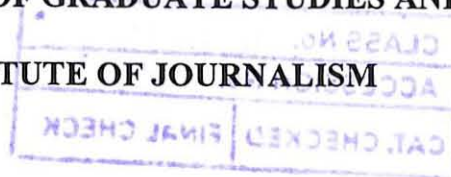


**THE ROLE OF COMMUNICATION IN THE PROMOTION OF TOURISM: AN
ANALYSIS OF THE POINT OF VIEW OF THE STAFF OF GHANA TOURISM
AUTHORITY**

**A PROJECT WORK IN PRESENTED IN PARTIAL FUFILMENT FOR THE
AWARD OF MASTERS DEGREE IN COMMUNICATION STUDIES**

SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND RESEARCH

GHANA INSTITUTE OF JOURNALISM

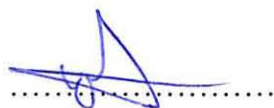


SUBMITTED BY: OUARABA BAMBA (MAJN14011)

Declaration

Candidate

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another master in this institute or elsewhere.

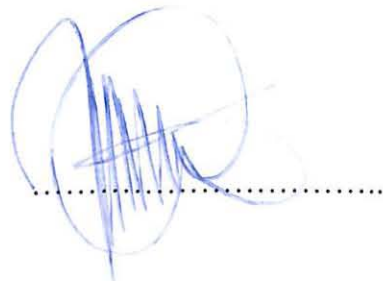


Date 06/11/15

Ouaraba Bamba

Supervisor

I hereby declare that the preparation and the presentation of this dissertation were supervised by me in accordance with the guidelines on supervision of dissertation laid down by the Ghana Institute of Journalism.



Date 16/11/15

Mr. George Asamoah

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Dedication

I dedicate this work to all members of my lovely family, especially to my sweet baby Sarah the one i miss every single moment during my stay in Ghana.

Abstract

The study was to analyse the role of communication in promoting tourism in Ghana. It focused on the communication activities of the staff of Ghana Tourism Authority. An appropriate questionnaire was designed to elicit responses from the sampled population.

Appropriate data collections tools and methodology was used to analyse gathered data. The quantitative method was used to analyse the data. The findings revealed that from the view of GTA staffs communication in the form of media; ICT, culture etc. are used to promote tourism. Again the research confirmed inadequate finance (budgetary allocation) as the major challenge (24.24%) out from the staff bedevilling the tourism industry. Finally, the study revealed that the study revealed that majority of the respondent representing 27.27% suggested that proper tourism education on media and in schools.

The staffs of GTA believe more needs to be done to really market Ghana. However, there have been several challenges facing the industry. The study revealed that major challenge facing the GTA is the inadequate budget allocation from government.

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CHAPTER ONE

INTRODUCTION

1.0 Background to the study

Tourism is one of the fastest growing sectors; it has become a vital economic activity in most countries around the world and has become a major source of employment and personal income as well as providing tax revenues and foreign exchange for governments

(Murphy, 1997).

The tourism industry has for the past years played a significant and pivotal role in Ghana's development. Tourism is the fourth largest foreign exchange earner for the country. The tourism industry's contribution to total export earnings is estimated at \$519.57 million as at 2002. Its contribution to the Gross Domestic Product (GDP) increased from 3.4% in 1993 to 4.4% in 2002. Tax revenue (direct and indirect) from hotels, restaurants and other tourism businesses increased from ₵41.36 billion in 1994 to ₵48.47 billion in 2002 (Ghana Tourism Board, 2008). Tourism directly and indirectly generates an increase in economic activity in the places visited (and beyond), mainly due to the demand for goods and services that must be produced and delivered. It is supposed to be promoted, and to be known by the population. This can play an important role in this promotion, and can get the population informed about the tourism and its promotion.

The growth of tourism in the country can be attributed to the political stability and the social, economic and technological improvements that have occurred in the country (Asiedu, 1997).

Ghana, which used to be known as the “Gold Coast” of Africa, lies along the gulf of guinea in West Africa. Its rich history, remarkable culture, and friendly people make this tropical country a favorite destination of various international tourists.

The tourism in Ghana is very diversifying, with the cultural heritage, the historical heritage, the natural environmental heritage, and other man-made attractions.

Tourism is defined as “the temporary movement to destination outside the normal home and work place, the activities undertaken during the stay and the facilities created to cater for the needs of tourists” (Mathieson and Wall, 1982). According to the World Tourism Organization (WTO), tourism is a social, cultural and economic phenomenon, which involves the movement of people to countries or places outside their usual for personal or business purposes. These people are called visitors (and may be tourists or excursionists, residents or non-residents) and tourism refers to activities that involve some travel expenses.

It often appears that the tourism industry is one of the most unplanned and neglected sectors of Ghana’s economy. This is however not the case, the Government of Ghana, at different times in its history has designated committees to help improve the industry. In 1970, Ghana tourism resources were evaluated. The Obuam Committee, in collaboration with stakeholders namely the government, the Ghana Tourism Authority and other organizations, analyzed the industry with the purpose of identifying potential and introducing a development plan. As a feasibility report however, it lacked the depth and comprehension associated with tourism plans. Despite this development plan which has been set, the tourism industry found difficulties to promote itself well, due to the lack of communication in the system, and between the workers and the client (Obuan Committee, 1972).

According to Rosengren (2002), the word communication is historically related to the word “common”, which means to share something, and make it available for everybody to use.

When we communicate, we make things common. Communication can occur between individual, organization, nations, regions, countries, groups and can come in different ways. It can be verbal, non-verbal or through media (new media and formal media). Communication is central in almost all spheres of life and human living. Society itself is built on relationship which strives on communication (International Telecommunications Union, 2011). The tourism industry, like all others, survives on exchange of information. Good communication is important because it prevents misunderstandings and mistakes from happening. This is very important in the tourism industry, where the risks of misunderstanding are high, and so are the potential costs.

1.1 Statement of problem

Tourism is one of the main ways to develop a country and it has been identified as an important aspect of Ghana's economy. Since 1972, the Government of Ghana, through different agencies has accessed the country's tourism potential and has related many plans to develop the industry. Unfortunately the role of communication in tourism has been neglected or was not taken into consideration in many instances. Indeed communication is one of the major pivots around which the activities of tourism revolve and therefore tourism promotion is related to communication (Ghana Tourism Board, 2008).

The totality of what the destination has to offer cannot be promoted without communication.

Ghana Tourism Authority (GTA) serves as the single statutory regulator body that oversees the activities of the tourism industry in Ghana thus the research seeks to unravel the role of communication plays in promoting tourism in Ghana, based on the point of view of the staff of GTA.

1.2 The objectives of the study

The objective of this study is to access the role of communication in promotion tourism in Ghana. The objectives select to:

1. Establish the roles of communication in tourism promotion
2. Ascertain the challenges faced by Ghana Tourism Authority.
3. Assess the used of communication in promoting tourism.

1.3 Research question

After addressing the identified problems, some important questions that this research seeks to answer include:

1. What are the roles of communication in tourism promotion?
2. What are the challenges, faced by GTA when promoting tourism?
3. How can communication can be used to promote tourism?

1.4 Significant of the study

Communication plays an important role in the promotion of tourism in Ghana. The study will add to existing knowledge in matter of communication and tourism. The study will serve as resources for further discussion in this domain. The research will assist tourism organizations, media organizations in decision making in matter of the role of communication in tourism or the importance of communication in the industry. By the end of this study, the research will help policy makers to appreciate the role that communication plays in promoting tourism. The findings of the research will bring out some of the communication challenges GTA is facing. For the reader, the research will permit him or her order to know the importance of

communication in the tourism industry. This study would be used to help different borders of tourism to know the importance of the function of communication for the tourism promotion and development. Professionally, this study will bring some knowledge about the different ways of communication existing already in the tourism industry and how to improve it for a better result which can be used by other country like Mali a francophone country which have problems with the tourism promotion. The research will create awareness that the media has a role to play in tourism promotion.

Knowledge of the study will serve as resource and guide for further researchers who wants to do research on the same domain.

1.5 The organization of the study:

The study is basically made up five chapters. Below is the organization of the study.

Chapter one deals with the background of the study, the statement of the problem, research questions, and the objectives of the study, the significance of the study, delimitation of the study as well as the organization of the study.

Chapter two reviews literature relevant to the topic of this research. It discusses the extent of views and ideas of scholars and writers related to the topic and the profile of Ghana Tourism Authority.

Chapter third deals with the methods and procedures used to collect data for the study. This chapter involves description of the study area, sources of data, target population, sampling procedures and sample size, research instrument, fieldwork, limitations of the data collection, data analysis, presentation and a summary of the chapter.

Chapter four deals with the results and discussion where interpretations are drawn from the data gathered from the field.

The chapter five deals with a comprehensive summary of the study conclusion and also put forward recommendations concerning the field of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews literature relevant to the topic of this research. It discusses the extent of views and ideas of scholars and writers related to the topic.

2.1 Definition of Tourism

In the view of World Tourism Organization (1993) tourism is the “activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Mathieson and Wall (1982) sees tourism as the “temporary movement to destinations outside the normal home and workplace, the activities undertaken during the stay and facilities created to cater for the needs of tourists”. Malntosh et al.,(1995) also defined tourism as “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host government and host communities in the process of attracting and hosting tourists and other visitors” . Jafari (1991) expressed the view that “tourism is a study of a man away from his or her usual habitat of the industry which responds to his or her needs and of the impacts that they and the industry have on the host socio-cultural, economic and physical environment”.

The definitions above indicate that tourism involves travelling. Thus travel to a place outside the traveller’s usual place of abode and work. Three geographical elements or spatial elements, for several purposes, the demand for the provision of a wide range of goods and services e.g. attractions, transport, accommodation, catering etc. and the length of the traveller’s stay are part of tourism. It can therefore be said that tourism is the movement to

places outside the traveller's usual place of work and abode for not more than one year with an industry providing for the needs of the traveller with the traveller engaging his or her efforts in touristic activities. It must be noted that the term tourism is used to represent all travels. e.g. a Ghanaian moving from Ghana to America for a vacation trip and staying not more than a year is considered as engaging in tourism and hence a tourist in America.

2.2 Tourism Industry

Pierce (1996), viewed tourist destinations from five broad sectors namely attractions, transports, accommodations, supporting facilities and infrastructures. He explains that attractions encourage tourists to visit the locations. The transport services enable them to do so, the accommodation and supporting facilities alike (e.g. shops, banks, restaurants, hotels) cater for the tourist's well-being during their stay and the infrastructures assures the essential functioning of all the above sectors.

The tourism industry is often defines as those enterprises and organizations involved in facilitating travel and activity away from one's usual environment. One challenge in this approach to defining tourism is, of course, the fact that many enterprises which produce commodities for tourists also serve non-tourist (Nelson, 1993). For example, more restaurant meals are consumed by local residents than by tourists. Local attractions may draw local resident as well as tourists. A conceptual solution to this problem was proposed by the Canadian National Task Force on Tourism Data (1985). They proposed dividing tourism business into two tiers. Tier one firms are those that would not exist in absence of tourism. Example includes hotels, airlines, cruise ships, and travel agents. Tiers two firms are those that would continue to exist in the absence of tourism, but in a diminished form. The businesses include taxis, restaurants, rental car agencies, gift shops, and attractions and events.

The latest trend in the tourism industry is called “ecotourism which refers to travel that combines preserving the natural world and sustaining the well-being of the human cultures that inhabit it. (Mowforth and Munt 2003). In general ecotourism differs from traditional tourism in two main respects; first, ecotourism openly promotes environmentally friendly travel and seeks to ensure that visitors do not disturb the natural environment of flora and fauna, nor do they leave behind rubbish and hazardous materials, which can disrupt the delicate ecosystem. Tourism that destroys the natural environment, or that leads to the disappearances of local human cultures and values is not compatible with ecotourism? An early example ecotourism occurred in Kenya in the 1970s when the Kenya Government began to collect fees for tourists to support conservation and park maintenance in the wildlife reserves.

2.3 Trends in Tourism Industry

Demand for international tourism maintained momentum in 2011. International tourist arrivals grew by 4.6% to reach 983 million worldwide, up from 940 million in 2010. Europe, which accounts for over half of all international tourist arrivals worldwide, was the fastest-growing region, both in relative terms (6% tied with Asia and the Pacific) and absolute terms (929 million more visitors). The Middle East (-8%) and North Africa (-9%) were the only (sub) regions to record a decline in arrivals, due to the Arab spring and political transitions in the region. International tourism receipts for 2011 are estimated at US\$ 1,030 billion worldwide, up from US\$ 928 billion in 2010 (3.9% in real terms), setting new records in most destinations despite economic challenges in many source markets. (OECD, 2010).

According to monthly and quarterly data for 2012 included in the UNWTO World Tourism Barometer, international tourist arrivals worldwide grew at a rate of 5% in the first four

months of 2012, consolidating the growth trend that started in 2010. Forecasts prepared by UNWTO in January 2012 point to growth of 3% to 4% in international tourist arrivals for the full year 2012.

Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged, challenging the traditional ones of Europe and North America. Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth – from 277 million in 1980 to 528 million in 1995, and 983 million 2011. According to *Tourism Towards 2030*, UNWTO's recently updated, long term outlook and assessment of future tourism trends, the number of tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030. This represents some 43 million more international tourist arrivals every year reaching a total of 1.8 billion arrivals by 2030.

2.4 Tourism as a product

The tourist product is a composite product that mainly includes attractions, transport, accommodation, entertainment and catering services provided to meet the needs of the tourist. Middleton (1988) defines the tourist product as a “bundle of tangible and intangible components, based on an activity of a destination. The package is perceived by the tourist as an experience available at a price.” This definition does not clearly specify what constitute the “tangible and intangible” component of the tourist product and hence makes it difficult to conceptualize the idea of what a tourist product is? (Akyeampong, 2005) defines it as “a combination of all the services, elements which a tourist consumes from time he/she leaves home to the time of return”? The question here is “What about those products which do not fall under the category of the “service element” including tangible products which the tourist may consume throughout the stay. Are these products not regarded as a tourist product?

Goeldner et al., (2000) defines it as bundle, a composite of facilities, services, infrastructures and industries that deliver an experience. The various elements that form the bundle must therefore complement each other; any defect with any of them will affect the entire travel experience". All the above definitions highlighted, give an explanation of what the tourist product is made up of, the elements which gives the tourist experience and constitute the tourism product are the same especially in the case of Goeldner et al (2000). Therefore all products and services rendered that gives the tourist an experience can be considered a tourist product and may have the following characteristics intangibility, perishability, variability, inseparability and performance and experience (Cooper et al., 2008).

2.5 Features of tourist destinations in Ghana:

Monuments such as the castles of Cape Coast and Elmina stand as World Heritage sites designated by UNESCO; The unique ecological and landscape systems featuring tropical rainforest and National Parks such as Kakum and Mole; The pristine tropical beaches at the 540 km of coastline. The famous beaches including Elmina and Busua; The unique cultural heritage featuring a calendar of festivals rich in ancient traditions and artisan excellence such as gold smiting, woodcarving, bead making, pottery, fabrics (Kente weaving) and fine painting;" (Ghana Tourist Board, 2007) .

2.6 Promotion of tourism products

According to Rowley (1998) promotion is used to communicate with customers with respect to product offerings. Promotion is used by organisations to communicate with customers with respect to their product offerings. Kotler and Armstrong (2004) see promotional strategies to include all means through which a company communicates the benefits and values of its products and persuades targeted customers to make buys. Lazer (1971) stressing from the typical marketing point of view maintains that promotion is the

company's strategy to cater for the marketing communication process that requires interaction between two or more people or groups, encompassing senders, messages, media and receivers. Dibb et al. (1994) agree with Lazer and also contend that promotion is concerned with ensuring that customers are aware of the products that the organization makes available to those customers. In a similar development, promotion has been defined as the art of stimulating interest in what a business has to offer customers in the market place (Hingston, 2001).

2.7 Importance of Tourism

Due to a number of factors, the benefits that arise from tourism are to a large extent the reason for the popularity and support. No wonder tourism has hit the Africa Continent very fast. These benefits are explained below.

Tourism provides economic benefits: the main driving force that explains the recent growth of tourism over the past century is the economic benefits associated with it, (Cooper et al., 2008). Again, in spite of the many attracted and well-meaning reasons sometimes put forward to support the case for tourism development such as those originally proposed in the manila declaration (WTO, 1980), It is the economic benefits they provide that act as the main driving force for tourism development. Foreign exchange earnings, income and employment generations are the major motivations for including tourism as part of a development strategy (Cooper et al, 2008), it provides income and in cases where it international, it provides foreign exchange to the host community. The expenditure of visitors is spread across tourism related services such as accommodation, travel, and catering, ancillary services etc.

Enhances one's experience (Getz, 1997), one of the reasons why people engage in tourism activities are to release themselves from stress and boredom other reasons could be to seek

novelty and rejuvenate one's self. As an importance, tourism provides some kind of newness, freshness and change, which people seek to experience from the tourism activities they undertake.

Tourism fosters local pride. Tourism promotes a destination and it position it on the market which gives a competitive marketing advantage to the destination, tourism can inspire pride in a destinations heritage .Often we forget the value of the things that surrounds us and only when we see through the eyes of tourist or visitor do we revalue our culture. Ceremonies and rituals become jaded overtime and can lose their appeal to local residents, tourism turns to put new life into such ceremonies and make them come alive once more (Cooper et al, 2008, 2005).

Tourism is an excellent way to showcase the unique characteristics of the host destination both physically and environmentally, selling the image of a destination by marketing the intrinsic properties of the destination. Tourism could give international prestige, improved profile of a destination, promote social cohesions, investment in a destination, develops administrative skills and ensures higher yields for a destination (Hall, 1992).

Again, tourism provides shared infrastructure, tourism serves as a catalyst for development. When tourism is developed in a destination, the local infrastructure is often enhanced to meet the needs of this development (Cooper et al 2008). It does so by creating new or expanding the existing tourism infrastructure. In effect, there is infrastructural legacy, urban transformation and renewal. Some of the positive infrastructural side effect that tourism can create for the local population could include; entertainment facilities, better range of food and beverage services (facilities), hotels and so on for example, the African cup of nations held in Ghana in (2008) saw significant development of hotel facilities, better communication infrastructure, good roads, public transport networks etc. These

infrastructures are some of the legacies left by tourism which the host destination benefits from. These benefits are increasingly well documented and appropriated strategies are adopted and developed to enhance tourism outcomes and optimised its benefits in the area of conservations and preservations so as to minimize intended consequences.

2.8 Definition of communication

Communication is very important function to manage any organization whether it is small or large. In other words, nothing happens in management until communication takes place. Mass communication, interpersonal communication, and health communication are just some of the specialties that can be found under the communication curricula of major academic institutions in countries around the world. Also included are international communication, speech communication, intercultural communication, communication education, applied communication, organizational communication, and political communication (Léo Joly & Gabriel Tous, 2012).

This list could be expanded even further to include journalism, media production, information and communication technologies, public relations, corporate communication and development communication, indicating the diversified and multifaceted nature of communication. The word "communicates" is historically related to the word "common". It stems from the Latin word *communicare*, which mean 'to share', 'to make common', and which in turn is related to the Latin word for common: *communis*. When we communicate, we make things common we thus increase our shared knowledge, our 'common sense', the basic precondition for all community (Karl Erik, 2000).

Communication is the process of creating or sharing meaning in informal conversation, group interaction, and public speaking

(Rudolph, Verderber, Kathleen. S Verderber 2008 and 2005).

After analysing those different definitions of communication, we can notice that there is no common definition of the word communication, so in this study, we will look at the communication as all means, or ways used to interact with the customers, to advertise the product, and to promote tourism. It can be defined as exchange of facts, ideas, opinions or emotions between two or more persons to create a common ground of understanding. Communication is the process of passing information and message from one person to another. It involves at least two persons thus a sender and a receiver. The sender develops and transmits a message to the receiver (Elaine A. Ayensu 2003).

The communication method the entity chooses to use for transmitting information, an idea or an attitude consists of the information source (the entity itself), the message (respectively the information, idea, etc. that would be transmitted); the receiver (the consumer, tourist, supplier etc.) and the channel (the means by which the message would be transmitted) (Balaure V. et al, 1985).

The purpose is to achieve common understanding between the sender and the receiver. Nowadays, communication has become a major driver of tourism. Communication in tourism is another form of promoting tourism by involving not only linguistic means. Some people travelled specifically in order to gain a deeper understanding of the culture or heritage of a destination by what they have heard and read. In order to satisfy tourists' needs and expectations, tourism products typically attract consumers through communication attributes. Effective communication leads to greater homophile between the communicators. Nonverbal communication methods vary among cultures as such understanding cultural components of nonverbal communication including body language, gestures, and concepts of space and time, are essential to effective cross-cultural communication (Stanley J. Baran, Denis K. Danis, 2010).

Effective communication systems are crucial to the success of the hospitality and tourism industry. In tourism it is said that first impression of the tourist is everything. In the business world, intercultural communication has a very significant impact on the tourism industry. Through the communication policy and the means by which they materialize it, this includes all the internal and external actions of an economic entity (company, agency, and association) that gathers knowledge, beliefs and attitude of the market participants, that they use for creating promotional materials targeted on the market and the customer segments (Bruhn M., 1999).

2.9 Communication Theory:

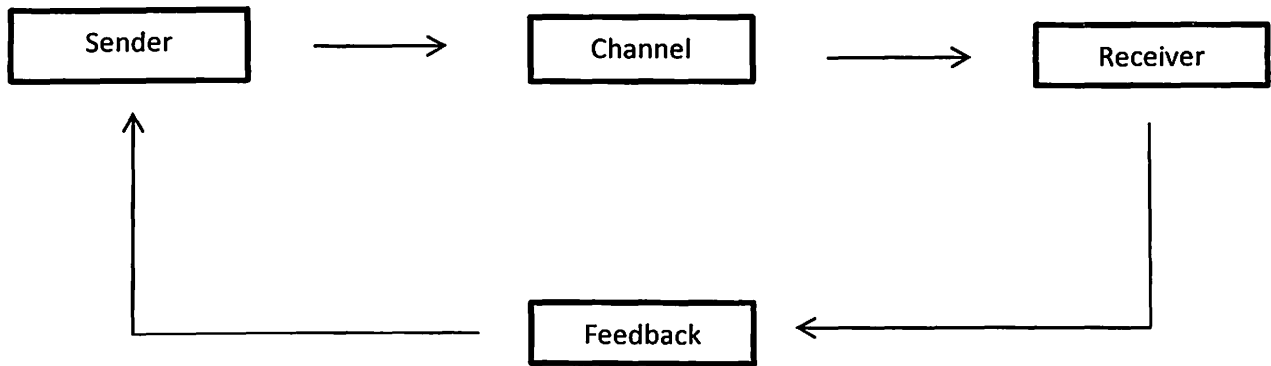
A first step in unraveling the complexity of communication is to understand the basic process by which communication occurs. Only then can we identify where possible problems can arise and explore skills for enhancing communication and managing such breakdowns.

Communication can be viewed as an active process, influenced by all the complexities and ambiguities of human behavior. It is also fraught with potential points of breakdown. As Clappitt notes, 'we actively construct meanings within a unique vortex that includes the words used, the context of the utterances, and the people involved (2005).

A more accurate way of looking at the process of communication is probably as a dynamic, circuitous process in which elements such as non-verbal behavior and individual styles of interpreting and ascribing meaning to events have significant influence. Strategies such as constructing a clear, unambiguous message can encourage effective communication, but so too can seeking to understand meanings imposed by the listener via processes such as actively listening to feedback, as we shall see.

Many models have been developed to simplify and summaries the complex reality of the communication process and to aid our understanding. Some of these are more helpful than others, but all have their shortcomings.

Shannon's Communication Model



2.10 Different types of communication

The different types of communication and the way they are used require different bodies of knowledge and applicative tools. According to the circumstances, each of the types can involve one communication approach or a combination of approaches (for example, marketing, capacity building, information dissemination, community mobilization, and so forth). Different types of communication usually require different sets of knowledge and skills. All the various types of communication, and the related skills, are equally important in general, but they are unequally relevant when applied in specific situations (for example, journalism skills to facilitate community mobilization) (Anaïs FAUCHOUX, 2010).

The communication functions as the means by which the activities in the organisation are coordinated to achieve the organisational goals. It is also the means by which behaviour is modified, change is effected, information is made productive and goals are achieved.

Whether it is with a business enterprise, a family, educational institution or trade exhibition, the transfer of information from individual to another is absolutely essential. We have two main type of communication, which are the verbal communication, and the non-verbal. Under the verbal communication are two other types which are the formal and informal. The formal communication is an official way of communication which follows a chain of command. It flows in formally established channels and is concerned with work related matters. It can be done through 3 methods (downward, upward, or horizontal) (Rudolph, Verderber, Kathleen. S Verderber 2008 and 2005).

2.11 Communication in tourism

Communication is a fundamental aspect of tourism that has not yet been researched sufficiently. In order to research communication and tourism, background about effective communication is needed so that evaluations of interactions between tourists and tourism staff can be made accurately. In order to understand what qualifies as effective communication, it is first necessary to define communication.

“Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour” (Merriam, 2009).

When communication is defined simply as an exchange of information, many aspects of this complex process are overlooked (Lane, 2000). The shortfall of the previous definition is that it only mentions the absolute minimum requirement for anything to be classified as communication. Communication is not just transferring information, but also “how people use message to generate meanings within and across various contexts, cultures, channels, and media” (Lane, 2000). Communications is the exchange of information, for the purpose of creating meaning that is satisfactorily received and comprehended.

Effective communication in tourism involves the implication of all the staff and stakeholders in the tourism industry. According to Wilson Okaka Lecturer (Communications and Environment Programs) Kyambogo University Kampala- (Uganda), development communication is more appropriate to communication in tourism. This strategy involves the planned communication component of programmes designed to change the attitudes and behaviour of specific groups of people in specific ways through person to person communication, mass media, traditional media or community communication. It aims at the delivery of services and the interface between service deliverers and beneficiaries where people are empowered to by informed choice, education, motivation and facilitation effecting the expected changes. This can be done by media advocacy targeting all key stakeholders involved in the tourism industry (Wilson Okaka, 2000).

By communication, any tourism entity aims to identify the target markets and the preferences of their potential clients who may become loyal consumers. To accomplish this goal, the entity must achieve a constructive and homogenous sum of all the data and information that may be the basis for determining the reaction patterns of the competition and can select promoting methods and techniques they can later on use for promoting their services. As an information receiver, the entity must pay maximum attention to their relations with the tourism providers, to their image regarding the offered range of products and services in order to be constantly appreciated by tourists. This aspect will determine having a certain volume of sales and a certain market share. In this last instance, the obtained information must serve some measures that should contribute to earning a better position in the environment or market to which it applies (Brassington F., Petit S., 2000).

2.12 Communication as a Promotional tool

Communication serves many functions and takes place in several settings. When we know its various purposes, we are equipped to better understand the goals of the communication situation. When we recognize how setting affects the process, we can adapt our behaviour so that we are more effective. A company communicate to meet the social needs. Just like we need food, or water to stay alive, a company need to know the social need of the customers? We communicate to develop and maintain our sense of self. Through our interaction, we learn who we are, what we are good at, and how people react to how we behave. We communicate to develop relationship, not only do we get to know other in our communication, more importantly, we develop relationships with them, relationship that grow and deepen, or stagnate and wither away (Rudolph, Verderber, Kathleen. S Verderber 2008 and 2005).

We communicate to exchange information, some information we get through observation, some through reading, some through media, and a great deal through direct communication with others either face-to-face or online. We communicate to influence others, it is double that a day goes by in which you don't engage in behaviour such as trying to convince your friends to go of a particular restaurant or to see a certain movie. A company must have a purpose communicating (Elena Bogan, 2014). The purpose of the communicating at GTA must therefore be a promotional purpose

2.13 Communication in Planning and Implementing Sustainable tourism Policies and Strategies.

The fact that the tourism sector is multi-sectorial, and can be very fragmented, was a recurring theme in the discussions. The wide range of stakeholders at both local and national levels having a role in the formulation and implementation of sustainable tourism policies

and strategies includes the public authorities in the fields of economy, environment, tourism, transportation, education, culture, etc. (ministries and state departments, their regional and local offices, regional and municipal authorities, etc.); tourism businesses and their associations at the national and local levels (accommodation and catering, tour operators, guides and other service providers); local communities; NGOs and civil society groups; academic and research institutions; and media organizations(USAID, UNWTO,2006).

Participants agreed that policy and strategy development must be a process where all stakeholders are able to freely express their viewpoints and have key role in policymaking and implementation processes, and in this role they must strive to ensure the informed participation of other sectors through consultative processes. Undertaking ample consultations is key to the successful formulation and implementation of tourism policies. In addition, the many different interest groups often hold disparate viewpoints that must be coalesced into a common vision. (UNWTO, 2006).

2.14 Communication and Local Communities in sustainable tourism development

One of the key principles of sustainable tourism is that the local population is placed at the center of tourism development interventions in terms of participation in the decision-making process and benefit sharing. It is at the community level where tourism impacts are mostly keenly felt, conservation challenges must be met and culture is most affected. Residents living in historic centers, near archaeological sites or close to natural protected areas can play a key role in the conservation of those resources if they can derive benefit from them. Several e-conference participants therefore stressed the importance of community involvement and active participation in sustainable tourism development as one key to success. Among the principal challenges that participants mentioned related to community involvement the frequent changes in local government (both policies and

personnel), the lack of government support, the conflicting interests between groups (between government and religious groups, and between communities and big hotel owners or oil companies, for example), the lack of funds, late attempts to involve local communities, lack of commercial skills at the local level, too many different Actors (NGOs, donor agencies, government, etc.) often engaged in well-intentioned but under-funded projects that are not coordinated with other efforts, the failure to consider the whole tourism system of a country or region and not taking into account demand for tourism products. (USAID, UNWTO, 2006).

Communication gap between communities and the private sector. Communication tools mentioned as effective ways to involve local Communities in tourism development included training Participatory workshops; community, group and individual meetings; Local radio; school newsletters; and local events. Community leaders are an important communication channel. Another issue that frequently surfaced in discussion was the need to consider tourism as a business, and community members as business people. Community-based tourism projects should therefore be focused on market demand. This implies a need for professionalism in the tasks required to start a business such as: a business feasibility study, business administration, hospitality, marketing strategy, development of marketing tools, market analysis, etc. (ibid).

2.15 ICT in Tourism Industry

Information communication technologies (ICTs) have been transforming tourism globally. The ICT driven re-engineering has gradually generated a new paradigm shift, altering the industry structure and developing a whole range of opportunities and threats. ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing

offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness. The enhancements in ICTs' capabilities, in combination with the decrease of the size of equipment and ICTs' costs, improved the reliability, compatibility and interconnectivity of numerous terminals and applications

(Anand Bethapudi, 2013)

ICTs provide a powerful tool that can bring advantages in promoting and strengthening the tourism industry's strategy and operations at GTA.

Effective and high-speed ICT infrastructure and software applications in the tourism and hospitality industry are crucial for tourism development. ICTs allow customer - management relations and supply chain management to be combined into a single source that facilitates a variety of operations - product selection, ordering, fulfilment, tracking, payment and reporting to be performed with one easy-to use tool. ICTs ultimately cut costs by enabling the provider to be in direct contact with the consumer and also impact employment through the need for required maintenance of ICT equipment. Management within tourism companies use ICTs to undertake a range of tasks that enhance the efficiency of employees in the workplace, notably online reservations (Anand Bethapudi, 2013)

The development of ICTs has also led to changes in demand and supply. A higher demand for flexible, individualized options and quality of information has personalized leisure and tourism behaviour, a consequence of increased ICT use. Through new technology and social and economic ratings (e.g., social media platforms like Facebook, Twitter, and blogs) customers have the ability to share information and research ratings on destination, quality of service in hotels and restaurants and environmental and social conditions? Number of hotels (e.g., Marriot Hotels and Resorts, Ritz Carlton Hotels, Hyatt Hotels and Resorts) have

strengthened their brand image and communicate directly with their customers by posting links to a press release or promoting new package through Twitter (ibid).

2.16 Contribution to literature:

Researchers in Ghana and around the world have done several analyses on Tourism industry. They have assessed the sector potential and have noticed that the communication, plus the tourism can contribute to the development of the country. This paper however adds to literature by analysing the point of view of the staff of Ghana Tourism Authority on the role of communication in promoting tourism, since it has been identified that the communication is a tool for promoting tourism and any other businesses. The importance of the ICT is also explored. This research seeks insider view from respondents who have experiences, and work in the sector.

2.17 Company Profile: Ghana Tourism Authority

This chapter seeks to present the historical perspective of Ghana Tourism Authority, considering the various restructuring processes the organization has gone through. Additionally, the mission statement and core value of Ghana Tourism Authority are also stated.

Background of Ghana Tourism Authority

The first major step in the formal development of tourism in Ghana was a valuation of the country's tourism resource in 1970, 13 years after independence in 1957 (Obuon, 1972). The objective was to catalogue and classify the potential tourism resources for a five-year development plan covering the period 1972-1976. This led to the establishment of a formal sector organization by National Redemption Council Decree (NRCD) 224 in 1973 as amended by Supreme Military Council Decree (SMCD) 80 of 1977.

As part of its mandate, the tourism industry has contributed significantly to the country's economy, particularly in recent times, as the sector continues to demonstrate its potential as a key driver of growth. For example, between 2000 and 2005, visitor arrivals and spending increased by 46 per cent and 68 per cent respectively (Bank of Ghana, 2007). The industry is currently the third largest foreign exchange earner after merchandise exports and remittances from abroad and has become one of the most important and fastest growing sectors of the Ghanaian economy (Bank of Ghana).

The government of Ghana as part of its effort to expand the Ghana Tourism Board introduced Tourism Act, 2011 (Act 817) which established the Ghana Tourism Authority (GTA) as the main implementing agency of the Ministry of Tourism. The Act "is to promote the sustainable development of the tourism industry internationally and within the country.

In undertaking this mandate the following legislative instruments were promulgated. They are Legislative Instrument (L.I) 1205, 1979 for the registration and Licensing of Hospitality Enterprises; L.I 1293 for the registration and Licensing of hospitality Enterprises, L.I 1293 for tour and Travel operations and car rentals. L.I.2025 regulated the operations of Charter Flights. However with the introduction of Tourism Act 817, the functions of GTA have been widened to embrace other areas in the Tourism and Hospitality industry. These legislative instruments are undergoing review for onward submission to parliament for approval.

Vision, Mission, Core Values and Strategic Objectives:

Vision of Ghana Tourism Authority

The vision of Ghana Tourism Authority is to make Ghana a leading Tourism destination in Africa by developing and promoting sustainable tourism

Mission of Ghana Tourism Authority

To conserve and preserve the natural and cultural heritage as well as provide socio-economic benefits in partnership with the private sector through the creation of the creation

of uniquely Ghanaian Tourism facilities and quality services with a highly qualified , well trained, motivated and dedicated staff to make the tourism industry the leading sector of the economy.

Core Values of Ghana Tourism Authority

- Transparency and Accountability
- Loyalty, Neutrality and Reliability
- Respect and Discipline
- Social Justice, Equality and Equity
- Security and Safety
- Good Governance
- Sustainability

Strategic Objectives of Ghana Tourism Authority

- To promote Tourism as a major source of National Revenue
- To promote institutional and human resource Capacity Building in the Tourism industry
- To promote good governance within the tourism industry
- To promote sustainable tourism to preserve historical, cultural and national heritage.

(Ghana Tourism Authority, 2012).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter describes the methodology used to gather data for the study. It deals with how the research was conducted, that is the procedures, methods and principles employed in collecting data with regards to the topic. Its content include the study area, sources of data, target population, sampling procedures and sample size, research instrument, field work, ethical issues, limitations of the data collection.

3.1 Study area

The study area is Accra Metropolis, the capital of Ghana, in the Greater Accra Region. Accra, Ghana's capital since 1877, is today one of the most populated and fastest growing metropolis of Africa with an annual growth rate of 3.36% (Ghana Tourism, 2008).

Accra contains fine public buildings reflecting its transition from a 19th century suburb of Victoriaborg to the modern metropolis it is today. Accra is now a seat of Ga State. The major ethnic groups are the Akan (39.8%), Ga-Danbe (29.7%) and Ewe (18%). The Ga's however, forms the largest sub-ethnic grouping accounting for 18.9 % (Ghana Tourism Board, 2008). Accra is located on latitude 44° north and 11° South's between longitude 122° east and 315° west; to the north is Ga west, to the east is Tema municipality and to the south is the Gulf of Guinea. The area has a population of about 3,659,937million (2010 National Population and Housing Census). Christians constitute the largest religious group (83.0%), followed by the Muslims (10.2%), people who profess no religion (4.6%) and adherents of

traditional religion (1.4%). Accra has a land area of about 810km that is about 25% of the total land area of the region (ibid).

The area is a major center for manufacturing, marketing, finance, transportation, insurance and tourism. Accra is the seat of government and parliament. The transportation system in the area is made up of motorized modes such as rail, road and air and non-motorized like riding bicycle and walking. A slightly higher proportions females than males are in marital unions in this area Accra lays in the eastern coastal plains. It has a relief of 50,000 metres above sea level. The major river that drains through the area and supply pipe borne water to most parts of the area and enters the sea at the western part of the city is the Densu River. The area falls within the dry equatorial climate and lies in the rain shadow area of the “Akwapim Togo Ranges”. The area experiences double maximum rain but have prolong dry season. Three broad vegetation zones can be found in the metropolis which comprises shrubs, grassland and coastal lands. Mangroves are found along the lagoons. The area spreading along the Atlantic Coast is well endowed with luxurious beaches, restaurants and night clubs including La Pleasure Beach, Labadi beach, Golden Tulip, Novotel hotel and Kokrobite beaches (ibid).

Among the tourists’ attraction sites are the Kwame Nkrumah Mausoleum, The Du Bois Center, The National Theatre, Centre for National Culture, Conference Center, Cinemas, Sport Stadia and many others. The area serves as the center for various forms of events and national celebrations such as Independence Day celebration and others. Accra was chosen as the study area because its houses the headquarters of the Ghana Tourism Authority (G.T.A) and two of its regional offices, thus the Greater Accra office and the Tema office respectively.

3.2 Sources of data

Two sources of data would be used in the study. These are primary and secondary data. The primary data would be obtained from management and staff of the Ghana Tourism Authority through the administration of questionnaires whilst the secondary data would be obtained from related publications such as journals, newsletters, books, brochures, published works as well as the internet.

3.3 Target population

The target population upon which the study would be conducted includes workers of the Ghana Tourism Authority and its management members.

Table 1: Sample of the Target population

Target Population	Total Number	Sample
Staff	180	80
Management	25	20
Total	205	100

Ghana Tourism Authority (Human Resource Department)

The study will target management and staff of the Ghana Tourism Authority. The study sampled twenty (20) members of management respondents and eighty (80) staff members making the total sample size one hundred (100). The choice of the above group of respondents was due to the fact that they are involved in the promotion, development, regulation and communication of tourism in Ghana. Hence, serves as major stakeholders of which issues of tourism have a direct impact on them most especially the management team.

3.4 Sampling procedures

The study used the systematic sampling technique for the staff and purposive technique for the management. This method makes way for respondents who were ready to contribute to the study and also allow the researcher to select those respondents who were in possession of the needed information so as to reach all respondents. The researcher will purposively select management members mainly based at the Ghana Tourism Authority Headquarter .For the staff members. The researcher will visit the G.T.A headquarters to get the needed information. All respondents would be given the opportunity to either fill the questionnaire or reject them.

3.5 Research instrument

The main instrument to be used for the collection of data for the study would be the questionnaire. The questionnaire will be administered to ensure that relevant data is obtained. The questionnaire is designed using both open-ended and close-ended questions. Two sets of questionnaires are designed, that is, one for the management members of G.T.A and the other for staff members. The questionnaire for management respondents has 20 questions in all including 8 open ended and 12 closed ended questions whereas that of the staff has 16 questions in all, 9 open ended and 7 closed ended questions. Both questionnaires solicited for socio-demographic variable of respondents as well. The first part of the questionnaires for management sought to obtain general information about their perceptions on how communication is used to promote tourism. It continued with the forms of communication employed, opinions on challenges facing the organization in quest to use communication in promoting tourism followed by their opinions on how to communication flow for effective tourism promotion and finally ended on the socio-demographic variables of management. The questionnaires for staff members solicited for data on respondent's perceptions on communication.

The other parts of the questionnaire sought data from staff perceptions on communications role to tourism promotion and how to improve the communication skills of staff for effective tourism promotion and finally staff socio-demographic variables. The questionnaire will give the respondents greater anonymity and served as a good source of getting spontaneous answers.

3.6 Field work

The questionnaires will be distributed. The researcher will show respondents his identity card and assured them of anonymity. This would be done to ensure the right respondents are contacted. The researcher's contact with the respondents will help to accurately answer all questions on the questionnaires. This is because the researcher will give enough time and explanations to the various aspects of the questionnaires that otherwise would have been misinterpreted and wrongly answered by the respondents. A hundred (100%) percent response rate for both respondents is projected to be achieved. Out of the 80 questionnaires to be administered to the staff, all is projected to be returned promptly as result of the fact that, the researcher would be available to clarify any difficulty or misunderstanding during the time of the filling of the questionnaires. Likewise, the questionnaire to be administered to management is also likely achieving a 100% response rate. That is, out of the 20 questionnaires to be administered, all 20 questionnaires would be retrieved.

3.7 Possible Limitations of the data collection

The use of questionnaires for data collection for the study would not be without challenges. Respondents who are not literate would be completely cut-off as well as the very young and very old or handicapped due to its nature. Again some respondents may consult others even on issues that practically need only the respondent's opinions. Moreover, some respondents

may not return the questionnaire that would administered to them but the researcher would be able to deal with this problem due to the fact that the researcher has made provision for excess questionnaires for both staff and management respondents which would serve as a replacement for the “non returned questionnaires”. The researcher’s contact with the respondents coupled with the use of her social skills would help in combating some of the limitations above and hence the higher response rate projected.

3.8 Data analysis and presentation

Quantitative methods would be employed. The Statistical Product Service Solution (SPSS version 16.0) would be used in analyzing the data is collected from the field survey. SPSS would be used to provide full range of contemporary statistical methods. In addition to its ability to produce output in both reports and table formats, the SPSS has a good editing and labeling facilities and is able to handle missing data with ease. In analysis, the data would be presented in frequency tables, pie charts, bar graphs. Some occurrences would be explained as depicted by the tables, graphs and charts.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

This chapter presents the results and discussions of the views of staff on the role of communication in the promotion of tourism. The discussions are based on the data are presented in either tabular form with absolute figures and relative percentages or pie charts and bar charts. Also, data collected from staff of Ghana Tourism Authority in Accra were analyzed and presented.

4.1 Presentation of Data

This section is divided into four (4) main parts: Namely, the socio-demographic variables of managers and staff; perceptions of staff about Ghana Tourism Authority; relationship clients have with staff of Ghana Tourism Authority; challenges of communication in tourism operations of GTA and opinions on how communication can be improved to promote tourism.

Socio-demographics

Demographics	Frequency	Percent (%)
<i>Sex</i>		
Male	19	28.8
Female	47	71.2
<i>Age Range</i>		
Below 20	5	7.6
20-30	26	39.4
31-40	21	31.8
Above 50	14	21.2
<i>Marital Status</i>		
Single	24	36.4
Married	25	37.9
Divorced	12	18.2
Windowed	5	7.6
<i>Level of education</i>		
SSSCE/WASSCE/High School	3	4.5
Diploma/HND/First & Master's Degree	49	74.2
Post Graduate Degree	14	21.2

Table 1: Distribution of socio-demographics

The study revealed that 28.8% of the respondents were males whereas 71.2% of the respondents were females. This confirms the assertion of the hospitality industry is most characterized by women in general. This attest to the assertion made by (Nankervis,1995)

that most of the top positions are dominated by men but most of the staff are dominated by women, popularly called “Glass ceiling” In the hospitality and tourism industry not many women occupy executive positions in hotels and tourist destinations and people believe it is because of this glass ceiling.

These are the ‘limits’, or ‘walls’ or ‘elevators’ or ‘glass ceiling’ which keep women from progressing to top positions. Top managers have to be at work sometimes for long periods 12-14 hours and women may not be able to cope because of child bearing, home duties, being a mother, family issues etc.

It could be observed that, 39.4% of the respondents were between 20 and 30 years category whereas 31.8% of the respondents were between 30 and 40 year group, 21.2% were below 20 years, and 7.6% is 50years and above. It is not surprising that, majority of the respondents were between (20-30 and 30-40) year range, confirming that the managerial roles are given to people with long years of experience. Therefore for one to get there it must take some years after school and years of working experience. The next bigger group is above 50 years, most of the staff in this group is have worked for long and have experience and expertise to back the progress of the Authority. The last group, below 20yrs had the third share. Because they are the temporal staff or casual workers, they do minor jobs. The last group is not encouraging because most of the workers are above that age as a result of education.

It can be seen from the above table that, 37.9% of the staff are married, it takes responsible men and women to manage Ghana Tourism Authority since it is a service based industry, followed by the single group of 36.4%, the tourism business is appropriately good for the singles especially for the staff because of the travel nature of the work and the demanding nature of the work. Also addition is the national service people in which most of them are

single. Both the divorced and widowed got 18.2% and 7.6% respectively; all of them are staff of Ghana Tourism Authority.

In terms of level of education, it can be said that the majority (74.2%) of the group were people having Diploma, Higher National Diploma, Degree and Master's degree. Next to the highest respondents had 21.2% who had their Post Graduate degree, followed by the last group who takes up 4.5% being those with Senior High School Certificates. It is seen that without first degree it is very unusual to work in Ghana Tourism Authority. The top managers are the ones with Post graduate qualification. It is the meager works that will be given to the Senior High School level group.

4.2 Perception of Staff of Ghana Tourism Authority on communication and tourism.

How long have you worked with GTA

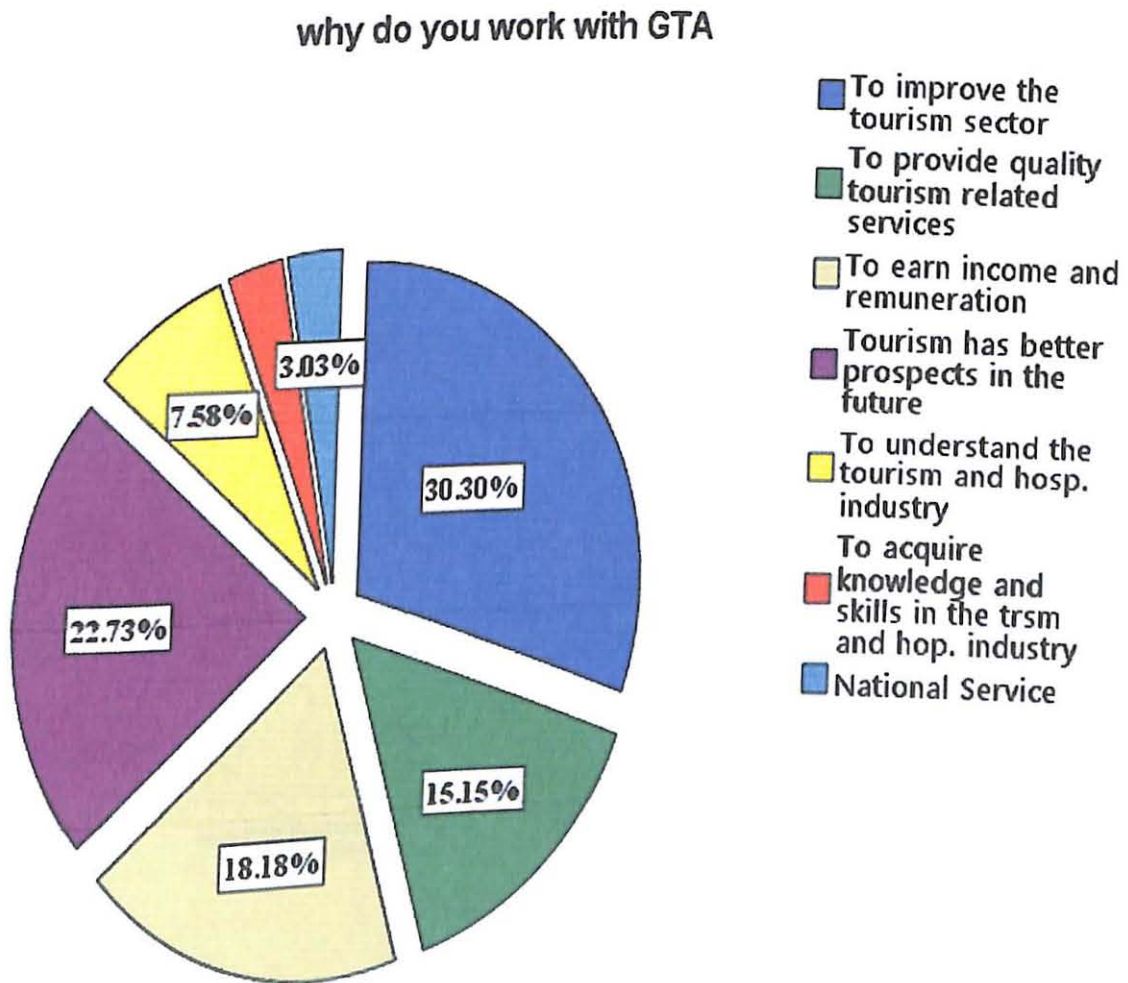
Period of work	Frequency	Percent (%)
Less than a year	11	16.7
In between 1-2yrs	14	21.2
In between 3-4yrs	29	43.9
Above 5-9yrs	12	18.2
Total	66	100.0

Table 2: Destitution of Perception of Staff

From the table 2, it can be seen that most (43.9%) of the staff had worked with the Ghana Tourism Authority for 3-4 years signifying that they are well experienced and have in depth knowledge in the tourism field. The second group had 21.2% have also worked for 1-2yrs, this explain further that more people have worked with the Authority for long. 16.7% and

18.2% are the people who have worked for less than a year and above 5years respectively. Those above 5year are the ones occupying executive positions because of the long term experience. It can be seen that averagely most people have worked with the Authority for long those who have worked less may be national service people and new workers.

Figure 1: Why working with Ghana Tourism Authority

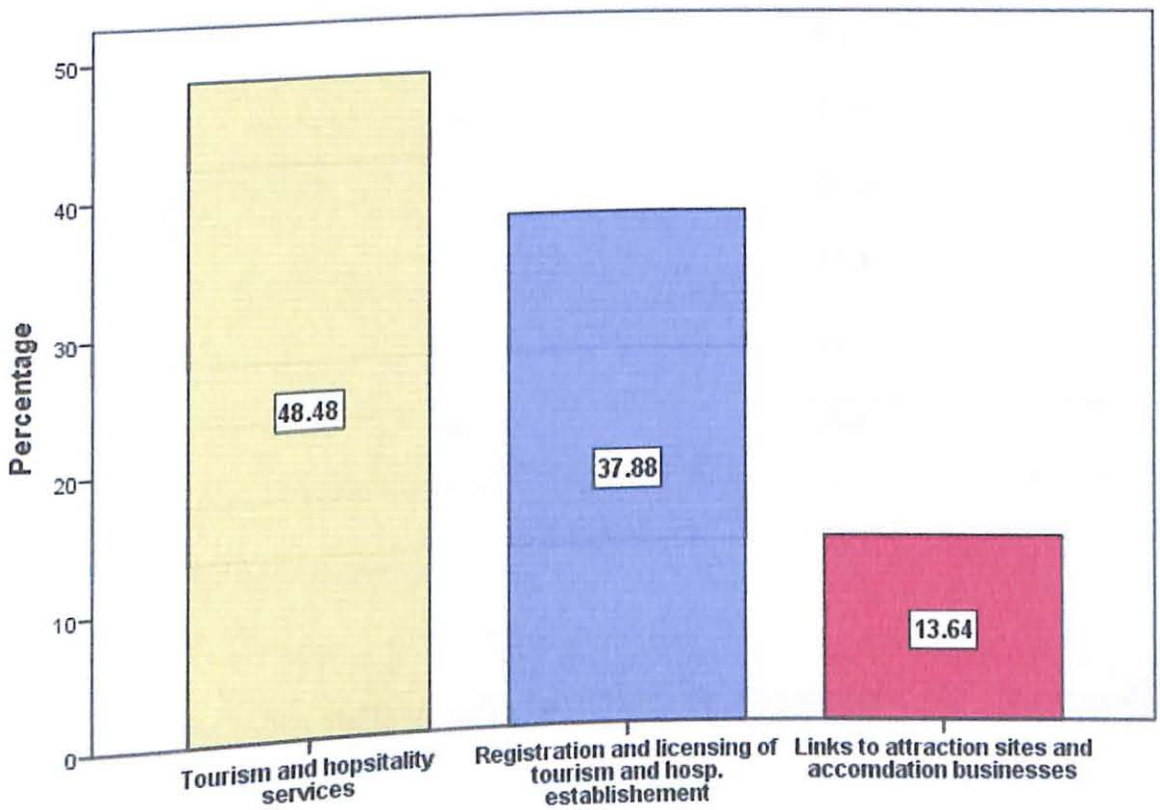


Field Work, 2015

From Figure 1, when managers and staff of GTA were asked why they work with GTA The following were the reasons they gave, majority (30.30%) of the staff said they want to improve the tourism sector, 22.73% said they see tourism to have better prospects in the future therefore will work with GTA, 18.18% were of the view that money comes first

therefore they work with GTA for income,15.15% were of the view that they work with GTA because they want to provide quality tourism related services. 7.5% said they want to understand the tourism. The last 2 groups(red and the sky blue colour in the gaphic) had 3.03% each being national service and others who want to acquire knowledge and skills in tourism respectively.

Figure 2: What people think about?



Field Work, 2015

From the above figure, when the general public were asked what they think GTA does or is about 48.48% said they think GTA provide tourism and hospitality services,37.88% said they think GTA deals in registration and licensing of tourism establishment yet the minority 13.6% also said what they know is that GTA links attractions, accommodation businesses to potential clients. It is obvious that the people think that GTA deals in tourism and hospitality

services but don't have enough information of what it does unlike other sectors where most of their operations they do is in plain eyes of the public.

Table 3: Rate of tourism publicity

Do you use communication to promote tourism?

Rate of publicity	Frequency	Percent
Not at all	6	9.1
once a while	13	19.7
No idea	7	10.6
yes, but not much	28	42.4
yes, very often	12	18.2
Total	66	100.0

Field Work, 2015

From the above table, when staffs of GTA were asked the rate at which they intentionally publish tourism services, the following are the responses they gave.

42.4% of the staff were sincere to say that they do publicity their work and what they do but not much, while 19.7% said they do it once-in-a blue moon, 18.2% of the staff said they do publicity the services of GTA very often. While 10.6% responded they don't do it at all 9.1% said they have no idea of any tourism publicity. It is obvious that people do not publicly declare the services and products of GTA.

Table 4: Grading the importance of communication in tourism by GTA

Grading communication importance	Frequency	Percent
Not important	2	3.0
less important	2	3.0
Neutral	2	3.0
Important	19	28.8
Very important	41	62.1
Total	66	100.0

Field Work, 2015

When staff and the general public were asked the importance of communication in tourism for GTA, the following rating were given.62.1% said communication is very important in tourism development, they added that since communication is the livewire of every organization.

28% emphasized that communication is essential to the development of services and product of GTA. The last group who happens to have the same rate of 3.0% said it's not important or less important. It is very open that people know that proper communication is needed for the development of the product and services of Ghana Tourism Authority. This form of communication is internal and external. Through the ICT, GTA is trying to make use of the internet by setting a new platform named "DESTINATION SINGLE WINDOW" a very good channel to communicate with the entire world, and the public and different potential

tourist, and the different entities of tourism like agencies, tour operator can stay connected and communicate together.

Table: 5 Rate the current tourism plan

How do you grade the current tourism plan?

Grade	Frequency	Percent
Bad	6	9.1
Good	28	42.4
Indifferent	15	22.7
Very good	17	25.8
Total	66	100.0

Field Work, 2015

From the diagram it can be seen that, 42.4% of the staff were of the view that the current tourism plans were good. To support the clue, 25.8% of the staff also said the current tourism plans was very good. They further explain that actions are on course to make the tourism plans be realized. While 22.7% of the staff was indifferent of the issue, 9.1% of the staff was of the view that the plan is bad and some of their explanation is that it is a long term plan but since government changes, some of the plans do change. Also those in charge do not follow the plan entirely, others thought the plans needs to be revised to suit current problems.

Table 6: Does the plan of communication provide good value for tourism promotion

	Frequency	Percent
Never	5	7.6
Not really	25	37.9
Indifferent	14	21.2
Yes	16	24.2
Absolutely yes	6	9.1
Total	66	100.0

Field Work, 2015

From the above table, it can be seen that the researcher wanted to find out whether the plan of communication was valuable in on tourism development. Most staff 37.9% said they are not sure whether communication plan is a necessary valuable for tourism promotion, 24.2% said yes the plan of communication is valuable to tourism promotion, 21.2% were indifferent whether the plan of communication has value for tourism promotion. At the far ends 9.1% and 7.6% were of the view it's absolutely yes and never respectively.

Table 7: GTA Services will be recommended for tourism promotion

	Frequency	Percent
Strongly disagree	3	4.5
Disagree	4	6.1
Indifferent	14	21.2
Agree	28	42.4
Strongly agree	17	25.8
Total	66	100.0

Field Work, 2015

From the table above, when clients were asked whether services of GTA should be recommended for promotion, most of the staff (42%) agrees to be recommended for promotion, 25.8% strongly agreed that GTA's services should be promoted. The minor groups were of the view that they disagree with the promotion because they have not seen any improvement in the services of the GTA.

Table: 8 Difficulty in communicating to tourist

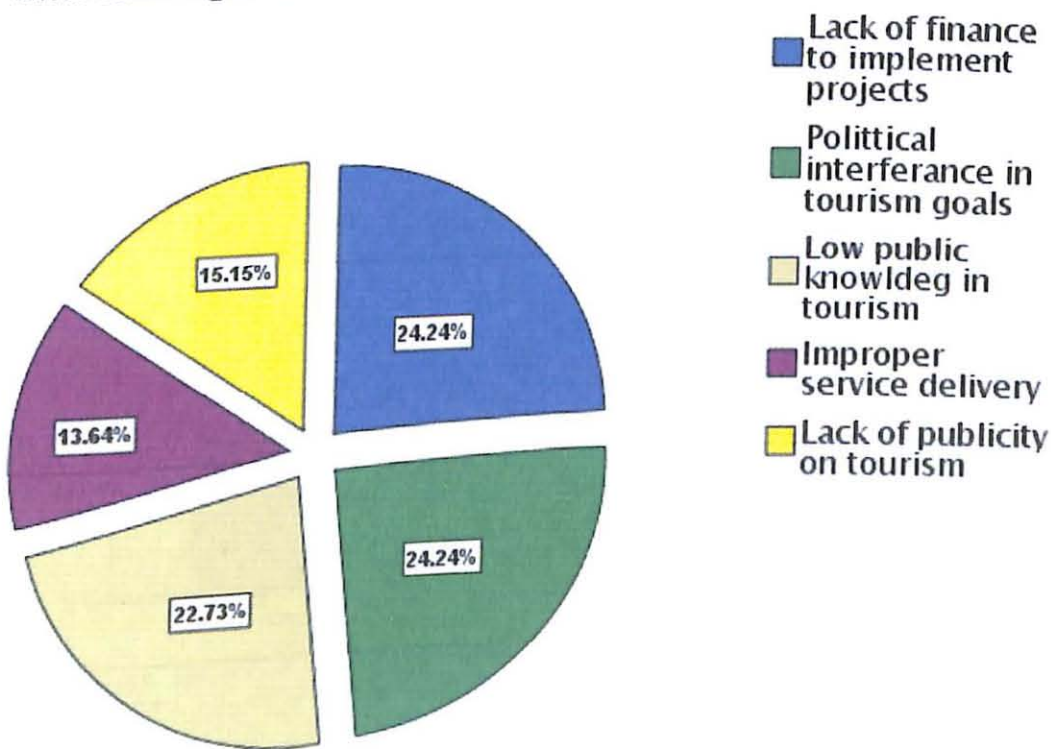
	Frequency	Percent
strongly disagree	29	43.9
Disagree	22	33.3
Indifferent	6	9.1
Agree	5	7.6
Strongly agree	66	100.0
Total		

Field Work, 2015

From the above table, it can be seen that most of the majority of the groups disagreed to the assertion that staff of GTA had problem communication with clients denoting 43.9% and 33.3% respectively while the minor groups agreed that GTA staff have problem with communication. It is therefore bold to say GTA has no problem communicating with tourist.

Figure: 3 Challenges GTA faces

what challenges GTA faces using comm.in tourim promotion.

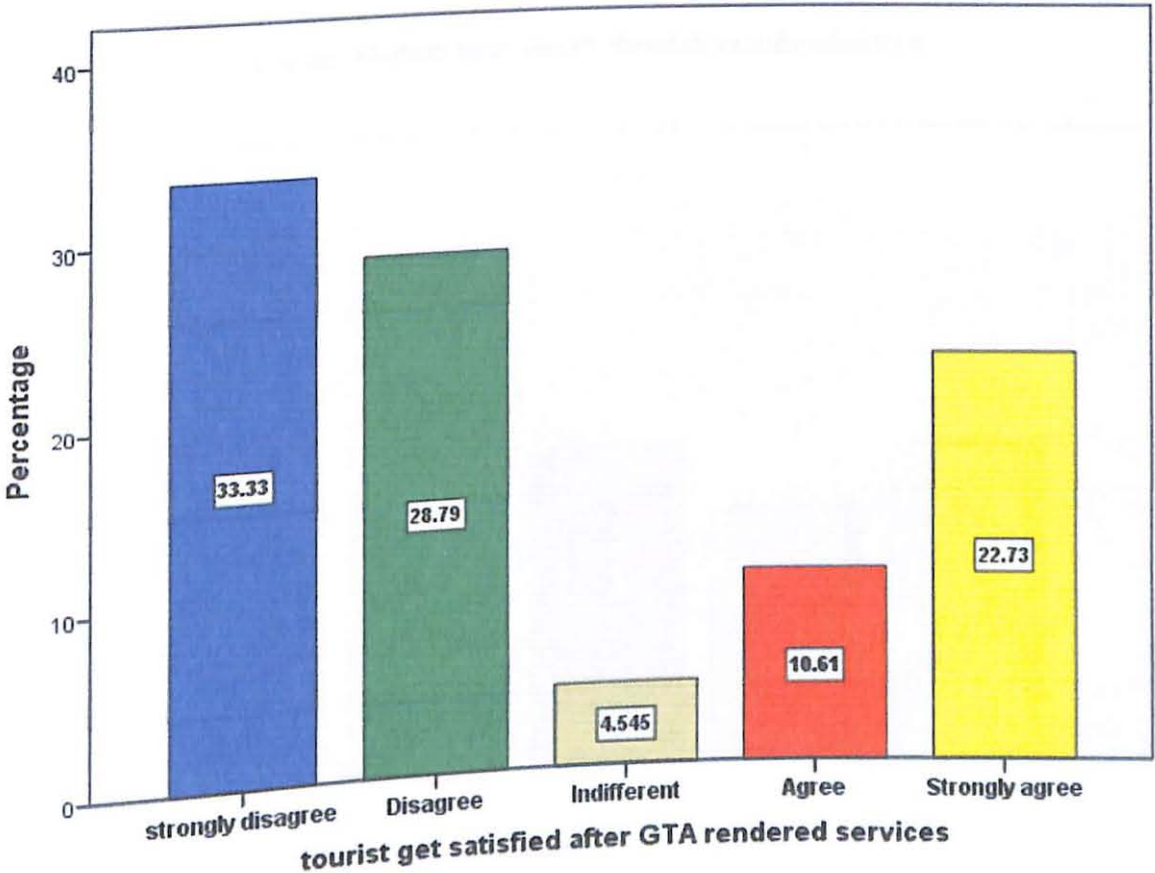


Field Work, 2015

From the figure above, vast majority (24.24%) of people were of the view that lack of finance to implement is one major problem just like political interference in tourism goals. 22.73% also think that low knowledge in tourism has made the general public remain adamant to tourism research and development. 15.15% also was of the view that lack of

publicity on tourism and hospitality services is also a problem. 13.64% think improper service delivery is a problem. all the mentioned problems needs to be solved.

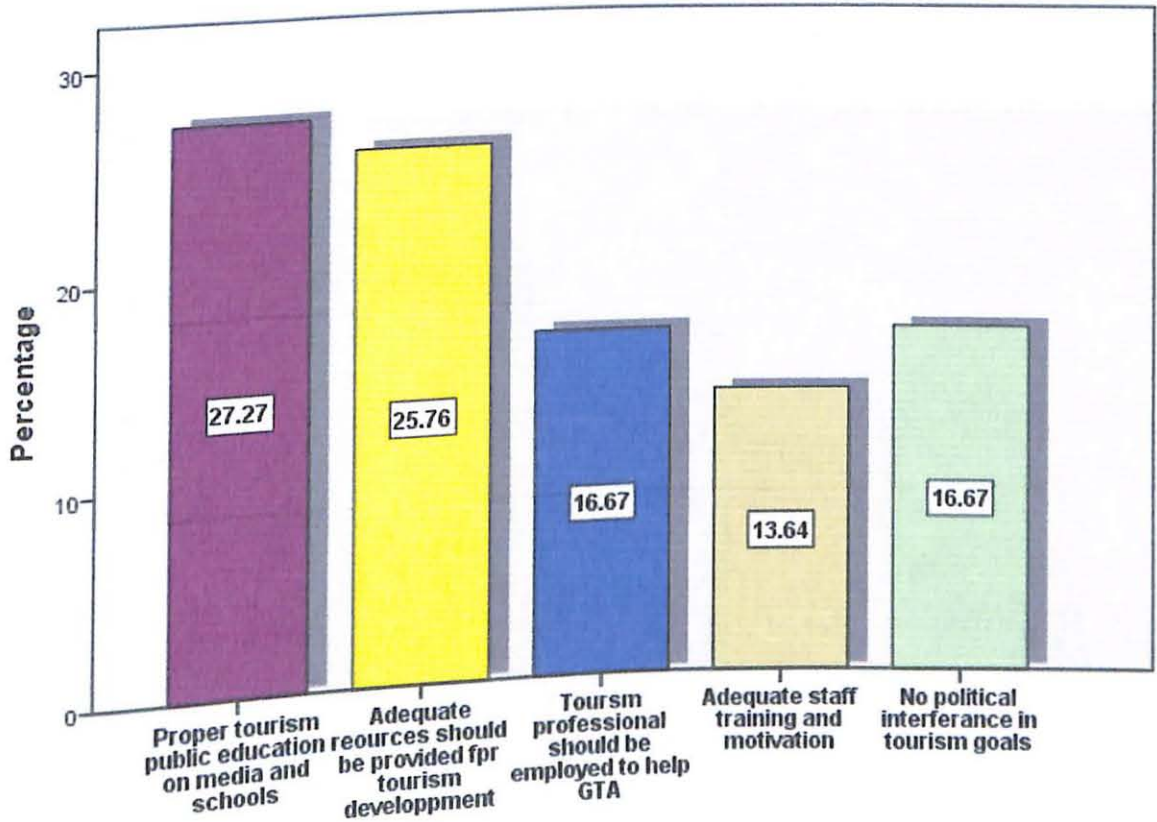
Figure: Tourist response after GTA offer services



Field Work, 2015

Most of the tourists were not pleased with the services of GTA because 33.33% strongly disagreed that they were pleased with their services. 28.79% also disagreed that services rendered did not satisfy them. 4.5 of the clients were indifferent. While 22.73% of the staff strongly agreed that they were satisfied, 10.61% of the client just agreed that they were satisfied. It is then said that on averagely most of the people were not satisfied with the services of the GTA on the average.

Figure: 5 Suggestion on tourism promotion through communication

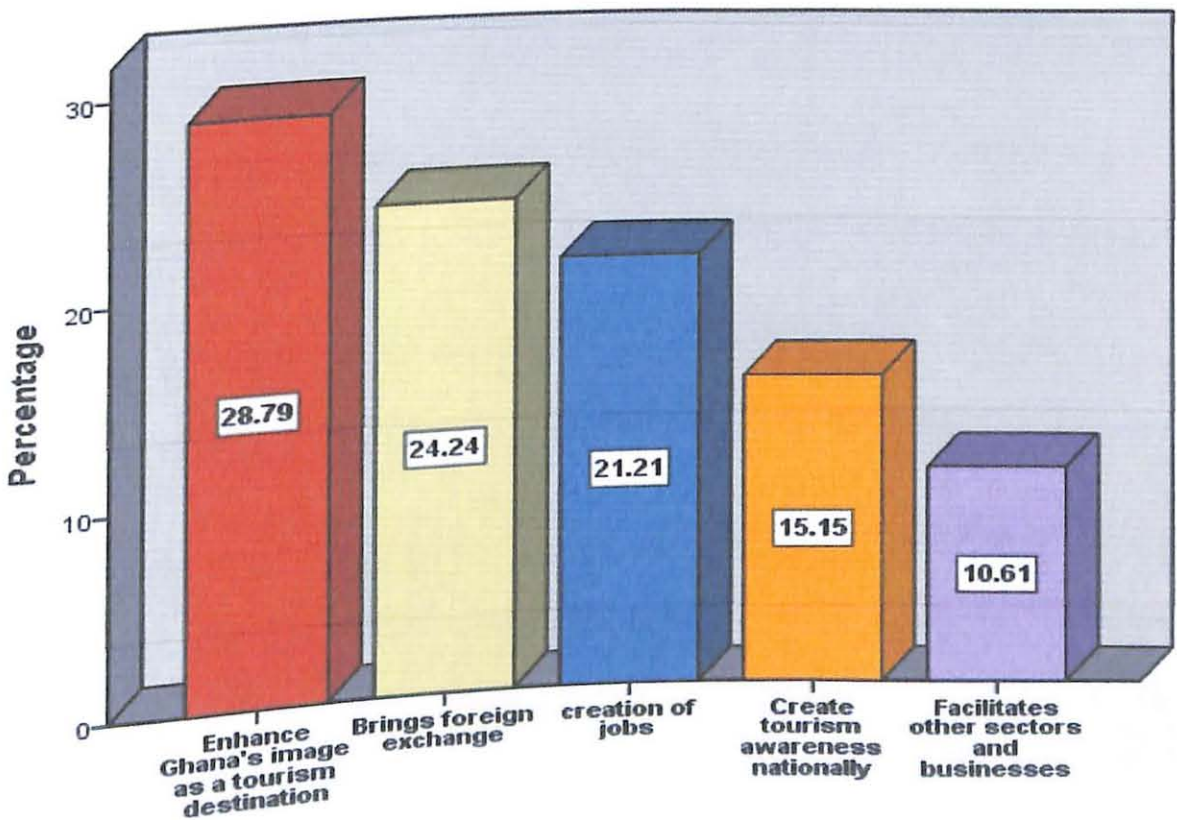


Field Work, 2015

From the above, both clients and staff suggested how communication can be effective tool for tourism promotion. Majority (27.27%) of the people suggested that proper tourism education on media and in school will the best to conscientize the mind of people on tourism and its effects in the lives of people. The next large group (25.75%) are of the view that adequate resources should be given to tourism sector so that they can develop the potentials

of tourism.13.63% said adequate staff training and motivation is necessary for them to perform to the level required. Two groups who 16.66% had said tourism professional *should* be employed to work with GTA to add fresh knowledge and No political interferences in the goals and objective of the GTA.

Figure: 6 importance of communication in tourism



Field Work, 2015

From the above, the clients of GTA and staff made mention some of the importance of communication are as follows. 28.78% of the vast majority said communication enhance Ghana's image as a tourism destination. By this as more information is given out or sent on media. Also 24.24% of the respondents were of the view that tourism communication will

bring foreign exchange. 21.21% was also of the view that proper tourism communication enhances job creation. 15.15% said it creates tourism awareness nationally. The last side of the population was of the view that it facilitates other businesses.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the major findings of the study, makes recommendations for interventions and further studies and draws conclusions from the study. The summaries of these findings are based on the objectives of the study.

5.1 Summary

The study revealed that 28.8% of the respondents were males whereas 71.2% of the respondents were females. These figures clearly indicate that females dominate the males at Ghana Tourism Authority. This confirms the assertion of the hospitality industry is most characterized by women in general.

In this study, a number of objectives were set to be achieved. The first objective was to identify the perception of the staff of Ghana Tourism Authority on how communication is used to promote tourism. Regarding this, GTA staff was of the view that communication in the form of media; ICT, culture etc. are used to promote tourism. Also communication markets tourism as part of the joint framework of marketing efforts aimed at satisfying tourists' needs. This provides adequate information to tourists about a specific area and to attract them to it.

The second objective was to ascertain the challenges Ghana Tourism Authority faces in its quest of using communication as a medium to promote tourism. The research confirmed

inadequate finance (budgetary allocation) as the major challenge (24.24%) bedeviling the tourism industry.

Finally, the research objective three was to assess ways of improving the communication skills among members of Ghana Tourism Authority and communication flow which can lead to effective promotion of tourism. The study revealed that majority of the respondent representing 27.27% suggested that proper tourism education on media and in schools. Also an adequate resource in terms of finance needs to be made available.

5.2 Conclusions

The following are the conclusion made after careful analysis of data as shown in the chapter four from the responses received from respondents through the administration of questionnaires.

The study examined the role communication plays in promoting tourism in Ghana Tourism Authority concluded that it was not quite effective even though they follow a laid down procedure.

The tourism industry in Ghana faces numerous challenges. These challenges include inadequate finance, poor media publicity, and political interference among others. The staff of GTA believes if one of these things is improved the tourism sector in Ghana will improve.

Also the study showed the importance of communication in promoting tourism in Ghana. It enhances Ghana's image as a tourism destination. Also tourism well communicated brings foreign exchange as well as job creation for the citizenry

In a nutshell, there is no doubt communication plays a role in promoting tourism in Ghana. The staff of GTA believes more needs to be done to really market Ghana. However, there

have been several challenges facing the industry. The study revealed that major challenge facing the GTA is the inadequate budget allocation from government.

5.3 Recommendations

Considering the research carried out the following recommendations have been made for considerations:

- The Government of Ghana need to increase the budget allocated to GTA to carry out its activities. The Assembly should continue conducting its Performance appraisal processes to ascertain its employee's effectiveness and efficiency to the various job roles assign to them. However, the appraisal should be fair and objective as possible. The certainty that the programme caters to the specific needs of its employees and that programme is in line with developments of the time.

- GTA needs to create a search-engine optimized website that includes local attractions, specific events and package deals. The authority can also generate a digital tourism guide, and a printed version you can send out upon request. Include enough specific information to help people make decisions.

- A local event (Festivals) held annually over a weekend or for a longer stretch, can bring visitors to Ghana. Event promotions are specifically good during the off season as a means to generate foreign exchange.

Also the media needs to be involved through the outline steps;

- Tourism awareness programs to the population at large.

- Press coverage and special campaigns to promote responsible tourism initiatives.

- Promotion of domestic tourism through familiarization trips and press reports on different destinations.
- Cooperate with Ghana Tourism Authority in marketing their provinces to the domestic market.
- Provide an important link to the national public relations efforts in overseas markets
- Staff of GTA needs to be educated on how communication can be a tool in promoting tourism. This can be done through training and awarding system. Employees who after their training and education performed well and were able to market various tourism sites to attract investors and visitors should be awarded. This would not only boost their moral and also encourage others to work hard.
- Furthermore, NGOs, particularly environmental and community based ones are expected to play a vital role in the development and spread of responsible tourism practices. They must assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism, attract funding from donor agencies to develop specific programs among communities and the tourism industry at large and lastly liaise between the private sector and communities to generate more community involvement in the tourism sector and stronger private sector commitment.

In conclusion, although staff of GTA may accept that communication plays a vital role in promoting tourism, the recommendations above are not exhaustive. This work is not in any way exhaustive. The findings and lessons are stepping stones towards a better understanding of the role communication plays in promoting tourism in Ghana which is one of the sectors that is rapidly expanding. The reality in practice may require more effort and further research.

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