

GHANA INSTITUTE OF JOURNALISM, GHANA

SCHOOL OF GRADUATE STUDIES AND RESEARCH (SOGSAR)

**THE ROLE OF PUBLIC RELATIONS IN PROMOTING TOURISM IN GHANA: A
STUDY OF GREATER ACCRA REGION**

VICTORIA OSEI PREMPEH

(MAPR 19081)

OCTOBER, 2020

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VICTORIA OSEI PREMPEH

(MAPR 19081)

**A THESIS SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A
MASTER OF ARTS DEGREE IN PUBLIC RELATIONS**

OCTOBER, 2020

DECLARATION

I, Victoria Osei Prempeh, the author of this study, the role of Public Relations in promoting tourism in Ghana, do hereby declare that except for the reference to other people's work which has been duly acknowledged, the work presented here is the result of my own effort for the award of a Master of Arts Degree Public Relations at the Ghana Institute of Journalism.

I also declare that this thesis, carried out under the supervision of Dr. Ike Tandoh, has neither in whole or in part been submitted to any institution for the award of any certificate.

.....

Victoria Osei Prempeh
(Student)

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Date

.....

Dr. Ike Tandoh
(Supervisor)

.....

Date

DEDICATION

I dedicate this project to God Almighty for his grace and mercies. I also dedicate it to the staff of Ghana Tourism Authority and 2019/2020 MAPR students of SoGSaR, upon the many time constraints, acknowledged the importance of undertaking this study and fully participated in it. You did it for the interest of the progress of Public Relations in Ghana.

And to my sons Adrian and Alvin, thank you for your support and understanding. For all the fun times we missed because of this project, I promise to make it up to you.

ACKNOWLEDGEMENTS

I am pleased to acknowledge the many people through whose invaluable contributions have led to the accomplishment of this thesis. I am highly indebted to Dr. Ike Tandoh, his guidance, scrutiny, intellectual assistance, provision of relevant documents to the study and interest in my academic progress has been very useful to the completion of this study. I am very grateful to his invaluable assistance.

ABSTRACT

The study seeks to indicate what the significance and primary pillar for building, developing and sustaining the image of Accra as an attractive destination for tourists. This exploratory study seeks to find out what the roles of Public Relations are in the tourism sector, using Accra as a case. A mixed methodology approach was used. Data was gathered through interviewing staff at the GTA and distributing of questionnaires to students. Analysis was done through content analysis and SPSS data package. The findings revealed that Public Relations has a major role to play in the promotion of tourism in Accra. However, more needs to be done to make the promotional function of the PR Office visible. PR at the GTA is applied to events through the creation of messages about the programme, advocacy and building beneficial relations. The department also engages with management, helps to brainstorm about events and ensure that the maximum impact of the programme is achieved. The study recommends that the GTA PR Department gets a social media manager to increase their social media presence, engage in timely feedback and to build a strong social media presence and relations.

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CHAPTER ONE

1.0 Introduction

One of the most effective means of promoting a country is represented by tourism. Many governments perceive tourism as an opportunity, especially for economic development, but, unfortunately, do not invest sufficiently in this project, in ensuring quality services or infrastructure and even less in elaborating a tourism strategy which, in such a situation, gains major relevance (Petrocivi, 2014). The informational offer should respond to questions such as “what is there worth seeing”, “what is it that tourists prefer”, “the most visited places”, “tourist attractions”, “entertainment opportunities”. To be efficient, this offer should equally address both the internal and external public, because the satisfaction and contentment of the internal public constitute “tangible” proofs for the external public. According to Mathieson and Wall, (2006, p.17) “tourism is both an economic and a social phenomenon that is an agent of change in these areas as well as for the environment. Tourism involves the tourists, the destination and its people, and the routes and means by which they are brought together”. This is the moment in which Public Relations should make their presence felt, offering efficient communication and promotion strategies related to tourist destinations. Public Relations represents a strategic form of communication, which focuses on gaining the audience’s understanding and acceptance, as well as on the process of building a good relation between an organization and the public. In the tourist sector, Public Relations are more than a necessity. The major challenge consists in identifying the most efficient ways of promoting tourist products, building a positive image, increasing the visibility of tourist destinations, in order to attract a significant number of tourists (Petrovici, 2014). This chapter of the study seeks to outline the background information on tourism and Public Relations in Ghana, to locate the gap in the literature and set objectives to undertake the study.

1.1 Background

1.1.1 Definition of Tourism

World Tourism Organization (2014) defines tourism as 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. In another way, 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; whereas 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 both he or she and the industry have on the host socio-cultural, economic and physical environment.

From the above definitions it can be realized that tourism involves travelling, thus travel to a place outside the traveller's usual place of abode and work. 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. For instance, 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 (Jones, 2015).

1.1.2 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 (Jones, 2015).

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 (UNWTO, 2013).

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 in 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.

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, 2014), 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, and so on.

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 positions it on the market which gives a competitive marketing advantage to the destination, tourism can inspire pride in a destination's heritage. Often, we forget the value of the things that surround us and only when we see through the eyes of tourist or visitor do, we revalue our culture. Ceremonies and rituals become jaded over time and can lose their appeal to local residents, tourism turns

to put new life into such ceremonies and makes them come alive once more (Cooper et al, 2005; 2008).

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, the 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.

1.1.3 Promotion of tourism

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) agrees 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).

1.1.4 Public Relations and Tourism

The literature defines Public Relations as a strategic form of communication, which focuses on obtaining the public's understanding and acceptance regarding the process of establishing a good relationship between an organization and the public, especially in terms of shaping reputation and communicating information (Gaither, 2008). Through the communication and promotion strategies which they develop, Public Relations facilitate the building of confidence-based connections between the various organizations and the many categories of public, creating interactive relationships between the various levels of society. The British Institute of Public Relations defines Public Relations as a "management reputation", given that Public Relations are focused on reputation – the result of what you do, what you say and what others say about. Therefore, the practice of Public Relations is the discipline which centers on reputation, with the purpose of gaining understanding, support and influence of

public opinion and behaviour (Petrovici, 2011). Public Relations represent a unique way of promoting the organization, its products or services, by building a higher visibility in the public space. The Public Relations activities imply conscious, planned and long-term efforts in building and maintaining relations of mutual trust and understating both with the public opinion as a whole and the different target groups (Kunczik, 2002). In this respect, Public Relations aims at building positive relations between an organization and its public, an organization and the environment, by means of a two-way communication (DiMeo, 2002).

In the tourism sector, Public Relations are more than a necessity. To meet the constant challenges, the Public Relations in the tourism sector should evolve towards turning into a management function, which should lead to responsible approach. The literature argues that the Public Relations represent the fifth “P” of a marketing strategy: product, price, place and promotion (Wilcox et al., 2009). According to specialists, cultivating Public Relations takes longer, but when they are actuated, they can contribute to promoting the company on the market (Kotler & Rackham, 2006). The major challenge consists in identifying the most efficient ways of promoting tourist products, building a positive image, increasing the visibility of tourist destinations, in order to attract a significant number of tourists. According to specialists, a tourist product may be approached from a global perspective, regarded like a unitary whole, respectively from an individual perspective, due to its intrinsic features, namely: unique elements, which individualize the product even more; location at the “source”, which means that tourism planning should occur only in areas with tourism potential (beach, mountains, mineral springs, thermal waters, historical monuments etc.); developed tourism infrastructure, respectively transportation, accommodation, food and entertainment units with specific equipment; a varied segmentation of consumers, with needs, tastes and different motivations (Gherasim, 1999; Petrocivi, 2014).

Public Relations may support the tourism sector, building a positive image and a favourable attitude towards the tourism product (Stăncioiu, 2000). The explanation lies in the fact that in the tourism sector, a favourable image creates motivation in making the decision to buy the tourism product. In this case, the final image appears like the result of a bidirectional process: from the offerer, who projects and transfers an official image, respectively from the potential tourist, who perceives that reality in a certain way, from the perspective of preferences, experiences or the information obtained from other reference sources, other than the official ones (Baud-Bovy & Lawson, 1977). Public Relations in tourism is a key element of the marketing mix, which resorts to “general influence tools” such as the relations with the media materialized in press tours, conferences on tourism, fairs and expositions, promotional activities, special events (Kotler, Rein & Haider, 2001). Creating a positive image which may mean respect and professionalism should constitute a reference point throughout this entire process, because Public Relations aim at “building” a favourable climate not only at the level of the tourism market, but also at the level of the entire ensemble, with all its internal and external components (Bucur-Sabo, 2006). The ongoing transmission of messages meant to inform consumers about tourism products, with the intention of developing a positive attitude towards the product and company, respectively to generate favourable changes in their consumption mentality and habits represent an instantiation of tourism promotion (Bucur-Sabo, 2006). From the perspective of Public Relations, this implies the management of the communication between the company and the target public, by means of constant and proper informing of the various categories of audiences (Grunig & Hunt, 1984). Materials for promoting tourism destinations include: magazines, brochures and tourist guides, which may contain information about certain events, characteristic of a certain area or scheduled activities (audio-visual presentations, expositions), rules of conduct for tourist safety; maps and information on tourist attractions; information centers in public spaces, parks, shops,

stations and restaurants; graphic boards placed on tourist tracks and in belvedere points (Henche, 2004). In their turn, interpreter guides also play an essential part by the accuracy and coherence of the information provided during tourist circuits. The promotion actions performed by Public Relations cannot be efficient without properly specialized and trained staff, which may provide quality services and meet the clients' expectations. In this case, Public Relations play a strategic part not only in attracting tourists to the various destinations, but also in maintaining their satisfaction after they arrive at the respective destinations. In coordinating these efforts, there may be engaged all the responsible factors, from local or regional tourism agencies to counselling authorities, organizations, local collectives, public authorities etc.

An internationally topical subject is the concept of responsible tourism. Responsible tourism is about taking responsibility, responding, taking action to address the social, economic and environmental issues of sustainability that arise in destinations (Goodwin, 2011). According to the Cape Town Declaration (2002, p.3-4), environmental concerns should be managed, "throughout the life cycle of tourist establishments and operations - including the planning and design phase"; the responsible tourism is defined as having a number of characteristics: minimising negative economic, environmental, and social impacts; generating greater economic benefits for local people and enhancing the well-being of host communities; involving local people in decisions that affect their lives and life chances; contributing to the conservations of natural and cultural heritage, to the maintenance of the world's diversity; providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; providing access for physically challenged people; being culturally sensitive, engenders respect between tourists and hosts, and building local pride and confidence.

Responsible tourism recognizes the diversity of the world's cultures and environments and encourages the positive interaction between the tourism industry, local communities and travelers" (Coppola, 2010, p.51). At the same time, responsible tourism offers an opportunity to connect with the people who create the holiday experience, stimulating the holidaymakers to talk about their experiences and to tell stories (Krippendorf, 1999). As King (2002, p.105-108) observes the travel is about "experiences, fulfilment and rejuvenation" rather than about "places and things" and that this lifestyle market is of increasing importance.

1.2 Statement of the Problem

A lot of studies have been conducted regarding the general practice and the application of Public Relations concepts and tools (Dramai, 2019; Harlow, 2014). There are a lot of guidebooks and articles that expatiate Public Relations and management in general. However, very little is known about Public Relations and the role it plays in tourism. As Ilievska (2018) argues, there is no scientific edition and literature which focuses particularly on the role of Public Relations on tourism. Though some studies in marketing and tourism have been conducted, they often treat Public Relations as part of the marketing and promotion strategies (Ilievska, 2018).

Communication is an integral part of any business and its survival. Communication strengthens the connection between a company and all of its stakeholders. Communication is the backbone of every organization, and acts as organizational blood. For any organization to be successful, communication must be effective. According to Goeldner and Ritchie (2006), the creation of special events is emerging as a competitive advantage for destinations in enhancing the image of the destinations.

However, despite this emergence, not much attention has been given to tourism in Ghana in terms of the role of Public Relations. Ghana, and Accra in particular, serves as host to events

such as National Chocolate Day, Emancipation and Panafest celebrations, Africa Choral Festival, World Tourism Day Celebrations and paragliding, among other events of international appeal namely Afrochela, Chalewote and Year of Return events (GTA, 2019).

It is worth to note that America has a vast literature on Public Relations yet not much is said about the relation Public Relation has with tourism. In general, the role of communication in the tourism sector (Jones, 2015) has been looked at in Ghana. Nothing is known specifically about Public Relations and tourism in Ghana. This study therefore seeks to contribute to the limited literature in the field by providing data on the role of Public Relations and tourism in Accra, the capital. The study seeks to indicate what the significance and primary pillar for building, developing and sustaining the image of Accra as an attractive destination for tourists.

1.3 Objectives of the Study

This exploratory study seeks to find out what the roles of Public Relations are in the tourism sector, using Accra as a case. To achieve this, the following objectives have been outlined:

1. To find out the role(s) of Public Relations in tourism
2. To ascertain the application of Public Relations in some tourism events in Accra
3. To outline the contributions of Public Relations to some tourism events in Accra

1.4 Research Questions

The objectives of the study have been translated into research questions, and they are as follows:

1. What is the role(s) of Public Relations in tourism?
2. How was Public Relations applied to some tourism events in Accra?

3. In what ways did Public Relations contribute to the success of some tourism events in Accra?

1.5 Significance of Study

Tourism is one of Ghana's largest and fastest growing industries and its importance to economic development is widely acknowledged. Today, more than one billion tourists travel to international destinations every year, Ghana inclusive. These billion tourists have made tourism a leading economic sector contributing 10% of global GDP and 6% of the world's total exports (Jones, 2015). This research is mainly to investigate the role of Public Relations in the promotion of tourism events in Accra. Since it is an exploratory study, it contributes a great deal of literature for future studies that would approach study Public Relations and tourism in Ghana. It also serves as a sealant for the lacuna existing in the field. To the general body of tourism in Ghana, the study outlines a new approach to the understanding and practice of tourism. The study gives the sector another approach to increase visibility and attract the ability of tourism destinations in the country.

1.6 Organization of the study

This study is made up of five chapters. The first chapter deals with the introduction. It deals with the introduction, the background of the study, the objectives of the study, the significance of the study, research questions and organization of the study. The second chapter deals with the review of the relevant literature as well as the theoretical review/framework. Chapter three discusses the methodology. It begins with an introduction, research methods, sampling approach, target sample method, data collection method will be achieved through conducting investigations via semi structured interviews and observation to identify the role of communication in the promotion of paragliding data analysis, ethical consideration challenges encountered and conclusion. The fourth chapter will consider analysis and

discussions. These would also include the interpretation of data. The final chapter will conclude the discussions and make recommendations where necessary. This chapter also looks at areas for further research.

1.7 Summary

The chapter has given the background literature on public relations and tourism in general. The lacuna within the area has been identified and objectives set to fill in the gap. The importance of the study has also been outlined. The next chapter delves into the review of the concepts of the study.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

The literature review seeks to provide the context for the study by presenting the concepts of Public Relations and tourism. This section highlights the definition of tourism and issues comprising the promotion of tourism through Public Relations. Because of the limited Public Relations' body of knowledge about tourism in Ghana, the dissertation examined the construct from a multidisciplinary perspective. Empirical reviews were also conducted within Public Relations and publicity, where the issues of social media and Public Relations in the promotion of tourism in Ghana are concerned. The study did not engage in theoretical

reviews because there is a lack of association between theory and practice in Public Relations in the tourism industry. On the one hand, the theory, models and concepts of Public Relations have neither been developed nor applied in this industry (L'Etang, 2006), which continues to be conceptually dominated by marketing. On the other hand, Public Relations activities are prevalent in the practices of the industry: public relations are the predominant activity in promotion and communication in the tourism industry. This lack of association is perpetuated because the model of tourism marketing which pioneered the industry's promotional activities and is still prevalent today, appropriates the Public Relations function and subordinates it to marketing. This situation is due to the fact that experts in the field have yet to make a clear distinction between the different areas of communicative disciplines (Huertas, 2018).

2.1 Concept of Public Relations

Public Relations, according to Theaker (2004), are quite challenging to define as it draws on concepts and practices from several distinct arenas including management, media, communication and psychology. In Wilcox, Cameron, Ault and Agee's work (as cited in Theaker, 2004), Public Relations was defined as a separate management role which aids the establishment and maintenance of mutual communication channels, acceptance, concurrence and co-operation between an organisation and its publics. Public Relations (PR) is seen as encompassing crisis management, keeping abreast with and better responding to public trends and opinions. It also emphasises the need for management to keep the public interests at heart, using research and ethical communication techniques as key aids.

Freitag and Stokes (2009) note that in defining Public Relations, three components become apparent. The first component is that of management and leadership; practitioners having access to top management and acting as though they were managers themselves. Stated another way, practitioners must have the support of top management, and Public Relations

efforts must conform to corporate goals. The second component involves practitioners who must execute Public Relations responsibilities as well as keep in touch with the organisation's key publics. The final component includes the fundamental and practical competences of designing, conducting and analysing both qualitative and quantitative research.

The foregoing perspectives demonstrate the essence of Public Relations to organisations in their attempt to establish, maintain and enhance relationships with key publics. However, as new forms of communication develop and old forms evolve – especially with respect to the internet and social media – Public Relations practice seems to be headed for change (Antwi and Quainoo, 2015; pg.2)

Public Relations can be defined as the “management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends” (Cutlip, Center, & Broom, 1985, p. 4). The term *relationship* in Public Relations scholarship is defined as “the state which exists between an organization and its key publics in which the actions of either entity impact the economic, social, political and/or cultural well-being of the other entity” (Ledingham & Bruning, 1998, p. 62). There are five major Public Relations disciplines: financial PR, consumer PR, crisis communication, government PR, and internal PR (IPR, 2012).

Public Relations on the other hand is seen by Lattimore et al (2004) as a leadership and management role that aids the realisation of organisational goals, definition of corporate philosophy as well as the facilitation of organisational change. In essence, Public Relations ensure that the communication with both internal and external publics to ensure continuous harmony between organisational objectives and public expectation. Public Relations practitioners formulate, implement and evaluate strategies that enhance positive relationships and favourable image with their key publics or stakeholders of the organization.

The above understandings of Public Relations indicate the numerous definitions of the concept. However, looking at the tourism industry, it can be defined as an aspect of management science that is essential to the growth and promotion of tourism business, other business and non-business sectors of the economy. Modern Public Relations function as a catalyst that engineers the promotion of tourism as an environmental social programme. By means of definition, one of the most outstanding definitions is the Mexican statement of 1978 which refers to Public Relations as the art and science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programmes of action which will serve both the organization and the public interest (Benson-Eluwa, 1999). Public Relations is the systematized function that evaluates public attitudes and behaviour, harmonizes the goals, policies and procedure of an individual or organization with the public interest and executes a programme of action to earn public understanding, acceptance and supportive behaviour (Center, Jackson, Smith & Stanberry, 2008). Public Relations could be referred to as a process by which organizations establish positive relationship that leads to positive behaviour (Neliaku, 2011).

Public Relations can fine tune and forge tourism relationship with distinct and relevant stakeholders who are capable to build and sustain strong socio-economic bridges that will propel tourism understanding and initiative to bring about positive changes in the standard of living of the people.

2.2 Concept of Tourism

There is no consensus concerning the definition of tourism and the concept is therefore defined differently by each person and institution, thereby making the phenomenon of tourism quite complex (Lickorish et al, 1991, Cooper et al, 1998). However, some of the basic concepts or terms related to tourism include leisure, entertainment, hospitality and

recreation. According to White (2010), tourism is a technical concept measured by the available statistics of visitor movements and expenditure (*Demand*- package holidays, accommodation, food and drink, local and international transport, shopping, recreation, culture and sporting activities among others) and estimates of the number of a wide range of visitor facilities (*Supply*- establishments that produce the goods or services -passenger transport, accommodation facilities, travel agencies and country specific tourism goods and services- that tourism consumes). Tourism is defined by the United Nations World Tourism Organization (WTO, 1995) as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes for less than a year. It is also important to note that not all travel can be identified as tourism. McIntosh and Goeldner (1986) defines tourism as “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.” The phenomenon involves a *displacement* outside the usual environment (domestic or international travel); *type of purpose*, that is, the trip must occur for any purpose other than wage-earning in the place visited; and a maximal *duration* of 12 months, however, tourism displacement can be with or without an overnight stay (Bonarou, 2011).

2.2.1 Potential Benefits of Tourism

Tourism is a major economic activity which is highly competitive: a major employer, and one of the world’s fastest-growing industries. Tourism can bring renewed pride in cultures and crafts; conserve heritage and historic buildings as well as help to conserve natural resources (such as wildlife, forests, waterfalls and many others) of any given region. The arts and crafts of the Eskimo and the Balinese have been revived by tourism (Lickorish, 1991). Most

importantly, the economic benefits serve as the main driving force for tourism promotion. Tourism is a major element of the service sector which is responsible for about 40% and 65% of GDP in developing and developed countries respectively (Cooper et al, 1998). In 2010, 940 million people were recorded as arriving in a country from abroad because of tourism and this amounted to about \$919 billion dollars (UNWTO, 2011). Tourists spend their money on a wide variety of goods and services-accommodation, food and beverage, transport, communications, entertainment services, retail outlets etcetera. (Cooper et al, 1998).

Cooper et al (1998) assesses the cascading effect of tourist expenditure throughout the host economy at three different levels - the direct, indirect and induced levels. The direct level involves tourists spending money in tourist establishments, such as hotels, restaurants, and taxis etcetera. The establishments that directly receive the tourist expenditure purchases goods and services from other sectors within the local economy-for instance, hotels purchase the services of builders, carpenters, food and beverage suppliers, electricity and water etcetera. The suppliers to these establishments will also need to source goods and services from others establishments within the local economy and thus the process continues. The generation of economic activity brought about by these subsequent rounds of expenditure is what is known as indirect effect. During the direct and indirect rounds of expenditure, local residents attain income in the form of wages, salaries, profits and interest, which will in part be re-spent in the local economy on goods and services, ultimately engendering further rounds of economic activity. Despite these potential benefits, there can be disadvantages of tourism industry as well. The production of tourist goods and services requires the commitment of resources that could have otherwise being used for alternative purposes. Cooper et al (1998) provides an illustration of a tourism resort which may involve the migration of labour from rural to urban areas – which may lead to the former losing a productive unit of labour and the latter implying additional pressure on social amenities such

as health, education, housing and other public services. For many countries, tourism is the single most important activity in its economy (Lickorish, 1991).

2.3 Ghana as a Tourist Destination

Tourism is the fourth largest foreign exchange earner and a significant contributor to economic growth and development in Ghana (Frimpong-Bonsu, 2015). In 2015, the direct contribution of the Travel & Tourism industry to Ghana’s GDP was US\$ 7265 billion, which represents 3.3% of total GDP (Jumia travel, 2015). The direct contribution measures spending by services that cater to domestic and international tourists. These services include accommodation, food and beverage, transportation, culture, sports and recreation as well as retail trade. The total contribution of tourism to the economy is much larger when the Travel & Tourism industry’s expenditures on investments, government taxes, materials, labour, energy, etc., are included (Frimpong-Bonsu, 2015). In 2015, total contribution of Travel & Tourism to Ghana’s economy was US\$ 2.7 billion, representing 7.8% of the GDP (Jumia travel, 2015). Travel & Tourism generated 292,000 jobs directly in 2015 (2.6% of total employment), and the total contribution was 6.5% of total employment (7116, 500 jobs) (Jumia travel, 2015; WTTC, 2016).

International tourist arrivals and receipts have been increasing substantially since 1991 except for a slight dip in arrivals in 2005. According to the Ghana Tourism Authority (GTA), the country recorded a 15.5% increase in international tourist arrivals between 2009 and 2011 (Dogbevi, 2012).

Table 1: International Tourist Arrivals in Ghana

Year	Arrivals	Receipts (US\$)
-------------	-----------------	------------------------

1995	286,000	30mn
2000	399,000	357mn
2005	429,000	867mn
2010	931,000	706mn
2014	1,090,000	1.027bn

Source: Author's construct based on data from the World Bank (2016).

The main overseas sources of international tourists are the United States of America (USA), the United Kingdom (UK), Germany, France, the Netherlands, Canada, Switzerland, Italy, China, India and Lebanon. Based on African countries, sources of foreign tourists include Côte d'Ivoire, Nigeria, Togo, Burkina Faso, Liberia, Sierra Leone and South Africa (IDC, 2012). The figures show that tourists in the ECOWAS sub-region accounted for the largest share. The importance of regional sources, as indicated by these figures, implies that policies towards improving the number of tourist arrivals must give attention to regional incentives (B.O.G, 2007). In contrast to tourism arrivals in Ghana, popular African destinations receive large numbers of visitors as highlighted in the statistics provided by the World Bank (2016) for tourism in 2014.

There is significant activity in the air transport subsector. Kotoka International Airport (KIA) remains the only airport in Ghana for international flights, and is currently serviced by most major airlines including KLM Royal Dutch Airlines, Ethiopian Airlines, Air Namibia, Lufthansa, Emirates, Delta Airlines and British Airways (ChinaGoAbroad, 2016; Frimpong-Bonsu, 2015).

2.4 Public Relations and Tourism Demand

Along with the growing economic importance of international tourism, governments have made a considerable effort through NTOs to market their country in the international travel market (Webster & Ivanov, 2007).

The goal of NTOs is to generate greater demand for their destinations; this destination promotion takes many forms, including advertising, direct marketing, sales promotion, personal selling, and public relations (Dore & Crouch, 2003). These strategies provide tourists with information on a particular destination and substantially affect their destination choice, especially when tourists have insufficient knowledge regarding that destination (Kulendran & Dwyer, 2009; Lourens, 2007).

Among the strategies, Public Relations is defined as a strategic communication process that builds mutually beneficial relationships between organizations and their publics (Public Relations Society of America, 2015). Public Relations includes press relations, publications, corporate communications, events, and community relations (Kotler et al., 2014; Presenza, Sheehan, & Ritchie, 2005). According to the framing theory, Public Relations involves attribute framing by emphasizing characteristics of products or services in communication (Hallahan, 1999). Public Relations can influence consumer decisions because this attribute framing attracts consumer attention to or refocuses attention on the objects' specific aspects described (Kim, 2015). In the tourism context, Public Relations has been an important destination promotion strategy (Hanusch, 2012) that communicates destination information and stimulates consumer preference (Dore & Crouch, 2003). Public relations activities include the development of press releases and press kits and the provision of locations and financial incentives to filmmakers and television producers.

However, these public Relations activities are hardly involved in how promoted destinations are depicted in the media and when the public can access these media products. Because of these characteristics, tourists believe that Public Relations is a communication channel which

cannot be controlled by tourism stakeholders and that it produces relatively unbiased tourism information (Lahav & Avraham, 2008). For instance, destination information produced by the media, which is frequently used in Public Relations activities, is perceived as more credible and thus more persuasive than advertised information (Loda & Coleman, 2005). These perceptions lead Public Relations efforts to be translated into practical outcomes. Lee and Yoon (2010) investigated the relationship between country-level Public Relations and economic performances, including tourist arrivals using Public Relations contracts that foreign governments made with Public Relations agencies in the US and the contracts' dollar value. The results showed that the number of Public Relations contracts was significantly correlated with the number of US tourists to the promoted country.

2.5 Public Relations and Publicity

Publicity is defined as “the task of securing editorial and news space in print and broadcast media to promote a product or a service” (Kotler et al., 2014, p. 406). Publicity has been widely used in various Public Relation activities including press relations and events (Kotler et al., 2014).

According to the agenda building theory, Public Relations activities are an integral part of determining topics of interest in the media (media agenda building) by providing content for news stories (Kiouisis, Laskin, & Kim, 2011). For example, organizations issue press releases, have press conferences, or perform special ceremonies for new products to provide media with information of promoted products so that the products gain publicity. As the role of Public Relations in the agenda building process becomes critical, Public Relations' contribution to publicity is growing (Lahav, Mansfeld, & Avraham, 2013). Zawawi (2001) reported that 37% of news articles in three Australian newspapers were the result of Public Relations activities and that 31% of news stories were written using information from press releases. According to Sallot and Johnson (2006), 44% of news stories in the US were

developed based on Public Relations materials. The influence of Public Relations on travel journalism has also increased in terms of stories covered by the media and the affective tone of the stories (Lahav & Avraham, 2008). For instance, to induce journalists to portray destinations positively, NTOs may provide travel information and marketing guides for destinations and offer Public Relations programs for journalists such as free trips to target destinations (Dore & Crouch, 2003; Hanusch, 2012). Accordingly, the relationship between Public Relations and publicity could be an important link that describes how Public Relations influences tourism demand.

In investigating the role of Public Relations in creating favorable publicity for destinations, publicity can be understood in terms of media salience – that is, media awareness, concern, and importance (Kioussis, 2004). Media salience has three components: attention, prominence, and valence (Kioussis, 2004; McCombs, 2005). Attention, the most common indicator of media salience, is defined as the total volume of news stories that cover a topic of interest (Lee & Yoon, 2010). This aspect highlights not only the relative importance of a given topic in the media agenda, but also how the trend in media awareness of the topic changes over time (Lee & Carroll, 2011). Lahav et al. (2013) investigated the relationship between media attention and Public Relations in Israel and found that the Public Relations increased news space devoted to rural and urban tourism. They also found that whereas news space for rural tourism was primarily affected by Public Relations professionals employed by public organizations, news space for urban tourism was related to Public Relations activities in the private sector.

Another component of media salience is prominence, which refers to where news stories are located within the media (Lee, 2007). Prominence and attention are occasionally combined as visibility, but prominence is different from attention in that prominence focuses on the position of a news story within a particular media format's "structural and presentational

elements” (Watts, Mazza, & Snyder, 1993, p. 414) – for example, the lead story on the evening news, or page 1 of a newspaper (Kiouisis, 2004; Lee & Carroll, 2011). Lee (2007) empirically examined the effect of countries’ Public Relations spending on the prominence of news stories in major US newspapers and television networks.

The results showed that their spending significantly affected the prominence of news stories about the promoted country. The last component of media salience is valence, which refers to the affective element or overall tone of news stories on a given topic (Kiouisis, 2004). According to Lopez-Escobar, Llamas, McCombs, and Lennon (1998) and Manheim and Albritton (1984), Public Relations influences how topics of interest are described in the media (salience of topics’ attributes), as well as which topics are covered (salience of topics). The valence of news stories shows topics’ affective attributes (Ragas & Tran, 2013). Kiouisis and Wu (2008) explored the relationship between foreign countries’ Public Relations in the US, US media, and US public perceptions of the countries. They found that Public Relations significantly affected the valence of the news stories.

2.6 Publicity and Tourism Demand

It has often been pointed out in the tourism literature that tourists generally form their mental image of a destination first through the media – news stories, movies, and books – all of which are non-travel-advertising sources (Hanusch, 2010). Among these sources, news stories are critical in shaping tourist awareness and perception of foreign destinations because news media are a primary channel used to glean information about foreign countries (Fürsich & Kavoori, 2001; Wanta, Golan, & Lee, 2004). Moreover, destination information obtained from the media is perceived as more credible and acceptable than that which comes from

advertising (Loda, Norman, & Backman, 2007). The perceived credibility and acceptability of media information increase the importance of media in the promotion of destination images (Morgan & Pritchard, 2005) which in turn influence consumer visit intention and intention to recommend destinations (Nadeau, Heslop, O'Reilly, & Luk, 2008).

NTOs have, therefore, designed and implemented Public Relations activities to disseminate news stories featuring their destination, thus increasing consumers' exposure to positive information about the destination (Dore & Crouch, 2003). The visibility of destination information through publicity can affect destination decisions in two ways. First, destination familiarity can increase tourist visits. Familiarity – defined as the degree to which one has knowledge of a product – is achieved through direct and indirect experiences with the product (Seo, Kim, Oh, & Yun, 2013). In the tourism context, Baloglu (2001) described indirect product experiences as the acquisition of destination information, which leads to informational familiarity. Specifically, as tourists acquire more information about tourist destinations, they become familiar with the destinations (Baloglu, 2001; Lepp & Gibson, 2003).

Tourists who become familiar with a destination are likely to have a positive image of the destination and perceive less risk from it, which increases their likelihood to visit (Lepp & Gibson, 2003; Molina, Gómez, & Martín- Consuegra, 2010). Accordingly, tourists' destination selection tends to depend on the amount of information that they acquire about the destination. This familiarity effect supports the relationship between tourism demand and media attention, a measure of the amount of destination information. Second, the attention-grabbing view can be applied to the relationship between tourism demand and media prominence. A tourist utilizes the limited amount of attention at any given time (Hsieh & Chen, 2011). Consumers are likely to choose products that grab their attention, while they

ignore products that fail to attract attention (Barber & Odean, 2008). The questions that arise are, what is Accra offering to tourists? What information is needed about Accra to make Public Relations use to woo tourists? When tourists have enough data about Accra on hotels, security, tourism sites? It is easier to use PR to promote Accra's tourism. In this respect, news stories of a destination well positioned in the media may increase the likelihood that the stories catch tourists' attention and further affect their destination decisions.

The effect of media valence on tourism demand is straightforward. The favorable publicity of a promoted destination resulting from Public Relations efforts leads to more tourist visits to the destination because it creates positively perceived images of the destination, reinforcing existing positive images and/or neutralizing negative images (Day et al., 2012). Jain and Winner (2013) investigated the relationship between US tourism demand for 30 foreign countries and news stories (and their valence) on those countries in the US news media. The findings showed that the media's attention and positive tone were correlated to US tourism demand for the countries. However, to the best of the authors' knowledge, no study has simultaneously investigated the relationship between the three aspects of publicity and tourism demand.

2.7 Using Social Media for Public Relations in Tourism

Hotels use social media to introduce their products and services, for Public Relations, to keep in touch with tourists, to get feedback on their satisfaction or complaints, to announce their promotions, special offers and exclusive events. The hotels that are members of such social networking websites as Facebook, Twitter, Instagram and YouTube can reach their consumers without needing an extra equipment or software. The virtual communities, organized by members of social networking websites, can be a target population, easy to reach by tourism companies (Kasavana et.al., 2010).

Hotels, airline companies and other segments of billion-dollar travel industry use social media more and more for their Public Relations and increase their brand recognition. Airline companies broadcast introductory films on YouTube and offer reasonable flight prices over social networking websites such as Loopt. Social media can be used at every stage of travelling. A travelling person can do anything over the Internet from booking to choosing restaurants to eat (<http://www.turizmanaliz.com/>).

One of the best examples here is Marriott Chain Hotels. Marriott Chain Hotels prepared a page named Marriott Courtyard Facebook in order to keep in touch with its customers. Such five-star hotels as Hyatt and Hilton have an increasing number of followers on Twitter. A chef in the Ritz-Carlton Hotel in Washington get in touch with his customers on Twitter, ask them what they wish to see in the menu this season or which special dishes they would like to have on specific days. And even he organizes contests, offering free dinners to the winners in the end (<http://www.turizmanaliz.com/>).

It is emphasized by experts that tourism companies may accomplish some of their objectives by using social media. Laboy and Torchio (2007) state that there will be significant gains for tourism companies in terms of Public Relations if they can really accomplish these objectives. These objectives are as follows:

Prestige follow-up and management: Tourism consumers comment on brands, destinations, companies, products and services through blogs, forums, comment websites and other social media platforms. Tourism companies can track down these comments and manage their prestige (Laboy & Torchio, 2007). For example, TripAdvisor consume comment website is established on the idea that consumers can rely on the comments of other consumers when making their travel plans (Miguens et.al., 2008). There are more than 45 million comments on travel in TripAdvisor, all made by tourism consumers all over the world (TripAdvisor, 2011).

Brand Reinforcement, Brand Awareness and Customer Acquisition: In social media platforms, tourism consumers organize blogs, make recommendations, prepare a list of places they wish to visit during their travel and download photographs to share with other tourism consumers. For example, in Yahoo Travel website (www.travel.yahoo.com), tourism consumers prepare their travel plans by selecting destinations they wish to go, hotels they wish to stay, the car they wish to rent and products or services they wish to have, etc. In Yahoo Travel, tourism consumers can contact with official websites of tourism companies via hyperlinks and let tourism companies gain new customers. Becoming aware of brands over social media and gathering information about them by tourism consumers increase brand awareness and brand reinforcement (Laboy and Torchio, 2007).

Customer Engagement, Customer Services and Customer Profiling: In social media platforms, customer services enabled by Web 2.0 technologies are applied. These include continuously updated local activity calendars of destinations, price comparisons among hotels, experiencing of destinations visually in 360°, and similar services. Tourism companies create profiles for with consumers (Laboy and Torchio, 2007). It is only possible for companies to present their ethical applications besides their quality standards in order to get a higher competitive advantage in travel and tourism sector (Beeton, 2006).

One of the most important problems to face with while organizing operations of Public Relations in tourism sector is disobeying ethical principles. The drawbacks of information shared in social media websites indicate the fact that the comments are highly subjective and the service quality perceived by persons can change from one person to another. Customer satisfaction is fundamental for tourism companies and any unethical application may give them irreparable damages. It is very important to internalize these ethical codes by tourism companies and their partners and to adopt it as a management style.

2.8 Dependency Theory

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

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

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

the developed countries to perpetuate the dependency of the developing countries. Instead of reducing the existing socio-economic regional disparities within the developing countries, tourism reinforces them through its enclave's structure and its orientation along traditional structures (Oppermann, 1993: 411).

Appropriating the theory to the study, one realizes that the dependency theory contributes to the GTA preserving certain tourist's sites in Accra without improving on them. It has also led to the cost of tourism in the country expensive for the locals since the tourism sites concentrate on foreign visitors. As such, they charge fees that the locals cannot pay. This decreases participation and others losing interest in Accra's tourism.

2.8 Summary

The chapter has reviewed the theoretical and conceptual issues of the study. All the various concepts have been empirically reviewed. Tourism in Accra needs to be relatively cheap for Ghanaians to participate in it. The next chapter discusses the methodology of the study.

CHAPTER THREE RESEARCH METHODOLOGY

3.0 Introduction

The main purpose of this chapter is to explain the research methodology and procedures for data collection. Every empirical research utilizes a certain methodology for the purposes of data collection (Babbie, 2009). According to Babbie and Mouton (2001), research methodology entails the research process and the kind of tools and procedures to be used.

Therefore, the chapter begins by explaining the purpose of the study, and connecting it with the appropriate research methods. This is followed by the research design, population, sampling as well as the data collection instruments. The appropriate methodology helped to achieve the objectives of the study. The objectives set were:

1. To find out the role(s) of Public Relations in tourism
2. To ascertain the application of Public Relations in some tourism events in Accra
3. To outline the contributions of Public Relations to some tourism events in Accra

3.1 Research Paradigm

A paradigm is a set of values, beliefs, ethics, rules, assumptions and philosophies held by a community of social groups, religious groups, individuals and the social world. This study is undertaken within the world of the general paradigms of positivism and interpretivism. Under positivism, the positive stage — which posits that the understanding and explanation of behaviour are done through observation and reasoning. The research philosophy of the positivists is employed for the thematic analysis. To this, positivists believe that the purpose of research is to provide scientific explanation of reality which leads to the control, prediction and alteration of social behaviours. Hence, a survey was conducted to find out objective one of the study.

The interpretivism in social science was originated from the works of sociologist Max Weber (1864 - 1920) and philosopher William Dilthey (1833 - 1911). Its main view is that it is necessary to have subjective meanings of social actions. This paradigm is used for the data gathering tools and analysis of the results emanating from the interviews that are conducted for the staff of Ghana Tourism Authority. The philosophy employed here is the research philosophy which interpretivists believe that the reasons for acting in certain ways can be interpreted and understood through research. Research leads to the acquisition of subjective

meanings of social actions. It also reveals the social contexts of the actions of the actors involved. This approach is used for objectives two and three.

3.2 Research Design

In research design, the study provides the method and the guidelines that outline the selection process involved in getting the respondents, how data is gathered and what will be put in place for analyzing the findings derived from the data (Babbie, 2009). This study adopted a mixed-method approach as its research design. Thus, a combination of quantitative and qualitative research methods was used for this study. Creswell (2003) advances the view that using the mixed method in a study helps limit the weaknesses inherent in any single method. Therefore, the triangulated research approach was employed for this study to generate rich data from multiple sources, which are both quantitative and qualitative types. The researcher was interested in presenting both employees' views and managements' understanding of social media and how it impacts the organization. The specific quantitative and qualitative research methods used for this study were surveys and in-depth interviews respectively. The mixed-method approach was important because this study required a survey of the thoughts of Public Relations students on how to appropriate Public Relations in the promotion of tourism in Accra, while the in-depth interviews were necessary for exploring in detail how Public Relations was applied to certain events in Accra and to outline the outcomes of Public Relations contribution to those events.

3.2.1 Survey

Goodwin (2002) defines a survey as a method that describes, explains, and predicts the behaviour, perception, and attitude of respondents after posing a series of questions about a particular topic. According to Creswell (2003), a survey provides a quantitative or numeric

description of trends, attitudes, or opinions of a population by studying a sample of a population. The survey is a popular research method because of its many benefits. Surveys are easy to administer, relatively quick, and convenient to analyze (Wimmer & Dominick, 2011). Participants for the survey were MA Public Relations students of the Ghana Institute of Journalism. The survey helped establish how Public Relations can be applied to promote tourism in Accra. The aim was to juxtapose responses from the students through the survey and the findings from the interview to identify similarities and differences in responses.

3.2.2 In-Depth Interview

An interview is “a purposive conversation to elicit a response, information or answers to an issue” (Wimmer & Dominick, 2011, p.135). Bryman (2001) posited that interviews aid the understanding and explanation of the meaning of occurrences and phenomena from the participants’ perspective. Lindlof and Taylor (2002) asserted:

Qualitative interviews are sometimes called conversation with a purpose and in-depth interviews are particularly well suited to understand the social actor’s experience and perspective. The researchers usually select persons for interviews only if their experience and knowledge are central to the research problem in some way (p. 173).

This study used in-depth interviews because it enabled the researcher to understand the respondents’ experiences and perspectives. The interviews were conducted with the directors of Public Relations at the Ghana Tourism Authority (GTA). The outcome of the interview would be expected to help identify the specific roles and outcomes of Public Relations in promoting tourism in Accra.

3.3 Population of the Study

The population of a research study according to Polit and Hungler (1999) refers to the entire group from which respondents are selected. This also implies the demographics of the group. This was accentuated by Wimmer and Dominick (2011) that the ‘population refers to all subjects and variables in the study area’ (p. 56). The population for this study was MA Public Relations students of the Ghana Institute of Journalism and that of the Public Relations Department of the GTA.

3.4 Sample Technique and Sample Size

The sampling frame is the list of all items in the researcher’s population. This is achieved when the population is operationalized by developing a specific list that closely approximates all the elements in the population into a smaller unit for analysis (Atawura, 2015). It is tedious to study a whole population, especially when that population is very large in number and heterogeneous in nature. Hence, it is imperative to select an aspect of the population to study. A sample is derived from the population. In other words, the sample is a subset of the population and it involves the aggregated participants or respondents in the study. In sampling, two general methods are employed. These are probability and non-probability sampling methods. Probability sampling gives all the elements in the population more than a zero percent chance of being selected to be part of the sample. This can be calculated using mathematical probabilities and other software such as system survey to compute the sample (Wimmer & Dominick, 2011). On the other hand, non-probability sampling refers to the sampling method where some elements do not stand any chance of being included in the selection process. Also, the probability of selecting one element cannot be mathematically determined.

The purposive sampling method was used to select respondents for the interview. Purposive sampling, a non-probability sampling technique which deliberately selects respondents and

subjects who are capable of giving the required information (Wimmer & Dominck, 2011), was used to select the interviewees. The two (2) officers were purposively sampled due to their unique positions and significance to the study.

On the quantitative aspect, the probability sampling was used. The study employs the strata and simple random sampling techniques. The Public Relations students are grouped into two strata, weekend and regular. In each strata, a simple random sampling was used to select ten (70) students. This made a total of one hundred and forty (140) students for both strata. Due to COVID-19, google forms were sent to the classrooms of the classes.

3.5 Data Collection Methods and Procedure

Corbetta (2003) opines that semi-structured interviews give the interviewer more freedom to pursue hunches and can improvise questions. Data collection tool employed in this qualitative study was a semi-structured interview guide. The researcher booked appointments with the respondents through the assistance of the School of Graduate Studies and Research (SoGSaR), Ghana Institute of Journalism. The researcher self-conducted the interviews and recorded the interviews on a voice note using a smartphone with the permission of the respondents.

An interview guide was drafted and upon acceptance from the supervisor, an introductory letter from the School of Graduate Studies and Research was written to the Ghana Tourism Authority to inform GTA about the study. This was to formally inform GTA and to familiarize them with the gatekeepers at GTA. This enabled the researcher to have access to GTA and to interview the selected individuals. After the letter was sent, date and time were scheduled for the interviews. On the day of the interviews, I cross-checked my recorder and got my interview guide and any other thing that would be needed. I ensured I had checked the batteries of the recorder. The interview guide contained nine sets of questions. The first five

were on how Public Relations has been applied to some tourism events in Accra. The next four questions discussed ways in which Public Relations contributes to the success of some tourism events in Accra. Because the interview was semi-structured, other follow-up questions were asked along the line. In all, the interviews lasted for 38 min, 43 seconds.

For the quantitative, the instrument used was the questionnaire. “A questionnaire is a series of questions asked to individuals to obtain useful information about a given research topic” (Costantine, 2013, p.14). Mostly, questionnaires are used for studies that require quantitative research designs since they can be controlled and easily managed for analysis (Delpont & Roestenburg, 2011). The questionnaire contained ten questions. The questions seek to find out the role of Public Relations in tourism from the public’s perspective. The questionnaire was designed using the Likert Scale format to determine the level of agreement within the responses and to show the extent to which the students agreed to or otherwise to the provided statements. The questionnaire was administered using Google Forms through their e-mails. The retrieved questionnaires were ninety-three (93). This ensured that the selected sample gets the information directly from the researcher. The distribution and gathering of data took two weeks with a daily reminder of participants to respond to the mail.

3.6 Data Analysis Method

The voice notes of the interviews were transcribed using the services of a professional transcriber. This was to ensure words were exactly captured and to take away interviewer biases or inputs. Data from the interviews were analyzed using content analysis to discover how and how Public Relations contributes to tourism events in Accra. To begin the process, I employed the use of Qualitative Content Analysis of the interviews obtained. Qualitative Content Analysis, also known as Latent Content Analysis of Ethnographic Content Analysis

(Julien, 2008), caters to the object of analysis, that is, all kinds of recorded communication (social media visual contents, protocols of observations, and documents).

Bowen (2009) sheds more light by admitting that the content analysis technique was best suitable for examining data collated through the analysis of documents. And documents obtained from the data were in the form of transcribed interviews. These messages were then sorted out into different categories according to the objectives of the study (Rosenberry & Vicker, 2009).

A close reading of the text was done. The dominant issues identified were collapsed into themes, and the themes were used for the analysis.

To minimize the study being subjective and biased, the researcher bracketed herself during the investigation. Bracketing, according to Bertelsen (2005), involves the researcher creating a distance from previously held assumptions or theories and basing interpretations solely on immediate insight into the phenomenon itself. In interpreting the findings and discussing the data, I drew meanings based on the theories used for the research, and direct quotations were used to support the various findings from the research and to help analyze effectively.

To the quantitative aspect, the data gathered from the surveys were analyzed using the Statistical Package for the Social Scientist (SPSS) software. The responses are presented using simple frequency and percentage distribution tables.

3.7 Purpose of Research

The purpose of research has been divided into three; exploration, description, and explanation (Babbie, 2008). The exact research purpose to be employed in a study is dependent on the aims and objectives of the research. For the descriptive studies, Wimmer and Dominick (2011) explain that they can be employed when one wants to measure and test people's

opinions and perceptions they hold about a person, a situation, or attitudes. Explanatory research studies look at establishing a causal relationship between two or more variables (Saunders, Lewis & Thornhill, 2000).

Based on the research problem and objectives of the current study, which sought to explore the impact of social media on organizational performance, the descriptive and exploratory approaches to research were adopted. Descriptive studies are appropriately studied quantitatively while exploratory studies are conducted qualitatively. This indicates that the study adopted both quantitative and qualitative research methods.

3.8 Validity and Reliability of Data Collection Instrument

Creswell (2003) argues that an important thing in research is the test for validity and reliability standards. To ensure this happens, the research instruments for the study were made to reflect the inputs of the project supervisor and other peer reviewers. The essential changes to the basic research work were conducted in consultation with the supervisor. Adding to that, a pilot test was conducted for the study. This helped to test the efficacy of the questionnaires and interview guides before distributing them.

3.9 Ethical Considerations

A number of ethical considerations were put in place to make sure the study conforms to the internationally accepted ethical standards. Not only that, the study was to be conducted with strict adherence to ethical guidelines in line with the School of Graduate Studies and Research. For Blumler (2009, p. 84), ethical considerations in research inform the positions of the general conduct 'concerning confidentiality, consent to participate, anonymity of respondents as well as privacy'. He also argued that 'ethics requires researchers to be truthful

to their subjects and avoid acts of deception and dishonesty' (Ibid, p. 84). Some of the ethical considerations taken into account collecting data as promised based on the informed consent solicited from the participants that information provided was treated as confidential. Regarding this study, the necessary ethical considerations associated with the conduct of research are implemented.

3.10 Summary

The chapter has outlined the approach, design, and data gathering and analysis tools that were employed by the study. The next chapter presents the data, condense the data, and interpret the data. This will be done in line with the available literature on the models of Public Relations.

CHAPTER FOUR

FINDINGS AND ANALYSIS

4.0 Introduction

The previous chapter outlined the methodology in gathering and analysing the data from the field. Two interviews and ninety-three (93) survey responses were generated. Content analysis and descriptive analysis through the application of SPSS were respectively done for the qualitative and quantitative aspects of the study. This chapter presents the findings and analyses then. It starts with the quantitative aspect where Master of Public Relations students filled out a questionnaire on the role of Public Relations in Ghana. The second part dealt with how Public Relations is applied to some tourism events in Accra and how Public Relations contributes to the success of some tourism events in Accra.

4.1 Quantitative analysis

4.1.1 Objective 1: Role(s) of Public Relations in Tourism

In all, ninety-three respondents filled out the questionnaire distributed through the Google Forms. After that, the responses were entered into the SPSS version 20 and analysed using descriptive analysis. The minimum and maximum values were obtained for each of the ten questions. Again, the mean and Standard Deviations (SD) were calculated. The means gave the average outlook of each of the ninety-three responses, while the SDs gave the level of dispersion of answers. Table 4.1 below shows the descriptive analysis of the objective one of the study.

Tale 4.1: Descriptive Statistics of Role of PR in Tourism

	N	Minimum	Maximum	Mean	Std. Deviation
Public Relations is a direct marketing tool for tourist sites	93	1.00	4.00	1.6989	.73403
Public Relations engages in sales promotion	93	1.00	4.00	1.7849	.89503
Public Relations builds mutually beneficial relationships between tourist destinations and their publics	93	1.00	4.00	1.5376	.65207
Public Relations involves attribute framing by emphasizing characteristics of products	93	1.00	4.00	1.7419	.81964
Public Relations has been an important destination promotion strategy	93	1.00	4.00	1.7527	.77538
Public Relations as a communication channel can be controlled by tourism stakeholders	93	1.00	5.00	2.0000	.94409
Public Relations can set the agenda for Ghana's tourism	93	1.00	4.00	1.6129	.78064
Public Relations can influence tourism demand in Ghana	93	1.00	5.00	1.5591	.74400
Social media helps promote the activities of Public Relations	93	1.00	3.00	1.2688	.49211
Public Relations has done enough to promote tourism in Accra	93	1.00	5.00	2.3763	1.24162

From table 4.1, the first item to be analysed was for respondents to tell whether Public Relations is a direct marketing tool of tourism. The minimum response was 'false' while the

maximum response was 'very true'. The mean was 1.69. This means that most of the responses were between 'very true' and 'true'. The aggregate is that the respondents agreed that Public Relations can be used as a tool to directly market tourist's sites in Accra. The SD of 0.73 shows that the responses were very close with only a few people either unsure or disagreed with the statement. The responses affirms the findings that PR is closely related to marketing activities of an organisation, the targets and objectives of both departments are interrelated and often very much dependent on results. Public Relations helps achieve marketing goals by making the public (market) aware of the company and its products, creating a good image of the company.

The next question was for the students to indicate whether Public Relations engages in sales promotion. Over here, responses also varied from 'very true' to 'false'. The mean response was 1.78. This response was closer to the fact that respondents agreed that it is true that Public Relations engages in sales promotions. The SD of 0.89 also shows the respondents were singing the same chorus. Though this time, the dispersion of responses was greater than the first question. The aim of Public Relations is to promote a positive impact on the public. An organisation may wish to promote new activity such as the Year of Return. In this case, Public Relations is important as promotion will be going through press releases, press conferences, sponsorships and prizes and competitions.

Some scholars have also argued that Public Relations builds mutually beneficial relationships between tourist destinations and their publics (Goldstraw, 2013; PRSA, 2008). Students were asked to indicate whether they agree with this statement or not. Of the 93 responses gathered, the mean score was 1.54 and the SD was 0.65. Both the mean and the SD indicates a very close correlation of responses and most students thinking in a very similar manner. The GTA can therefore use its Public Relations department to foster relation between its publics and major agencies and organisations. This affirms PRSAs (2008) assertion that Public Relations

builds mutually beneficial relationships between organisations and their publics. It also anticipates, analyses and interprets public opinion, attitudes and issues that might have an impact for good or ill, on the operations and plans of the organisation. Goldstraw (2013) however is of the opinion that mutual beneficial relationships are not what Public Relations practitioners are concerned about. Her study realised that mutuality was not an overly popular theme in defining Public Relations. One of her respondents specifically mentioned that relationships should not be about what one person can get out of it, but what is best for both parties.

The next item for the descriptive analysis was to find out whether Public Relations involve attribute framing by emphasising the characteristics of products. As it was seen during the Year of Return, certain events had a lot of highlights as a result of framing. Some of the emphasis was on the Afrochella event. The findings were that students found the statement to be true. The mean score was 1.74 and the SD was 0.82. Compared to the previous statement, this has a relatively higher disagreement among the responses even though majority of the students agreed to the truthfulness of the statement.

Next, students were to indicate whether Public Relations is an important destination promotion strategy. This statement implies that Public Relations has the potential of strategically promoting tourism destinations. The study looks at the promotion of tourism events in Accra. Has Public Relations been able to make Accra a destination place for tourists? Students agreed that Public Relations has the ability to promote tourism destinations. The mean score was 1.75 and the SD was 0.78. The responses were very close and students predominantly saw the statement to be true. Jakolvjevic (2010) argues that Public Relations is a very important part of promotion in tourism and has a direct and comprehensive function in destination marketing.

The students were again asked to indicate whether the statement 'Public Relations as a communication channel can be controlled by tourism stakeholders'. Over here, the mean score was 2.00. The SD was 0.94. For the first time, some students said the statement was very false. The SD indicates that the students did not agree to the statement as they did with other questions. The issue that arises is the fact that it is contestable to say Public Relations can be controlled by tourism stakeholders even though a sizeable number think the statement is true.

The next question was on Public Relations and the Ghanaian tourism sector. The study found out that Public Relations can set the agenda for Ghana's tourism sector. Most students agreed to this statement. The mean score was 1.61 and the SD was 0.78. Ghana has not been able to harness the good things that come from our tourism sites. Often, our tourism destinations are patronised by foreigners and some tourism sites have been neglected. According to Frempong, Diechmann and Kpanga (2012), in developing countries such as Ghana, domestic tourism is often marginalised in the interest of promoting international tourism, as tour operators focus their efforts on selling tickets and tours for foreign tourists. However, better attractions can increase the propensity of engaging in tourism. Arguably, when Public Relations is injected into the Ghanaian tourism sector, it can help whip up the interests of local tourists as much as it does for foreign tourists.

Tied to the above question was whether Public Relations can influence tourism demand in Ghana. The mean score was 1.55 and the deviation was 0.74. Students believe Public Relations has the potential of influencing tourism demand in Ghana. Though the demand by the local people is low, PR can increase the demand for tourism activities and participation in Ghana.

Students were again asked whether Public Relations has done enough to promote tourism in Accra. The mean was 2.38 and the SD was 1.24. The students were unsure about the promotional capabilities of Public Relations in the promotion of tourism in Accra. The mean score and SD showed varied responses to this question.

The findings generally point to the fact that Public Relations has a major role to play in the promotion of tourism in Ghana. However, the respondents think little has been done in the bid to use Public Relations to achieve this objective. The GTA has a Public Relations department which engages in highlighting the tourism events and sites in Ghana. But as the findings show, more needs to be done to make the promotional function of the PR Office visible. This leads the study to the next two objectives which were taken care of by the semi-structured interviews to augment the findings of the survey.

4.2 Qualitative Analysis

This aspect of the study uses content analysis to analysis the data arising from the interviews. This section answers objectives two and three of the study. This section focuses on the PR office of the GTA and what they have done in promoting tourism events in the Greater Accra region. The interviews were conducted with two staff of the GTA. For purposes of anonymity, they are represented as IP1 and IP2 where IP stands for (Interview Participant).

4.2.1 Objective 2: How Public Relations is applied to some tourism events in Accra

Public Relations is an important aspect of organizations. Various literature reviewed in chapter two have agreed to the fact that Public Relations can improve on the image of tourists sites, promote nations and give a positive outlook to tourism events.

The GTA has an active Public Relations department which sees to the organization's PR needs. This department is semi-autonomous and does not take instructions from another department of the organization. The PR department is not a unit under another department.

Hence, most decisions are taken by and for the PR department by members of the Department. Though the GTA PR department is autonomous, it works hand-in-hand with all other departments and units of the organisation. It is also the binding force that jells all other departments of the organization.

The GTA is the public service agency responsible for promoting and regulating tourism in Ghana as well as licensing and classification of tourism facilities and services, research and development. The GTA is currently running a Public Relations programme to whip interest in tourists to visit Ghana in what is dubbed as 'Beyond the Return'. The PR department is advocating for people to 'see Ghana', 'eat Ghana', 'wear Ghana' and 'feel Ghana'. In 2019, the GTA launched the 'Year of Return' as a landmark marketing campaign targeting the African-American and Diaspora to come to Ghana. Speaking on the Year of Return, GTA had this to say;

'the Year of Return sort to make Ghana the focus for millions of African descendants reacting to their marginalization by tracing their ancestry and identity. By this, Ghana became the beacon for African people living on the continent and the diaspora. We had to develop the messages and coordinate all working groups and agencies under this programme. We also ensured that we built good relations with well-known actors and personalities in the US to promote a positive outlook for Ghana' (IP2, 2020).

The GTA has engaged in various tourism activities in Accra. Some of these include the Black History Month, Homowo celebrations, and other events in the 'Year of Return' programme. According to IP 1, the GTA actively played a role in the Afrochella. She argued that...

‘the PR department was involved in all the major and minor activities of the Year of Return programme. We were in charge of media relations, destination guides, researchers, among others’ (IP1, 2020).

The PR Department of GTA was actively engaged before, during and after these events. As IP 2 narrates...

‘...we had series of meetings with management, conducted various feasibility studies. Research on the year of return started in 2018. This shows that the year before the event, the PR sections was already putting things in place to ensure there is substantial attraction and attention paid to the programme. During the programme, the PR Department kept records of visitors and kept in touch with them from time to time to give them updates. After the event, we thought this was a success since we were able to get 45% increase in the expected number of people that visited Ghana with each individual spending about \$2430. We engaged in evaluation after the end of the event. This has given us enough ideas to plan for the ‘Beyond the Return’ (IP2, 2020).

PR at the GTA is applied to events through the creation of messages about the programme, advocacy and building beneficial relations. The department also engages with management, helps to brainstorm about events and ensure that the maximum impact of the programme is achieved. With the extensive stakeholder engagements, the GTA PR department was able to manage relations with other publics. They also engage in press relations by creating awareness about the events.

4.2.2 Ways in which Public Relations contributes to the success of some tourism events in Accra.

The final objective of the study aims at narrating the ways in which the PR office of the GTA contributes to the success of some of tourism events mentioned earlier in Accra. According to IP1, the GTA PR Department is a specialized one that works closely with the Ministry of Tourism, Arts and Culture to ensure that all things relating to tourism, arts and culture are treated as opportunities for tourists to explore Ghana. She narrates...

‘tourism is not only about places of sightseeing, it is also about arts and culture. This Department works with the parent ministry to increase tourism awareness to tourism sites, the arts industry and that of cultural events. We engage in press conferences, advertising, promotional activities and media relations. We also have our website dedicated to sending messages to tourists about various tourism activities in Accra and the rest of the country’ (IP1, 2020).

When asked whether social media is used as part of the ways the GTA PR uses to ensure events have a good turn-up and appeal, the officer said the GTA has a Facebook account and an interactive website. He argues that...

‘social media is used in the department for many reasons; for organization, information and promotion of tourism events. We have the Facebook account and the theyearofreturn.com as a website. Social media has increased our success as a department and we will continue using it’.

However, going through the website and the Facebook accounts, one realises that they are not often updated. It could be as a result of the COVID-19 but you see the same trend before the COVID-19. When one looks at it from the Dialogic Model of PR, then the website and social media account are not dialogic enough to sustain relationships, give timely feedback and become less interactive (Bentley, 2012).

There is a positive correlation between the responses of the survey and the semi-structured interviews. The GTA is aware of the importance of PR to their activities in ensuring that various tourism sights, arts and cultural events are given attention. It was also realized that though that knowledge is there, the full array of PR activities to complement the idea is not being instituted.

4.3 Summary

The chapter looked at presenting and analyzing the data gathered. The analysis was done in relation to the literature available and also interpretive skills. Information from both the survey and interviews were placed side-by-side to verify and to draw similarities and differences. This helped to understand what the GTA PR Department thinks and what the public also see. The general conclusion from the analysis is the fact that both data shows PR can be used to increase tourism participation in Accra, yet more needs to be done in that regard. The final chapter looks at summarizing the work, making recommendations and conclusions.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.0 Introduction

The study was conducted to understand the role of Public Relations in promoting tourism in Ghana, with a focus on the Greater Accra Region. Chapter one looked at the background information to the key concepts of the topic. Out of that, the lacuna was found and objectives were set to bridge that gap. In chapter two, the concepts were reviewed using empirical reviews and analysis. Appropriate methodologies were used to gather and analyse the data in chapter three. Chapter four presented and analysed the data. This chapter seeks to summarise the events that took place in each chapter, make recommendations from the findings and draw conclusions.

5.1 Summary

A lot of studies have been conducted regarding the general practice and the application of Public Relations concepts and tools. There are a lot of guidebooks and articles that expatiate Public Relations and management in general. However, very little is known about Public Relations and the role it plays in tourism. The study seeks to indicate what the significance and primary pillar for building, developing and sustaining the image of Accra as an attractive destination for tourists. This exploratory study seeks to find out what the roles of Public Relations are in the tourism sector, using Accra as a case. To achieve this, the following objectives were outlined:

1. To find out the role(s) of Public Relations in tourism
2. To ascertain the application of Public Relations in some tourism events in Accra
3. To outline the contributions of Public Relations to some tourism events in Accra

The study discussed the concepts of the topic through the lens of already existing literature. Though there was not theoretical framework, the Framing theory was seen to be appropriated into Public Relations. However, that is still not enough to discuss the issues of Public

Relations and tourism promotion in Accra. This indicates that this study is an exploratory one that seeks to produce data for future studies to look at.

The study outlined the approach, design and data gathering and analysis tools that were employed by the study. The analysis was done in relation to the literature available and also interpretive skills. Information from both the survey and interviews were placed side-by-side to verify and to draw similarities and differences. This helped to understand what the GTA PR Department thinks and what the public also see. The general conclusion from the analysis is the fact that both data shows PR can be used to increase tourism participation in Accra, yet more needs to be done in that regard.

5.2 Recommendations

One thing that came up strongly was the less interactive nature of the PR department's social media handles. The GTA PR has often engaged the traditional media through press releases and conferences. There has also been attempts to utilize social media tools and platforms. However, the lack of a competent social media content creator and manager has made their social media platforms look more like the traditional media with specialization on information dissemination and not information sharing. Based on this finding, the study recommends that the GTA PR Department gets a social media manager to increase their social media presence, engage in timely feedback and to build a strong social media presence and relations.

Secondly, beside the Homowo, which is a traditionally recognized events, the GTA has not done enough to promote tourism sites and events in Accra besides the recent Year of Return programme. Just like the Kwahu Paragliding event, other events can be organised in Accra and given same attention as that of the paragliding. Waterfront tourism, including surfing, can be looked at. The lack of attention on Accra has created a big gap in literature concerning the

activities of GTA in promoting tourism in Accra. This work and others to come have begun to fill in that gap. However, the GTA brand needs more positive remarks since the present is not good. It is recommended for the GTA to focus on Accra to promote tourism activities beyond just sightseeing.

To academia, little studies have been conducted on the GTA and its operations from the PR and communication perspective. It is recommended for future studies to consider looking at the impact of communication and PR on the tourism sector. Because of the huge gap in literature in this area, both longitudinal and cross-sectional studies are still relevant to the industry. Different sample sizes and characteristics must also be looked at to get varied perspectives on the field.

5.3 Conclusion

Arguably, the study has been able to achieve all the objectives it set out to do. It also acknowledges that other methods of data gathering, including in-depth interviews of social media and Public Relations scholars, focus group discussions and longitudinal studies will have enhanced the agility of the study. But for time constraint and COVID-19 challenges, these will have been incorporated. However, the careful structuring of the questionnaires and semi-interviews with the staff of GTA leaves little to be criticised because this triangulated means of gathering data was able to enquire almost all the things the other supplementary methods would have brought up. The researcher looks forward to build on this piece of work in future studies to broaden the scope of the study, and find other appropriate means of gathering and analysing data.

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APPENDIX

SAMPLE QUESTIONNAIRE

GHANA INSTITUTE OF JOURNALISM (GIJ)

SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)

My name is Victoria Osei Prempeh, a Master of Art student of Ghana Institute of Journalism (GIJ) studying Public Relations. I am conducting a research on ‘The Role of Public Relations

in Promoting Tourism in Ghana’. You have been selected to assist the study by providing candid answers to the following questions on the topic. The survey is for academic purposes only, and therefore your anonymity and confidentiality are highly assured.

Please tick [√] where appropriate.

Thank you.

Role of Public Relations in tourism

Role/function of PR in tourism in Ghana	Very true	True	Not sure	False	Very false
Public Relations is a direct marketing tool of tourist sites					
Public Relations engages in sales promotion					
Public Relations builds mutually beneficial relationships between tourist destinations and their publics					
Public Relations involves attribute framing by emphasizing characteristics of products					
Public Relations has been an important destination promotion strategy					
Public Relations as a communication channel can be controlled by tourism stakeholders					
Public Relations can set the agenda for Ghana’s tourism					
Public Relations can influence tourism demand in Ghana					
Social media helps promote the activities of Public Relations					
Public Relations has done enough to promote tourism in Accra					

INTERVIEW GUIDE

GHANA INSTITUTE OF JOURNALISM (GIJ)

SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)

My name is Victoria Osei Prempeh, a Master of Art student of Ghana Institute of Journalism (GIJ) studying Public Relations. I am conducting a research on the role of public relations in promoting tourism in Ghana. You have been selected to assist the study by providing candid answers to the following questions on the topic. This exercise is for academic purposes only, and therefore your anonymity and confidentiality are highly assured.

Introduction

- Greetings

Talk a bit about the year of return and other festivals in Accra (eg. chale wote)

What exactly is the mandate of the GTA?

OBJECTIVE TWO: How Public Relations is applied to some tourism events in Accra

- Does the GTA engage in active Public Relations?
- Is there a department solely for PR or it's under another department?
- What are some tourism events GTA engages in in Accra?
- How does the PR outfit of GTA come in before, during and after the events?
- How is Public Relations applied for the success of these events?

OBJECTIVE THREE: Ways in which Public Relations contributes to the success of some tourism events in Accra

- Would you say without the PR office of GTA, some events would not have been a success?
- How did PR contribute to the success of some tourism events in Accra?
- How does the PR outfit make use of social media?
- Is there a successful correlation between social media and the PR outfit?

Closing the interview

Is there anything you would want to say to help in this study?