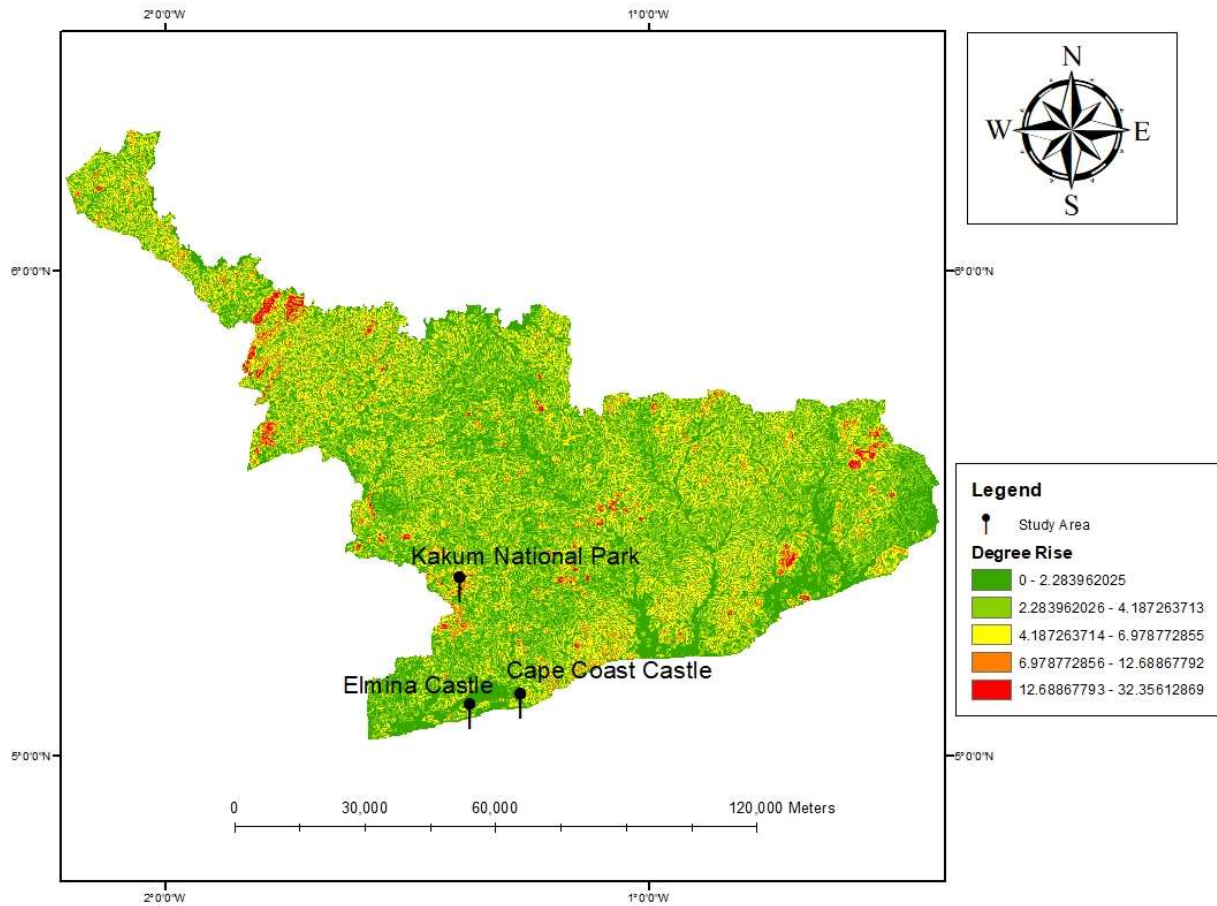**MAPS SHOWING THE TOPOGRAPHIES OF THE STUDY AREA**

Figure 1. Map of the Central Region showing the target area – degree of rising in the topographies

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)
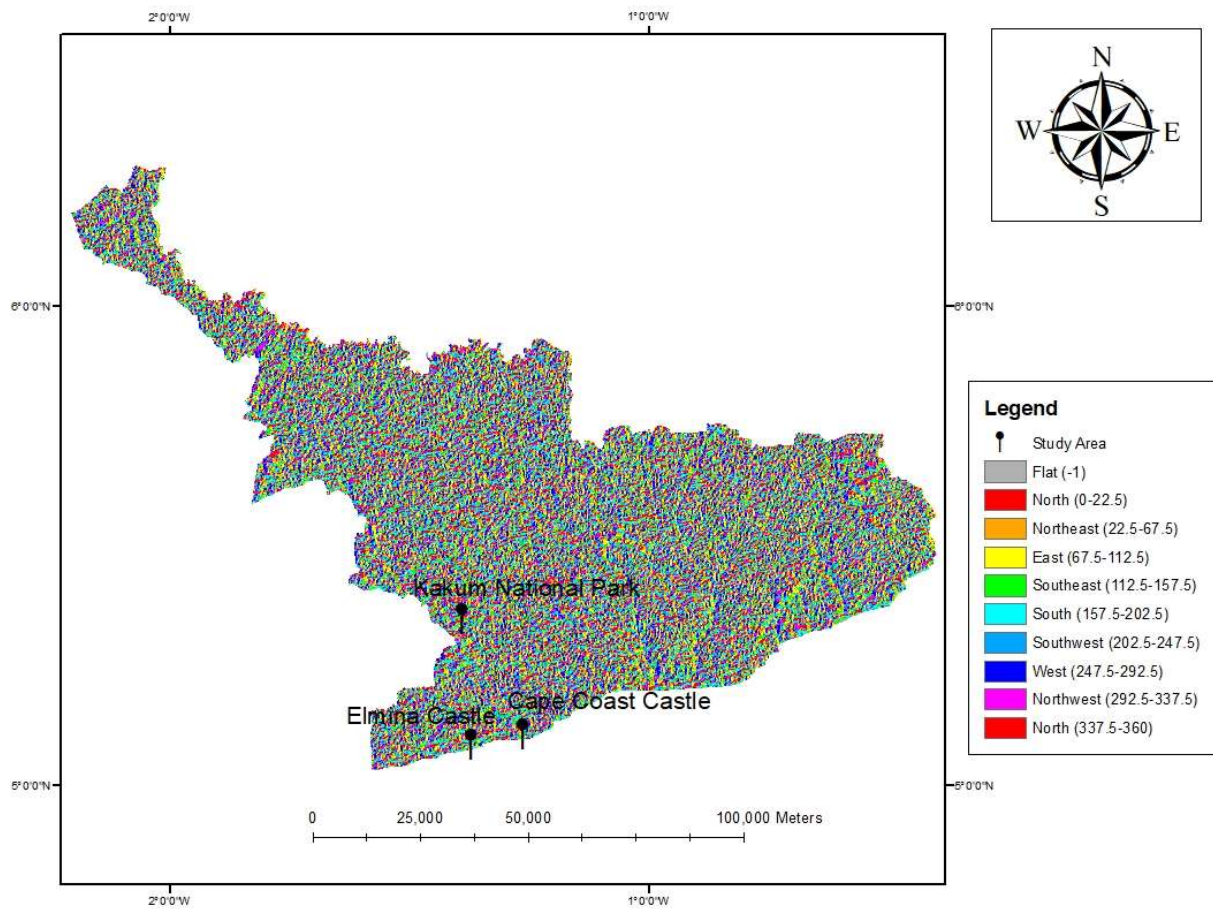
Figure 2. Map of the Central Region showing the target area – the direction of the slope in the topographies

Source: DEPARTMENT OF GEOGRAPHY AND REGIONAL PLANNING, GIS REMOTE SENSING AND CARTOGRAPHY UNIT, UNIVERSITY OF CAPE COAST, GHANA (2019)

ACKNOWLEDGEMENT

I am grateful to the lecturers and office staff of the Doctoral School of Szent István University, Gödöllő for the academic ambience to study to finish my programme in Hungary.

My profound gratitude goes to my supervisor, Professor Dr Zoltán Bujdosó, for his professional supervision, support and patience that helped me finish this work.

I would like to thank the Hungarian Government and the administering agency, the Stipendium Hungaricum Foundation for the award of the scholarship to Hungary for my professional training and development.

I also express my gratitude to the Ghana Government and the Ghana Scholarship Secretariat for the award of financial support during my academic training in Hungary. I also acknowledge and thank my employer, Takoradi Technical University, Ghana, for the offer of study leave to finish my PhD programme in Europe.

I would like to say a very "Big Thank you" to Mrs Alberta Yaa Graham for her support during my studies, Mr and Mrs Hagan for their care during my course of study, Rev. Rebecca Okyere-Mensah, Rev. and Mrs Lewis Addai Baah and Rev. and Mrs Osei Boateng for their encouragement, Mr and Mrs Anim-Boateng, Dr and Mrs Nii Tackie Ansah, Mrs Sophia Obeng Manu, Mrs Emma Tuffour Manu, Mr and Mrs Akuffo Owoo, Mrs Alberta Obiriwa, Rigg-Stewart, Mr and Mrs Alexander Acquah, Mrs Lilly Yankson and Nana Kofi Adjei Imbeah for their prayer support and encouragement.

I equally owe "Thank you" to Daniel Andoh, Christopher Kojo Amissah and Zerubbabel McCarthy Ansah for helping me in the questionnaire administration in Ghana and data analysis during my programme.