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UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION
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**IGNITING DOMESTIC TOURISM: EXAMINING THE ROLE OF PROMOTIONAL
MIX ELEMENTS IN THE GREATER ACCRA REGION**

BY

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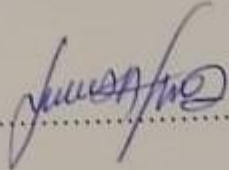
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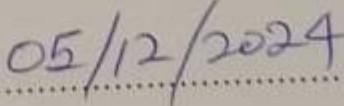
CERTIFICATION BY SUPERVISOR

This is to certify that this research has been prepared and presented under my supervision according to the guidelines for supervision and formatting of Dissertation laid down by the University of Media, Arts and Communication (UniMAC-IJ)

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DEDICATION

This work is dedicated to my dear wife, Agnes Afia Babinche, for her support and constant source of encouragement during my programme of study.

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ABSTRACT

Ghana is fortunate to have a wealth of tourism destinations, which are a significant source of foreign cash for the nation. However, the industry is not currently growing like it was a few years ago; instead, it is still experiencing dips in demand. The study, which sought to assist Ghana Tourism Authority (GTA) in finding a solution to its decline, was influenced by numerous concerns expressed by stakeholders to enhance the industry as a result of the importance attached to it. The dissertation was precisely created to look at the value of tourism, different forms of tourism, and marketing tactics the GTA employs to promote tourist in the Greater Accra Region. The specific goal was to pinpoint the target audience, promotional tactics, challenges connected to each, and potential solutions. The study employed qualitative research method and GTA, its employees, and its clients comprised its population. Data were gathered through primary, secondary, and tertiary approaches, with questionnaires serving as the main tool in data collection. A sample of 70 people were picked from the five thousand (5,000) people that made up the target demographic. Purposive sampling was utilized by the researcher to gather data from the respondents, and tables and conversations were used for data analysis and presentation. It was discovered that poor use of advertising resources, inadequate funding, and the bad condition of some sites were the main causes of the issue of low patronage of tourist attractions. In order to address the issue, it was suggested, among other things, that the GTA in Accra develop a unique selling propositions, increase its budgetary allocation, develop its marketing department and enhance its infrastructure.

CHAPTER ONE

INTRODUCTION

1.0 Chapter overview

This chapter provides an overview of the research project, which looks into how well promotional mix components might boost domestic travel within Ghana's Greater Accra Region. The chapter highlights the background to the study, problem statement, research objectives and research questions, significance of the study, the scope of the study, and chapter summary.

1.1 Background of the Study

Tourism, which is the industry of providing work for people to do, places for travellers and holiday makers to stay, places of exploration, has contributed to the development of many nations and Ghana is no exception. So key is tourism that it affects all manner of people worldwide irrespective of their ethnic, religious or political affiliation. This is evidenced in the fact that if one leaves his place of abode to a strange land, he or she becomes a stranger and therefore needs a hotel, guest house to leave there temporarily (World Tourism Organization, 2020).

Domestic travel is defined as travel that occurs within a person's own nation and that begins and ends within the same borders (Cooper et al., 2008). Without going over international borders, this kind of travel entails discovering nearby locations, such as national parks, nearby cities, or cultural landmarks. Many travelers find domestic travel to be an accessible and easy option because to its frequent shorter travel distances, reduced travel expenses, and more familiar cultural surroundings (Kotler et al., 2006).

Conversely, international travel entails traversing national boundaries to visit locations abroad (WTO, 2020). Passports and, in some situations, visas are needed for this kind of travel, as well as compliance with local laws and customs. Traveling abroad provides access to a wider variety of experiences, such as exposure to various cultures, languages, and landscapes, but it also entails greater distances, more expensive airfares, and certain difficulties like cultural and linguistic hurdles (Mancini, 2017).

We have vacation tourist markets that attract visitors with an interest in archeology, ancient history, war sites, and shrines, museums of modern and contemporary art, paintings, and musical performances. The market for ecotourism also includes travelers who were drawn to places with pristine natural environments, such as lakes, mountains, forest reserves, landscapes, waterfalls, wildlife, flora, and fauna, beaches, and so on.

With both domestic and international travel playing critical roles in promoting economic growth, cultural exchange, and sustainable development, the tourism industry has grown to be an important part of the global economy. Particularly in recent years, domestic tourism has drawn a lot of attention because of its potential to support national identity, protect cultural heritage, and advance local economic growth. Ghana has acknowledged domestic tourism as a major engine of economic growth, and the government has launched a number of programmes to encourage travel locally and the expansion of the tourism industry. (United Nations World Tourism Organization, 2019).

Notwithstanding its status as Ghana's most urbanized and economically dynamic region, the Greater Accra Region encounters particular obstacles that impede the advancement of its tourism prospects. A significant obstacle is the insufficient funding allocated to tourism infrastructure, which includes lodging, dining options, and leisure centres. Only 20% of the nation's hotel capacity

is in the region, with the majority of these establishments centered on Accra, the nation's capital, according to the Ghana Tourism Authority (2019). Due to its restricted capacity, the area is unable to host large numbers of tourists, which costs money and misses out on economic opportunities. In addition, there aren't many tourist attractions or activities in the area to attract tourists, therefore, it lacks a unique selling pitch. The Greater Accra Region finds it difficult to compete in the tourism industry, in contrast to other parts of Ghana like the Western Region with its natural attractions and the Ashanti Region with its rich cultural legacy. For instance, the region's beaches, like Kokrobite Beach and Labadi Beach, are frequently crowded and have inadequate amenities, which deters tourists from visiting. Furthermore, there is insufficient marketing and promotion for the area's cultural landmarks, like the Kwame Nkrumah Memorial Park and the National Museum.

Environmental problems in the area, like pollution and waste management, also have an adverse effect on visitors' experiences. For example, the extremely filthy Odaw River, which flows through the centre of Accra, detracts from the city's visual attractiveness. These difficulties show that in order to fully realize the tourism potential of the Greater Accra Region, a comprehensive strategy that addresses infrastructure, attractions, and environmental issues is required in order to build a thriving and sustainable tourism sector.

Promotion, on the other hand, is an advertising campaign designed to help a cause, a business, or a product. (Kotler et al., 2006). The foundation of the tourism industry in the majority of industrialized economies is domestic travel, which accounts for 73% of all travel-related spending worldwide.

Advocates of tourism in emerging economies are increasingly pressing for legislative changes that would support the growth of a domestic tourism industry in addition to international tourism. However, there isn't much proof of this kind of policy change as of now. Rather, the limited amount of domestic tourism that does occur typically happens naturally and frequently in the informal economy through visiting friends, family, and other relatives. Domestic travel can have a significant positive impact on an economy as a whole, even though it is not a cure-all for the negative social and environmental effects of travel (Pegas et al., 2015).

According to WTO, (2019) Due to the high volume of visitors—the majority of whom are foreigners—and the resulting foreign exchange gains, tourism used to be a very profitable industry in Ghana, particularly in the Greater Accra Region. The tourism business gained national prominence in 1957, during the administration of the late Dr. Kwame Nkrumah, Ghana's first president, when he considered creating a politically and economically United Africa (GTA, 2011).

With this goal in mind, he established the Ambassador and Continental Hotels in Accra, the Meridian Hotel in Tema, and the City Hotel in Kumasi to accommodate dignitaries as well as business and leisure guests. Unfortunately, political obstacles and meddling put a stop to all of these initiatives until the government realized in the early 1980s how important it was to restructure Ghana's entire tourism sector under the then-Ministry of Trade and Tourism, which is now known as the Ministry of Tourism, Arts & Culture. There are a ton of tourism sites in the Greater Accra Region and the region has 4,540 square kilometers in size. It shares borders with the Eastern Region to the north, the Volta Region to the east, and the Central Region to the west. Its coastal line stretches 220 kilometers from Kokrobite in the west to Ada in the east.

The Ga-Adangmes, who are composed of Gas, Shai, Krobos, and Adas, are the area's indigenous people. With traces of forest vegetation in Achimota and Dodowa, as well as mangrove and

swampy vegetation along the coastal lagoon, the predominant vegetation type is coastal savannah grassland. Ghana's capital, Accra, also serves as the hub of the Greater Accra Region. Despite being the smallest of the country's sixteen regions, the region is home to the greatest population because of its significance to the economy and industry. Accra possesses every characteristic that defines a cosmopolitan city. Due to its kind and accommodating people, travelers find Accra to be a delightful city. This research aims to help accomplish many of the objectives listed in the UNWTO's 2030 Agenda for Sustainable Development by using promotional techniques to create a thriving domestic tourist sector in the Greater Accra Region. Promotional tools are any of the many methods and approaches used by companies or groups to raise awareness of, interest in, and demand for their goods, services, or locations. These tools are designed to successfully communicate with audiences or potential consumers in order to influence their Behavior or purchasing decisions (Peter Kotler et al., 2006). The tools that will be employed in this research are public relations, sales promotion, merchandising, personal selling, and advertising. Promotional tools can play a critical role in drawing tourists and bolstering the travel and tourism sector in Ghana.

The potential for the tourism sector in Ghana to significantly contribute to the economic development and expansion of the nation is considerable. In order to promote tourism locations and draw tourists, marketing methods like personal selling, advertising, public relations, and influencers marketing and so on are essential. Good marketing techniques can raise awareness, spark curiosity, and encourage traveler visits. However, the Ghana Tourism Authority has not been able to use marketing techniques adequately, which has a negative impact on the number of tourists that come to the country (Agyeiwaah, 2017). This research is to explore the efficacy of the promotional mix in enhancing domestic tourism in Ghana.

As far as the Greater Accra Region is concerned, the promotions that have been developed or carried out in the form of site publicity and awareness creation have not been sufficient. Existing studies have focused on the importance of marketing in tourism, but there is a limited understanding of the specific marketing tools effective in enhancing visitation to tourist sites in Ghana. This can be attributed to the market's cosmopolitan and diverse character, as it comprises several ethnic communities that have settled here and has, regrettably, not been sufficiently acknowledged to be marketed as Authority's tourism sites. As a result of these deficiencies, the industry is no longer experiencing the boom it had a few years ago.

Furthermore, the location of these local attractions is unknown to the native population. However, businesses that truly take into account the end user concept, which identifies, serves, and satisfies customers for a particular product, will thrive in this age of marketing orientation. The tourism sector does not face intense rivalry, but in order to gain a larger market share, its products must be properly packaged and advertised. Aside from foreign visitors, the actual individuals who make up the target market in the tourist sector are not well defined. Therefore, in order to raise customer awareness, the Authority must concentrate on buyers who can generate a profit and develop effective promotional strategies. This study is motivated by stakeholders' ongoing interest in the sector and concerns about potential solutions for revitalizing interest in Ghanaian tourism sites.

1.2 Problem Statement

The tourism industry in Ghana, particularly in the Greater Accra Region, faces significant challenges in attracting and retaining visitors. Despite its rich cultural heritage, historical landmarks, and natural attractions, the region has not fully capitalized on its tourism potential. One

major obstacle is the ineffective use of promotional mix elements, which are essential for creating awareness, generating interest, and driving tourist visitation.

Even with its strong economy, the Greater Accra Region has a long way to go in realizing its full tourism potential (World Bank, 2020). With only 20% of Ghana's total hotel capacity, the region's inadequate tourism infrastructure makes it difficult to host significant numbers of visitors, which costs money and misses out on economic prospects. In addition, the area offers nothing in the way of attractions and activities for tourists, lacks a distinctive selling proposition, and has environmental issues including waste management and pollution that detract from visitors' experiences (Ghana Tourism Authority, 2019). These difficulties highlight the necessity of a thorough strategy to address environmental issues, infrastructure, and attractions in order to develop a thriving and sustainable tourist sector in the area.

The Ghana Tourism Authority has implemented various marketing strategies, but their impact has been limited. This has resulted in low tourist arrivals, inadequate revenue generation, and underdevelopment of the sector.

Furthermore, the region's tourism industry is characterized by intense competition, with many attractions and sites vying for the attention of a limited number of visitors. The absence of a well-coordinated marketing approach has led to a fragmented and disorganized industry, making it difficult to promote the region as a cohesive tourist destination (Kotler et al., 2017).

Additionally, the local population's involvement in tourism development is minimal, leading to a lack of community engagement and ownership. This has resulted in limited economic benefits for local communities, perpetuating poverty and underdevelopment.

According to World Bank, (2020)The ineffective use of promotional mix elements has also led to a lack of differentiation, with the region's tourism offerings being perceived as homogeneous and unremarkable. This has made it challenging to attract repeat visitors and encourage positive word-of-mouth recommendations.

The consequences of this problem are far-reaching, with the tourism industry in the Greater Accra Region failing to contribute significantly to the region's economic growth and development. The lack of effective marketing strategies has resulted in missed opportunities for job creation, revenue generation, and poverty reduction.

Therefore, this study aims to investigate the effectiveness of promotional mix elements in enhancing domestic tourism in the Greater Accra Region. This research seeks to provide solutions to the challenges facing the region's tourism industry by examining the current marketing strategies and identifying the most effective promotional tools and techniques,

1.3 Research Objectives

The main objectives of this study are:

1. To identify the specific promotional mix elements deployed by the GTA in enhancing tourists' visitation to tourist sites in Greater Accra Region of Ghana
2. To Examine the effectiveness of promotional mix elements in enhancing domestic tourism in the Greater Accra Region.

1.4 Research Questions

Based on the research objectives, the research questions to be addressed by this study are:

1. What specific promotional mix elements does the Ghana Tourism Authority (GTA) use to enhance tourists' visitation to tourist sites in the Greater Accra Region?
2. How effective are these promotional mix elements in enhancing domestic tourism in the Greater Accra Region?

1.5 Significance of the Study

This study is crucial for the development of domestic tourism in Ghana, particularly in the Greater Accra Region. By examining the effectiveness of promotional mix elements, it will provide valuable insights for the Ghana Tourism Authority to refine its marketing strategies, increase tourist visitation, and contribute to the region's economic growth. The findings will also benefit tourism operators, local communities, and policymakers in their efforts to promote and develop sustainable tourism in the region.

The study's outcomes will help identify the most effective marketing tools to attract visitors, enhance tourist experiences, and foster a competitive tourism industry. This, in turn, will generate employment opportunities, stimulate local economies, and promote cultural exchange. Moreover, the research will contribute to the existing body of knowledge on tourism marketing, providing a framework for future studies and informing policy decisions.

Ultimately, this study aims to play a pivotal role in unlocking the full potential of domestic tourism in the Greater Accra Region, making it a vibrant and sustainable sector that benefits both the local

population and visitors alike. By exploring the impact of promotional mix elements, the research will pave the way for evidence-based marketing strategies, driving growth, and development in the region's tourism industry."

1.6 The Scope of the study

This study aims to explore the function of promotional tools in the growth of Ghana's tourism sector. Specifically, it will look at the promotional tools that are currently in use, evaluate how well they work to draw visitors, and pinpoint any issues that arise. The study will include the Ghana Tourism Authority (GTA) in Accra and will involve hoteliers and clients as well as other tourist sites and their clients within the region.

1.7 The organization of the study

The study will be partitioned into five chapters, which will be interrelated and built up on the other. Chapter 1 consists of Introduction, Chapter 2 consists of Literature Review and Theoretical Framework, Chapter 3 then provides methodology. Chapter 4 includes data presentation and analysis and the last chapter, which is 5, includes the Summary, Findings, and Recommendations.

1.8 Chapter summary

This chapter introduced the research study, which aimed to investigate the effectiveness of promotional mix elements in enhancing domestic tourism in the Greater Accra Region of Ghana.

The chapter dealt with the background to the study, problem statement, research objectives, research questions, and significance of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Chapter overview

This chapter provides a comprehensive review of the theoretical framework of promotional strategies in tourism, exploring the latest research and trends in destination branding, digital marketing, experiential marketing, and other critical areas. By examining the underlying principles and mechanisms of tourism promotion, this chapter aims to equip readers with the knowledge and insights needed to develop innovative and effective marketing campaigns that resonate with diverse tourist segments and enhance the competitiveness of destinations.

2.1 Theoretical Framework

The process of identifying, getting, reading, and assessing the research literature in your area of interest is known as a literature review, Bordens and Abbott (2002). A theoretical framework on the other hand, is a conceptual structure that provides a systematic and logical approach to understanding and explaining a phenomenon (Creswell, 2014). It is a foundation for research, guiding the investigation and analysis of data, and providing a context for interpreting findings (Sandelowski, 2000). According to Polit & Beck, (2017), a theoretical framework helps researchers to identify relevant variables, develop hypotheses, and design methods for data collection and analysis

Most countries' economies are believed to be supported by tourism, and Ghana is no exception given the enormous amount of money the industry brings in. The success of numerous economies

around the world depends greatly on tourism. Many tourists visit Ghana because of its many tourist attractions, which include parks, museums, beaches, lakes, and more.

The nature of tourism and how it is defined or organized are what lead to its actual benefits. Ghana's growth, prosperity, and brand value image-building are boosted by tourism. Additionally, it increases economic revenue, creates jobs across a range of industries, encourages the construction of the nation's infrastructure, and fosters cross-cultural interaction between nationals and foreigners. The main advantages are jobs, higher living standards, better infrastructure, culture preservation, a boost to Ghana's economy, and others.

Many tourists will travel to your country if you select a strong brand ambassador for tourism. The benefits and advantages Ghana will experience depend on how visitors from other countries perceive the country. This research examines the definition of tourism as well as the causes and consequences of the not doing too well in the Greater Accra Region and the country at large.

2.1.1 Theoretical Framework for Domestic and International Travel

The theoretical framework for this study is grounded in the push-pull theory of tourism motivation (Dann, 1977; Crompton, 1979). This theory proposes that tourists are motivated to travel by a combination of push factors (personal motivations) and pull factors (destination attributes). The framework is relevant to this study, as it helps to understand the factors that influence tourists' decisions to engage in domestic or international travel.

2.1.2 Promotional Mix

Promotional mix refers to the combination of communication tools and tactics used by an organization to reach and persuade its target audience (Kotler et al., 2006). It is a crucial component of the marketing mix, as it enables businesses to create awareness, build brand identity, and drive sales (Belch & Belch, 2012). A well-designed promotional mix can help organizations achieve their marketing objectives, differentiate themselves from competitors, and build strong relationships with customers (Shimp & Andrews, 2013).

2.1.3 Promotional Mix Theory

The promotional mix theory that matches this study is Integrated Marketing Communications (IMC). IMC emphasizes the importance of coordinating and integrating all marketing communication tools and tactics to create a unified message and brand image (Schultz & Kitchen, 2000). IMC is relevant to this study, as it highlights the need for tourism organizations to use a range of promotional tools, such as advertising, public relations, personal selling, sales promotion as well as social media and influenza marketing to effectively communicate with their target audience and persuade them to engage in domestic or international travel.

2.2 Tourism

What is tourism? One can ask as a starting point? Numerous authors and organizations have interpreted tourism in a variety of ways.

According to Webster's definition, tourism is a journey that ends with a return trip, a roundtrip typically taken for business, pleasure, or education during which a variety of locations are visited and for which an itinerary is typically arranged.

According to Tourism Statistics in Ohio, USA (2021), tourism is also the activity of people visiting and residing in areas different than their normal surroundings for no longer than one year in a row for pleasure, business, or any other reason.

Additionally, Jefferson and Lickorish (1998) defined tourism as the brief migration of individuals to locations other than their usual places of abode and employment and stay of at least 24 hours for purposes of leisure, business, health, pilgrimage, and other similar reasons. Additionally, they cited facts and data from a study they did in Ghana to support their claim that, like culture, tourism is an integral component of daily life.

In contrast, one characteristic that appears to be shared by all definitions is that it is a location for leisure, sightseeing, business, and pilgrimage. The second and third meanings are very simple to understand for a beginner, in contrast to the first definition, which requires extra reading for a deeper comprehension.

This third term is particularly eloquent and effectively conveys the interdependence of tourism and culture. This is demonstrated by the fact that hotels, festivals, and tourist attractions are all a component of tourism.

2.3 Forms of Tourism

Tourism is a diverse and multidimensional industry that affects a wide range of social and economic factors.

The geographic areas that visitors cover can be classified based on their tourist consumption, according to the Tourism Satellite Account (TSA) 2021 report.

These figures represent domestic tourist consumption, which includes foreign visitors. Travel by citizens of one nation to another results in outbound tourist consumption. Spending by foreign tourists within the country they are visiting is referred to as in-bound tourism consumption. Regardless of where residents travel, all of their tourism-related spending is considered national tourism consumption. The total amount of domestic and international travel is referred to as tourist consumption.

2.4 Importance of Tourism

Modern tourism is a relatively new phenomena that provides individuals a variety of advantages, including a total escape from everyday routine and the satisfying of their curiosity about faraway lifestyles.

It was said by Weston (1996) that there is no question that tourism worldwide generates significant money. The year 1992 saw an increase in both global tourist receipts and arrivals compared to the previous year's data. The impressive \$279 billion in revenue from international tourism represented a rise of 6.8%.

For instance, while tourist arrivals in Bermuda and Canada fell in 1992, they rose by 7% in the United States, marking the sixth consecutive year of growth. 41 million of the 58 billion dollars spent by the 45 million visitors to the United States were for travel, as opposed to (World Travel and Tourism Review, 1993). Additionally, Canada contributed about 27 million dollars. The Gulf War negatively impacted Middle Eastern tourist arrivals and earnings in 1991, and it goes without saying that tourism in the former Yugoslavia came to an end. However, the number of tourists arriving in Ghana climbed from 82,984 to 108,600 between 1996 and 2000. In addition to providing a complete vacation from daily life and the chance to satisfy their curiosity about other civilized ways of living, modern tourism is a relatively new phenomena.

According to Weston J.R., (2020), there is no denying that tourism contributes significantly to global economic growth. 1992 had an increase in both international tourist arrivals and receipts compared to 1991.

Murphy (1995) also summarized the following as the economic importance. In the first place, it was to maintain traditional pattern of agriculture. This would enhance the export pattern of the nation and help in development. That was to encourage those forms of the tourism with the greatest local benefit in order to generate more local earnings for development.

Tourism also helps to create jobs as most of the existing settlements are within the parks. As a result of social responsibilities, most of the people with the qualified skills and competencies in and around the surroundings of the sites of attraction, would be employed and this helps reduce the level of unemployment within that locality. The astounding \$279 billion in revenue from travel abroad represents a 6.8% increase. Between 1993 and 1998, the number of international visitors that arrived rose by 405 percent, reaching 4.79. Even though there was widespread political and

economic instability around the world, all of these events that happened indicates an annual increase in the number of tourists arriving. However, it was predicted that over a million visitors will come to Ghana by 2030 (UNDP/WTO, 2010). The market outlook for this sector of the economy is very positive, and it is possible to reach this goal if the sector is properly managed with regard to efficient administration, improved tourist attractions, and the development of marketing and promotional strategies to raise awareness of these attractions among a global audience. But the Ghanaian government still has the right to decide.

By preserving and advancing the cultural heritage, which served as noteworthy items in both the past and the present and, for that matter, has to be conserved and acts as a source of entertainment, tourism also aims to protect the identity of local communities.

2.5 History of Tourism Development Experience in Ghana

Teye B., (2007), a senior research fellow at the Ministry of Tourism, claims that Ghana's economic growth strategy has given significant consideration to tourism from the late 1980s. While both governmental and private investment activity has developed in many tourism sub-sectors, the number of tourists visiting and the amount they spend has consistently climbed. A 15-Year Tourist Development Plan for the years 1993 to 2008 has been created by the government with assistance from the World Tourism Organization (WTO) and the United Nations Development Programme (UNDP) to demonstrate the government's commitment to the development of the tourism industry. Similar to most African nations, Ghana began making efforts to establish a sustainable tourist sector in the early years following independence.

Ghana rose from seventeenth place in 2005 to eighth place in 2009 among the top 20 countries in Africa for tourism earnings (WTO, 2011). In terms of visitor spending, foreign tourism receipts

increased from around \$55.3 million in 1988 to roughly \$285 million in 1998, growing at an average annual rate of 41.3 percent. As a result, tourism currently earns the third-highest amount of foreign currency after exports of minerals and cocoa. The development of activity in the hotel industry is another indication of the growth in tourism. While the number of rooms more than quadrupled from 4,851 in 1989 to 10,879 in 1998, the number of hotels certified and regulated by the Ghana Tourism Authority increased from only 273 in 1989 to 730 in 1998.

According to Ghana Tourism Authority (2019), as is the case with the majority of African nations, economic factors play a major role in the growth of tourism on two different scales: the macro or national and the micro or local. At the macroeconomic level, tourism is anticipated to foster economic growth by producing foreign currency and boosting different types of tax revenue. At the local level, tourism is anticipated to aid in the creation of jobs, the distribution of income and revenues, and a balanced regional development, all of which should ultimately improve the quality of life for locals. It also adds that recent negative economic developments in Ghana are serving as a reminder of the need for economic diversification in order to lessen reliance on Ghana's traditional exports of raw mineral, agricultural, and forest products. In the 1997/98 season, the price of cocoa, the top agricultural export, was \$1, 1711 a tonne; by September 1999, it had dropped to \$1,040.

The country's main export, gold, has also been continuously dropping since December 1998, while the price of imported crude oil, which in December 1998 was about \$10.25 per barrel, had virtually quadrupled to about \$30 per barrel by mid-March 2000. The development of tourism is now more urgently needed in order to address foreign exchange shortages and boost domestic revenue as a result of these unfavorable events. The Ghana Tourism Authority asserts once more that Ghana's tourism industry is growing for both cultural and environmental grounds. It is sufficient to note

that the nation is home to a variety of cultural assets that can be restored and conserved through tourism. One of these is the restoration of the three World Heritage Forts and Castles in Cape Coast and Elmina in the Central Region for the growth of ethnic tourism.

Additionally, the growing population (which doubles every 20 years) has increased environmental stress and made it necessary to conserve the ecology through tourism-related initiatives like the creation of national preserves. There are multiple national parks in each of the ten regions of the country, according to the 15-year tourism development plan of the Ghana Tourism Authority. The

Regions Are:

1. Ahafo Region
2. Ashanti Region
3. Bono East Region
4. Bono Region (formerly Brong Ahafo Region)
5. Central Region
6. Eastern Region
7. Greater Accra Region
8. North East Region
9. Northern Region
10. Oti Region
11. Savannah Region
12. Upper East Region
13. Upper West Region
14. Volta Region
15. Western North Region

16. Western Region

These should be developed to form the basis for the country's eco-tourism product component of the tourism industry.

Thirteen years after Ghana gained independence in 1957, an assessment of the nation's tourist resources was the first significant step in the formal establishment of the industry (Obuarn Committee, 2007). The goal was to list and categorize the prospective tourism resources in preparation for a five-year growth plan for the years 1972–1976. The government released a White Paper on Tourism as a consequence of the study, outlining investment opportunities for foreign participation as well as different concessions and incentives for investors.

Numerous significant studies were conducted on various facets of Ghana's tourism business between 1972 and 1978. Most of these investigations were funded and carried out by foreign organizations and personnel due to financial and technical restrictions on the local level. Some of these studies were conducted by the following organizations:

- United Nations Development Programme (UNDP, 1973), which evaluated the planning and development of tourism as well as the human resource needs of the industry (Singh, 2002).
- Identification of the needs for a thorough tourism development strategy by the United States Agency for International Development (USAID) (Stewart, 2010).
- A United States International Executive Service Corps project on the efficient use of resources for the growth of tourism (Egan, 2005).

Numerous domestically supported projects were carried out as a complement to these studies, with a primary focus on tourist effect analysis. These were about earning foreign exchange (Ghosh and Kotey, 2003). According to the research mentioned above and other ones, it was generally agreed

that Ghana had the capacity to grow a successful tourism sector. To support long-term sustainable development, a more comprehensive national tourism development strategy was necessary. In particular, because thorough national and regional tourism development planning is essential to effective tourism development in individual African countries, it is vital to pinpoint a number of significant aspects and considerations that went into this decision.

First, for local planners and developers, tourism was a novel and technically alien industry. Second, there was essentially no indigenous technological competence in the tourism industry. Third, there wasn't much domestic capital to finance the necessary general and tourism-specific infrastructure. Finally, due to Ghana's and the West African sub-extremely region's low disposable incomes, the potential for domestic and sub-regional (African) international tourism was constrained. It was consequently contended that Ghana's tourism sector would probably be reliant on international markets, primarily Western Europe and North America. It was further suggested that this would make the nation vulnerable to negative economic and social effects, which required thorough evaluation.

2.6 Development plan for the medium term (2013-2027): Ghana National Tourism Industry.

The medium-term National Tourism Development Plan (NTDP) was created by a thirteen-person taskforce that was established in April 2012 and given the assignment by the Minister of Tourism Arts and Culture (MoTAC) in June of the same year.

The initial three-year strategy of the government acted as a roadmap for growing the industry and achieving its objective of surpassing other foreign exchange earners in the nation by the end of the 2027 fiscal year. The immediate objective in terms of tourist promotion was the development and promotion of domestic tourism, which benefits a wider segment of the Ghanaian people. The aim

was to raise the contribution of the tourism sector to Ghana's economy in terms of additional gains in foreign exchange and employment creation.

There was also a proposal to promote tourism as a workable approach to rural development and international integration.

Even though there were tourism development plans by successive governments in the past, the current plan sought to advance tourism as a means of supporting sub-regional development and economic cohesion. It was estimated that it would cost \$46.86 million to develop the regions targeted. It is expected that the tourism sector could generate between \$391.9 million to \$2.0 billion by 2027 which is the terminal year of the current development plan. Some of the crucial areas in Ghana that the current Tourism Development Plan covers are the Department of Game and Wildlife, Centre for National Culture, Ghana Tourism Authority, Ghana Museums and Monument Board, and Aviation Social Centre all in the Greater Accra Region. In general, with the regions in Ghana increasing from ten to sixteen, the current plan would also place much emphasis on developing tourist attractions in the newly created six regions which are the North East, Savannah, Oti, Western North, Ahafo and Bono East Regions. The administration of the tourism sector and policy was the first item on the agenda.

Study Library Based on the degree of its originality and maturity, the selection of these is of universal appeal. A strategy for the development of human resources included training personnel for jobs in the tourism, hospitality, and catering sectors as well as the travel and hospitality industries. It also requires that tourism be covered in second-cycle and postsecondary school curriculum. Increasing accessibility to tourist-friendly services and improving tourist attractions were part of a plan to anticipate development. For instance, among the attractions given emphasis in the Greater Accra Region are the Ghana Museums and Monuments Board, the Centre for

National Culture, Dr. Kwame Nkrumah Memorial Park, and George Pad more Research Library. A recommendation to promote tourism as a practical strategy for rural development and global integration was also made. This product must be at a point where further development and adaption are unnecessary.

Additionally, a plan for the sector's expansion was established. With this, Ghana will be marketed as a unique vacation and business travel destination. The plan's objectives are to develop an international marketing strategy that can pinpoint target markets and consumer demographics for Ghana's goods, build a recognizable brand for the nation's tourist attractions, increase awareness of Ghana in a particular target market through the use of brochures and other sales literature, and carry out consumer preference research that will be handled by GTA.

Again, a strategy for environmental and cultural preservation was put in place. This aims to safeguard current ecosystem, culture, and health from the harmful consequences of intense tourism development, among other things.

Last but not least, in terms of funding, the sources were identified as follows: government budgetary allocations, lending organizations, commercial banks, and so on, including the creation of the Tourism Development Fund (TDF). The floatation of long-term bonds and their listing on the Ghana Stock Exchange are additional options for obtaining long-term financing. Once more, United Nations Development Programme (UNDP) is a dependable donor who acts as a representative of foreign donors.

2.7 Segment attractiveness

Because of the market's heterogeneity, it was noted in the problem statement earlier in this chapter that the potential and existing tourist markets are unknown. As a result, one of the study's goals stated that it was necessary to determine the possible target market in the Greater Accra Region, and segmentation is how this is done.

Kotler (1991) described segmentation as the process of dividing a market into discrete groups of consumers with different demands, features, or behaviours who may call for different goods or marketing strategies.

To advertise different tourist products in those categories, it is important to identify different groups that share the same need for satisfaction through segmentation. To capture a significant portion of the market, segmentation is a crucial strategic marketing technique. A portfolio analysis model was created by Thill (1996) to assess market attractiveness and its determinants. According to market variables, its attractiveness will depend on the market's size, rate of growth, diversity of market segments, sensitivity to pricing, and provision of successful promotional activities. With regard to the competitive elements, its allure will depend on the types, number, and levels of integration of competitors.

Creating superior offers that buyers cannot refuse is the defense plan, though overall, the market segment with the fewest rivals and the ability to differentiate items is the most appealing.

The Greater Accra region is currently pushing to market its attractions to all types of travelers, which puts it in competition with many other places including the Central region, Eastern region, Ashanti, Volta, and even outside the borders of Ghana. The African-American market will be an obvious target, and the Greater Accra Region won't have to compete there because no other African

nation can make the same strong claims about its historical connections to this market as Ghana and, by extension, the Greater Accra Region. Therefore, it is suggested that the African-American sub-segment be targeted as the most desirable market.

People have varied tastes, needs, attitudes, lifestyles, family sizes, and other traits, which are taken into account during market segmentation. As a result, targeting big subgroups of customers or consumers with marketing efforts is a deliberate tactic to raise market demand. The criteria for each segment are discrete, measurable, viable, appropriate, and sustainable.

2.8 Using the principal promotional strategies in tourism

An orientation that centers on the target audience for the promotional activities must serve as the direction for all promotion. The marketing concept is built on this approach.

This concept is described as "the systematic and coordinated adoption of the tourism counter-position policy as well as the state's tourism policy, on local, regional, national and international levels to achieve an optional satisfaction of the needs of certain predetermined group of consumers along with reaching an appropriate profit" by Lattimore (2004). This definition includes marketing for tourism under the general heading of basic marketing ideas.

A theory that asserts that satisfying customer needs and wants more effectively than the competition is essential for generating organizational profitability. After establishing the context in which tourism functions, it is necessary to consider some of the marketing tactics that the tourist marketer has at their disposal. Advertising, public relations, sales promotion, merchandise,

personal selling, brochures, other print and electronic information, direct marketing, and other distribution methods are some of these promotional strategies.

This is because in the first place, objectives will be set and management has to put in maximum effort to achieve the objectives set. Also, the target audience, whom the advertising message will be directed at, must be known in order to determine the right language and ensure a proper timing, knowing the target audience will help also to choose the right form of media. All these will help to measure the advertising result to determine whether the objectives set have been achieved.

2.8.1 Advertising

Seaton and Bennett (1996) define advertising as a sort of mass promotion that is frequently used by businesses to communicate with huge populations of potential customers in order to inform and persuade them about a certain brand of product or service using an oral or visual message or both.

This indicates that the goal of any advertising is to stand out and provide both potential and current customers with a variety of information about the brand and its operations. Therefore, it is crucial to make the advertising's message strong, distinct, obvious, and concentrated so that the target audience can easily grasp it. "Understanding tourism behavior includes the idea and knowledge of the various factors that are by no means very obvious because the influences that do shape the activities and tastes of tourism are frequently deeply ingrained in the cultural and personal biography of the individual that the entire subject is not known of how actually they were made."

There are several strategies to expand the market for the travel and tourism sector for tourism, using a brand name to attract attention from the public works effectively. However, using

advertising as the main strategy for success necessitates a thorough examination of the resources available in the areas of scientific, social, and economic behaviour.

Again, producing advertisements for commercial goods and services is the activity or profession known as advertising (Seaton and Bennett 1996). To advance its goals of professional success, the tourism sector must use advertising as its main tool. Each nation's successful tourism promotion is founded on its cultural norms and the experts' knowledge of advertising's principles. Professional advertising can be considered a successful weapon for the economic development of the target nation both domestically and internationally.

Ads that are inappropriate, insufficient, or inadequate can be a waste of time and resources. The advertiser must determine the target market, tourism, and other factors that depend on the number of advertising intended to draw tourists in order to enhance tourism, investments, and other good behaviour.

Another strategy is to employ a logo as more powerful advertising. A logo may easily be differentiated from all other trademarks since it has a unique visual influence on the reader's mind. For instance, Spain's emblem was created by Joan Miro.

One of the most crucial elements in the tourism industry's ability to attract visitors from both the domestic and international markets is advertising. The promotion of the region's natural assets, cultural assets, and so on is the responsibility of the tourist industry and aids each traveler's experience of the place.

The most effective technique to communicate with a certain audience is through advertising. It acts as a channel for promoting a good or service. Every media outlet in the globe broadcasts it in order to publicize any goods. For instance, Coca-Cola is one of the most well-known brands in the

world, and its main offering is a certain kind of beverage. This corporation has made history over the years with its global advertising, and their market share has tremendously benefited as a result. These tactics are used in the commercial to persuade the audience of its justification, establish a reputation of reliability around its name, and elicit an emotional response. "The terms ethos, pathos, and logos refer to Aristotle's 'ingredients for persuasion,' also called 'appeals.

People are influenced by using logos, pathos, and ethos, and there is always a reason why an advertisement is made and for whom. Most of the advertisements may be directed toward children, teenagers, or adults. The notion is that while a company or organization has a message of representation through its brands that distinguishes it from competitors, consumers must have greater choice over how they respond to advertising and pay attention to small things. Advertising serves to persuade, enlighten, and entertain while also having a purpose, audience, and language in common. Its goal is to provide clients with some value so they will buy or sell goods and/or services. Advertising is one of the four Ps of the marketing mix and is classified as promotion.

Advertisements are typically monotonous, dull, and a waste of everyone's time, and they can grow stale very fast. Even while most people are growing better at avoiding advertising, occasionally a particularly memorable one can stick in your memory. For instance, there was one Orion Telescopes commercial that caught people's attention in particular. It nailed the potential of their product and added an ironic twist at the end with just three images: the moon, the American flag, and the Made in China label on the flag. To sell their telescope and pique the curiosity of their American customer, the straightforward design, the straightforward message, and the intriguing layout work wonderfully together. Advertising employs ethos and logos to persuade viewers to visit tourism destinations. Customers are shown by logos why they should believe a certain tourism

destination. By utilizing a well-known celebrity, ethos is utilized to persuade buyers or consumers to patronize a business.

In considering Greater Accra Region, there is the need for Ghana Tourism Authority (GTA) to advertise the various tourists' attractions in the region in order to develop awareness thereby generating interest. Whenever, the advertisement is placed, it would draw the attention of the people from other regions and this will help to enlarge the market share of GTA. As a full participation, Marketing managers utilize advertising as a traditional communication method as part of marketing initiatives to increase audience knowledge, understanding, interest, desire, or motivation.

Advertising is "any paid type of non-personal presentation and promotion of ideas, goods, or services to a targeted audience by an identified sponsor," according to the American Marketing Association (2020). Sending application forms or posting them in the newspaper would spur action, and advertisements reminding tourists of the offer would further spur action.

Kotler (1991) outlines the many steps in the advertising process as it relates to travel. Advertising goals, target audience identification, creative planning, media planning, media budgets, and outcome evaluation are all included in this. The stages aid in focusing management. Advertising agencies often play the following duties in the marketing planning process: they are to produce an original concept and concepts, design all visual materials and copy, and conduct any pre-launch research. Additionally, they organize, schedule, purchase, and negotiate discount rates for media. They are responsible for overseeing the implementation of agreed-upon campaign elements and materials as well as advertising production services. They must also keep track of and assess the

effectiveness of advertising. The majority of the time, advertising companies are chosen through a competitive tender process, and they are required to forge a lasting bond with their clients.

There are however, several implementation issues with advertising and this is due to the fact that advertising is unable to engage consumers and might not be able to keep viewers' attention. Additionally, the message remains static throughout an exposure.

Because advertising results are difficult to quantify, most businesses strive to avoid using it as a promotion technique. It is difficult to find qualified and skilled workers in the advertising industry, but they do exist. So, advertising is still an option. Advertising is considered to be a costly approach in marketing that costs a lot of money to implement.

2.8.2 Public relations

With the increasing emphasis on proclivities, two points are stressed in relation to travel and tourism. Firstly, much of tourism is inherently interesting, capable of catching media attention more easily than most physical goods.

Secondly “ethics and social responsibility has traditionally been the fortress of public relations” Smith (1998). Public Relations are expected to continue its growth in importance as environmental issues and the implementation of sustainable tourism use up the political and business agenda in the twenty – first century.

When it comes to the tourist and hospitality industries, public relations are crucial. The success of the entire sector depends on public relations since effective PR is essential. Making sure that

information is communicated to tourists and potential tourists is the primary goal of public relations.

The tourism sector's objective is to increase people's desire to travel and then convert that desire into the acquisition of travel-related goods and services. Public relations is crucial to this process since it not only helps draw tourists to particular locations but also keeps them satisfied once they are there. Travel public relations has traditionally involved three steps: encouraging the public to travel to a destination, organizing travel arrangements to get there, and making sure travelers are happy, well-cared-for, and entertained once they arrive. The emphasis on a critical new aspect of travel public relations—ensuring tourists' safety—has increased due to the fear of terrorism.

The following can be used to pique interest in travel: Articles in magazines and newspapers, brochures given out via direct mail or by travel agencies, online presentations, and travel movies and videos. Some publications employ writers on their own. Others employ independent photographers and writers. As long as they are presented in an informative style without using overt sales tactics and "purple," well-written pieces by PR professionals regarding travel destinations are frequently published as well.

In the minds of those with the power to sway public opinion (journalists, editors, travel writers, etc.), as well as in the minds of sales intermediaries, public relations is employed to establish and uphold a positive image for a nation or tourist destination (travel agents, tour operators) and so on.

Although both advertising and public relations are Public relations, PR are "the deliberate and persistent effort to build and maintain goodwill and mutual understanding between an organization and its publics," (British Institute of Public Relations, 2019). In tourism programmes, public relations (PR) is typically viewed as an adjunct to media advertising.

Smith (1998) asserts that while it is true, it is lacking a significant contribution if PR is solely seen as a means of getting unpaid media coverage. He added that best practices suggest that before attempting to increase a business's visibility through media relations, effective PR begins with establishing trust throughout the entire organization.

Despite being highly complex in execution, their fundamental roles are clear. They are the main tools for influencing consumer behaviour and altering demand. Simply put, they give businesses the ability to engage with customers in their homes or other locations other than those where goods are produced and delivered, with the goal of influencing their purchasing decisions. Although buying a vacation is frequently a difficult procedure, two promotional techniques can help.

Even while public relations is better than advertising at getting an immediate response, it cannot reach as much of the population at once as can advertising. In addition to being expensive, it requires diligent and qualified individuals to complete.

2.8.3 Sales promotion and merchandizing.

The three main stages of sales promotion targeted at customers are individual buyers or customer segment in their homes or place of work, distribution networks (point of sale) including in –house, and sales force. Some examples of sales promotion in tourism are price cut, discount vouchers, disguised price cut, extra product, additional services, competitions “passport” and other club membership schemes. However, there are some disadvantages associated with sales promotion. There is a problem of funding. This is because during sales promotion, free samples are given out as well as other discount, which is born by the organization. Some customers do not turn up again after the sales promotion. When the promotion is over they also cease to be your customers.

Marketing aims to turn such impressions into actual purchases while advertising generally aims to modify consumers' perceptions of a brand. Advertising, on the other hand, cannot close sales since its impact is too remote from the point of purchase, whereas sales promotion can and does.

Temporary incentives and displays are employed in sales promotion and merchandising as significant strategies primarily intended to promote customer purchase and dealer and sales force effectiveness in the short-term, according to the American Marketing Association (2020). "Below the line marketing" has traditionally been the term used to describe these strategies. Since a lot of sales advertising actually takes place at the point of sale, the term "merchandising" is commonly used to specifically refer to that activity.

2.8.4 Personal selling

Since the travel and tourism industry is a people-centered industry, the individuals who cater to the requirements of tourists are a crucial component of the final product. They could be hotel workers, resort agents, tour guards, GTA representatives, or sales reps who deal with tourists. These people are crucial in making sure that the final product fulfills the needs of the tourists. They are expected to treat tourists with respect at all times, upholding the maxim "the customer is always right."

Since the people who supply the tourism or travel product are inseparable from them, suppliers are expected to, among other things, be upbeat, tolerant, and well-presented. For instance, if the salesperson is hostile or poorly dressed while we are purchasing a television set, we may be let down despite the good name and reasonable price of the brand. No price cut will make up for a rude or improperly dressed waiter or an unfriendly tour guide in the tourism industry. Any type of

conversational sales presentation or client help is considered personal selling. One of the components of the marketing mix by the Annual Edition Marketing has historically served as the cornerstone of selling and promotional activities.

Personal selling, however, is equally difficult to implement. This is due to the fact that it requires qualified individuals who are prepared to work. Unlike advertising, it cannot simultaneously cover a vast region, but it does get a quick response.

2.9 Consumer awareness

It is difficult for small business to compete with large ones. Large businesses can advertise to a broader audience.

They can deliver a standardized level of service and use economic variation and other adversities. Today, large corporations are gobbling up smaller companies in travel, amusement, entertainment and lodging, food and beverage industries. They are employing this strategy to diversify the market. As a result, consumers must be given the necessary equipment to keep them abreast with updated and current information.

2.10 Public recreation

A fast expanding industry is known as commercial recreation and tourism. Public recreation services are well known to most individuals. You may have taken tennis or swimming lessons from the recreation department.

In the past, these organizations have offered many of the leisure options that people enjoy. Public recreation is often funded through taxes at the federal, state, and municipal levels. These services share a similar financing source and are accessible to all citizens of the nation. Commercial recreation tourism professionals need to be service oriented, knowledgeable about the role and functions of leisure in our lives and have the necessary business skills to integrate the components of the leisure industry into a total drollery package that provides for profit oriented recreational experience and programmes (Weston, 2020).

2.11 Chapter summary

This chapter presented a comprehensive literature review on the theoretical framework of promotional strategies in tourism, synthesizing existing research on effective marketing approaches in the tourism industry. The review explored key concepts such as destination branding, digital marketing, and experiential marketing, highlighting their significance in attracting tourists and creating memorable experiences. The chapter also examined the role of Integrated Marketing Communications (IMC) and event-based promotions in shaping tourist behaviour and destination choice.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter overview

This chapter outlines the research methodology employed in this study, providing an overview of the research approach, design, population, sample, data collection, and data analysis techniques used. The chapter aims to provide a clear understanding of the research process. The justification for the chosen methods is also discussed and shows how the research design and methods ensure reliability and validity.

3.1 Research Approach

This study employed a qualitative descriptive research approach to explore the effectiveness of promotional mix elements in enhancing domestic tourism in the Greater Accra Region. This approach was chosen to align with the study's objectives, which aim to gain a comprehensive understanding of the experiences, perceptions, and perspectives of stakeholders, including tourists, tour operators, and staff of the Ghana Tourism Authority.

The qualitative descriptive research design is particularly suitable for this study as it enabled an in-depth examination of the research context, allowing for the exploration of the "what" and "how" aspects of promotional mix elements. This approach is also ideal for addressing the research questions, which sought to understand the effectiveness of promotional mix elements, the experiences of stakeholders, and the challenges faced by tourism stakeholders. The qualitative descriptive design facilitates the collection of rich, descriptive data, providing a nuanced understanding of the research problem.

3.2 Research Design

This study employed a descriptive and correlational research design to examine the relationship between promotional mix elements and domestic tourism in the Greater Accra Region. The descriptive design focused on population characteristics and trends, while the correlational design examined relationships between variables. The study identified promotional mix elements used by tourist sites and hotels, as well as the characteristics of domestic tourists in the region. The Greater Accra Region was chosen due to its accessibility, relevance to the research question, and representation of the target population.

This approach was chosen because it allows for an in-depth understanding of participants' experiences and perceptions, aligning with the study's descriptive nature.

Descriptive Research Component

The descriptive research component involved the collection of qualitative data through in-depth interviews and focus groups. This component aimed to explore the promotional mix elements utilized by tourist sites and hotels, and the characteristics and experiences of domestic tourists in the Greater Accra Region.

Correlational Research Component

The correlational research component involved the analysis of relationships between promotional mix elements and domestic tourism. This component aimed to establish the relationship between promotional mix elements and domestic tourism, and identify the most effective promotional mix elements.

Combining descriptive and correlational designs allowed for a comprehensive understanding of the research context, identification of trends and patterns within the population, examination of relationships between variables, and a foundation for future research.

3.3 Population

The target population for this study consisted of individuals and organizations directly involved in the tourism industry in the Greater Accra Region. Specifically, the population included patrons (clients) of tourist sites and hotels, operators of tourist sites and hotels, and Ghana Tourism Authority (GTA) officials.

The estimated population size is approximately 5,000 individuals and organizations. This population was selected based on relevance to the research questions, accessibility, and representation of the target population.

Inclusion criteria for the population included individuals and organizations directly involved in the tourism industry and located in the Greater Accra Region. Conversely, individuals and organizations not directly involved in the tourism industry or located outside the Greater Accra Region were excluded.

The population characteristics include demographics (age, gender, education level), occupation (tourism industry professionals), and location (Greater Accra Region). Understanding these characteristics is crucial for ensuring the sample represents the target population.

3.4 Sample and Sampling Technique

This study's sample size consisted of 70 respondents, representing approximately 1.4% of the estimated population size of 5,000. Purposive sampling was employed to select respondents with expertise and experience in the tourism sector. This technique ensured that every member of the target group has an equal probability of being chosen.

The sampling procedure involved identifying potential respondents through the Ghana Tourism Authority (GTA) and tourism associations, contacting potential respondents via phone and email, and administering questionnaires to willing participants. The sample characteristics included demographics (age, gender, education level), occupation (tourism industry professionals), and location (Greater Accra Region).

The sample distribution consisted of 30 patrons (clients), 20 operators of tourist sites and hotels, and 20 GTA officials. This distribution ensured that the sample represented the various stakeholders in the tourism industry.

The sample size of 70 was deemed sufficient due to resource constraints, accessibility of respondents, and representation of the target population. However, the study acknowledges the limitations of non-probability sampling, which may not be representative, and bias due to self-selection.

The purposive sampling technique was chosen to align with the study's objectives, which aim to gain in-depth insights into the experiences, perceptions, and perspectives of stakeholders. This approach allowed for the selection of information-rich participants who possess valuable knowledge on domestic tourism, ensuring that the data collected is relevant and informative.

Purposive sampling is justified for this study because it enables the researcher to target participants with specific characteristics, expertise, or experiences related to domestic tourism. By selecting participants who have firsthand knowledge of promotional mix elements, the study can gather rich, contextual data that sheds light on the effectiveness of these elements. This approach is particularly suitable for addressing the research questions, which sought to understand the experiences of stakeholders, the effectiveness of promotional mix elements, and the challenges faced by tourism stakeholders.

3.5 Data Collection

To gather comprehensive and reliable data, this study employed a multi-method approach, integrating primary, secondary, and tertiary sources. The primary data collection phase commenced with semi-structured interviews with key informants, followed by structured questionnaires administered to participants. The questionnaires comprised both closed- and open-ended questions, allowing for a qualitative data.

The open-ended questions and semi-structured interviews enabled in-depth exploration of participants' experiences and perceptions, providing nuanced insights into promotional mix elements. This qualitative approach aligned with the study's descriptive objectives, ensuring a thorough understanding of domestic tourism promotion in the Greater Accra Region.

3.6 Data Analysis

This study employed a qualitative data analysis approach to examine the data collected from semi-structured interviews, structured questionnaires, and secondary/tertiary sources. Thematic analysis was utilized to identify, code, and categorize patterns and themes emerging from the data. This approach enabled a detailed, nuanced exploration of participants' perspectives, aligning with the study's descriptive objectives.

The data analysis process commenced with transcription of interview recordings and careful reading/re-reading of transcripts and questionnaire responses to identify initial codes and themes. Codes and themes were organized into categories and subcategories, and analyzed to identify patterns and relationships. Data saturation was achieved when no new themes emerged.

To ensure trustworthiness and credibility, multiple strategies were employed. Member checking involved verifying the accuracy of findings with participants, while peer debriefing entailed discussing data with colleagues to ensure objectivity. Additionally, the multi-method approach (combining primary, secondary, and tertiary sources) enhanced data triangulation, reinforcing the reliability and validity of the findings.

This study's thematic analysis leveraged semi-structured interviews and open-ended questions to uncover nuanced insights into promotional mix elements, aligning with the descriptive research design. Structured questionnaires and secondary sources enhanced the analysis, providing a thorough understanding of domestic tourism promotion.

The qualitative descriptive approach was selected to provide a comprehensive understanding of the complex interactions between promotional mix elements and domestic tourism. Purposive sampling ensured the selection of information-rich participants. Open-ended questionnaires and

semi-structured interviews facilitated in-depth exploration of participants' experiences and thematic analysis allowed for the identification of key themes and patterns

The choice of thematic analysis

This study employed thematic analysis to examine participants' responses, aligning with the descriptive research design. Thematic analysis was chosen for its ability to uncover nuanced patterns and meanings within qualitative data. This approach enabled a detailed exploration of stakeholders' experiences, perceptions, and perspectives on promotional mix elements in domestic tourism. By coding, categorizing, and theme-identifying, thematic analysis facilitated the identification of key concepts, relationships, and insights that addressed the research questions.

Data Validation

Data validation techniques, such as member checking and peer debriefing, were used to ensure the accuracy and reliability of the findings.

Data Analysis Software

The study utilized NVivo data analysis software to analyze the qualitative data.

3.7 Chapter Summary

This chapter outlined the research methodology employed in the study, utilizing qualitative method approach to explore the relationship between promotional mix elements and domestic tourism in Greater Accra. Descriptive and correlational research designs were combined to examine

population trends and variable relationships. A sample of 70 respondents was selected through purposive sampling, representing patrons, operators, and GTA officials. Data was collected through semi-structured interviews, questionnaires, and secondary sources. The qualitative method analysis provided a comprehensive understanding through statistical and in-depth exploration

CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

4.0 Chapter overview

Data analysis, according to Piesie-Anto (2012), is the process of reviewing, refining, and converting materials gathered from the field with the aim of highlighting pertinent information for insightful conclusions and compiling precise outcomes as the cornerstone of decision-making.

This chapter presents the responses of both customers and management of Ghana Tourism Authority in Accra. Thematic analysis is employed to identify patterns and themes in the qualitative data collected from semi-structured interviews and open-ended questionnaires. A systematic coding process is used to categorize responses by themes related to the research questions.

The coding process involves identifying recurring words, phrases, and ideas in the participant responses. This is achieved through a combination of inductive and deductive coding techniques.

This coding framework is developed based on the research questions.

4.1 SOCIO-DEMOGRAPHIC CHARACTERISTICS

4.1.1 Sex of respondents

Table 1: Sex of respondents

SEX	RESPONSE	PERCENT (%)
FEMALE	40	57
MALE	30	43
TOTAL	70	100

Source: Author's field data, 2024

The table above indicates the participants' socio-demographic characteristics and diverse range of tourism stakeholders. The demographic profile of respondents revealed a slightly higher representation of females (57%) compared to males (43%). This gender distribution indicates that more women participated in the study, providing valuable insights into their perspectives on domestic tourism. This demographic characteristic is essential in understanding respondents' experiences, preferences, and perceptions related to tourism promotion. The gender dynamics may influence the effectiveness of promotional mix elements and tourism stakeholders' strategies which is in line with the research objectives.

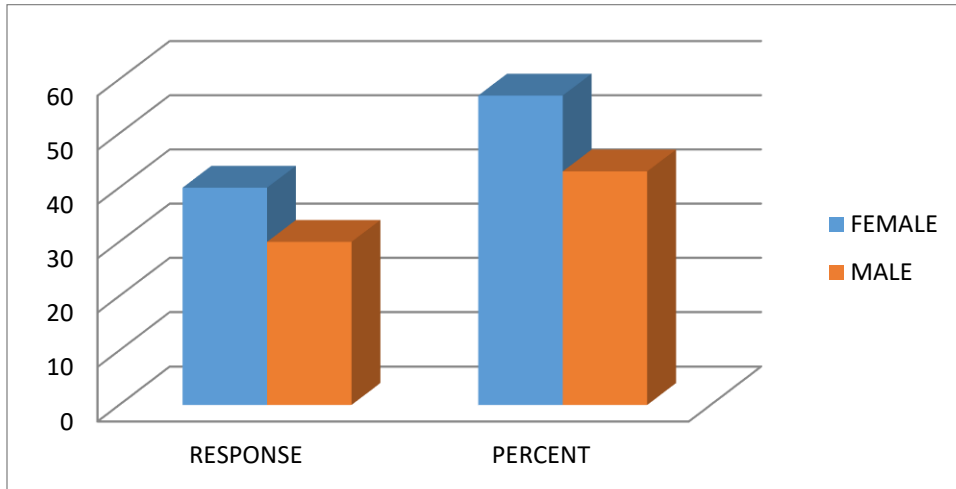
Theme: Respondent Demographics

Pattern 1: Gender Representation

Emergence of Theme: This theme emerged from the data through coding categories related to respondent demographics. The data show a predominantly female participation rate, suggesting that women may be more engaged or interested in domestic tourism.

Observed Trend: The gender distribution may imply that women play a significant role in decision-making processes related to domestic travel.

Fig. 1: Sex of respondents



Source: Author’s field data, 2024

4.1.2 Age of respondents

Table 2: Age of respondents

AGE OF RESPONDENTS	RESPONSE	PERCENT (%)
LESS THAN 20	5	7
20-29	30	43
30-39	20	29
40-49	10	14
50 AND ABOVE	5	7
TOTAL	70	100

Source: Author’s field data, 2024

The age distribution of respondents Table 2 indicates a youthful demographic. The majority (43%) are between 20-29 years old, followed by 29% in the 30-39 age range.

Pattern: Youthful Demographic: Respondents are predominantly young adults.

Supporting Data: 30 respondents (43%) are 20-29 years old.

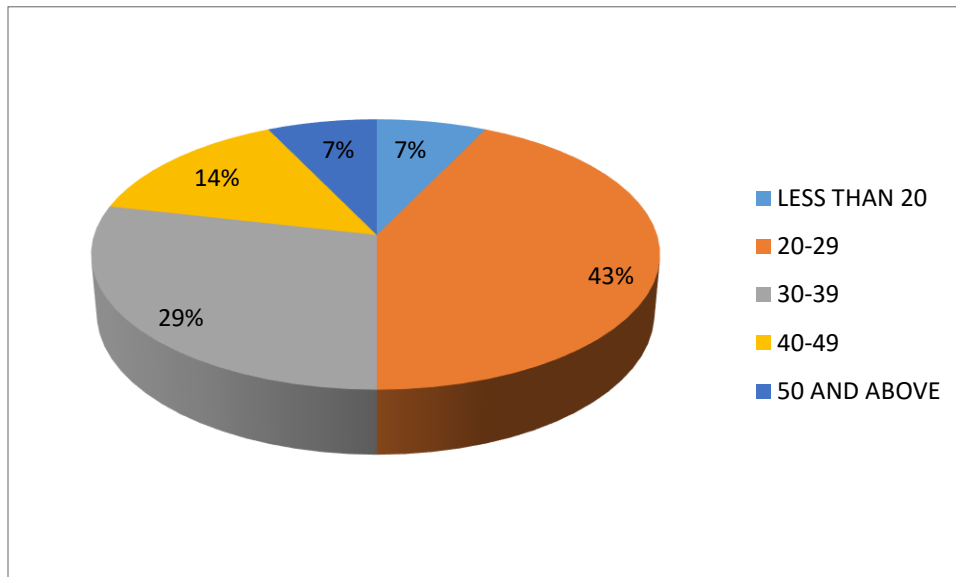
Observed Trend: A significant proportion (29%) of respondents are 30-39 years old.

Emergence of Theme: This theme emerged from coding categories related to respondent demographics.

Relevance to Study Objectives: Understanding age dynamics aligns with Objective to examine socio-demographic characteristics of domestic tourists.

Connection to Promotional Mix Elements: Younger adults may respond better to digital promotional strategies.

Fig. 2 Age of respondents



Source: Author's field data, 2024

4.1.3 Income levels of respondents

Table 3: Income levels of respondents

INCOME LEVELS	RESPONSE	PERCENT(%)
GHC 500 - GHC 1500	5	7
GHC 1500 - GHC 2500	10	14
GHC 2500 - GHC 3500	15	22
GHC 3500 – AND ABOVE	40	57
TOTAL	70	100

Source: Author’s field data, 2024

Table 3 indicates the income distribution of respondents revealed a skewed distribution towards higher earners. Majority of respondents (57%) earn GHC 3500 and above, indicating a relatively high-income demographic whilst 22% of respondents fall within the GHC 2500-GHC 3500 income bracket. 14% earn between GHC 1500-GHC 2500 and a small proportion (7%) have incomes below GHC 1500. This analysis highlights the income dynamics of the respondents, emphasizing the dominance of high-income earners in the tourism industry.

Pattern 1: High-Income Dominance. Respondents predominantly have higher incomes.

Supporting Data: 40 respondents (57%) earn GHC 3500 and above.

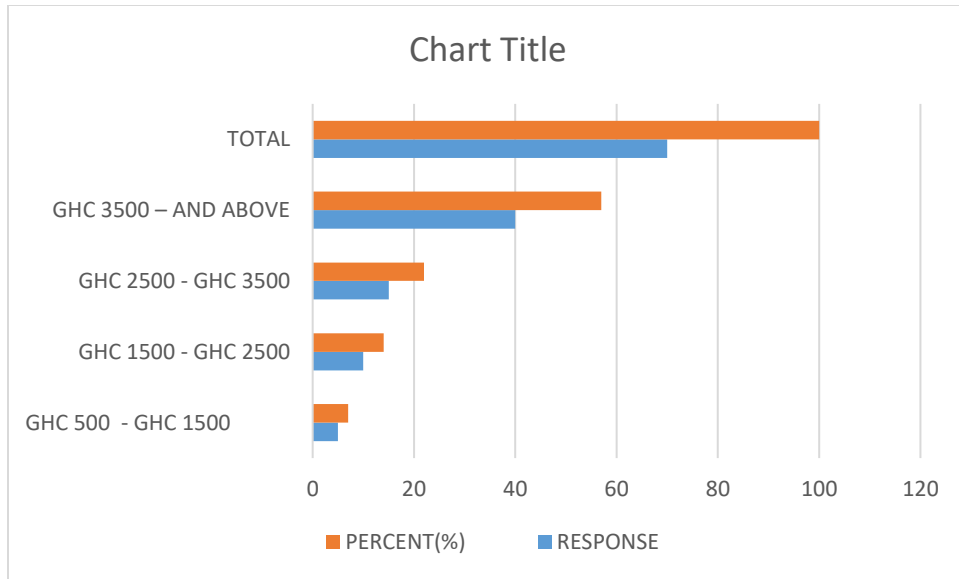
Observed Trend: Fewer respondents (7%) have lower incomes (GHC 500-1500).

Emergence of Theme: This theme emerged from coding categories related to respondent demographics.

Relevance to Study Objectives: Understanding income dynamics aligns with Objective to examine socio-demographic characteristics of domestic tourists.

Connection to Promotional Mix Elements: Higher-income respondents may respond better to premium tourism offerings and targeted marketing strategies.

Fig. 3: Income level of respondents



Source: Author’s field data, 2024

4.2 MAJOR TOURIST SITES, LEVEL OF PATRONAGE AND THEIR LEVEL OF DEVELOPMENT

Table 4: Major tourist sites, level of patronage and their level of development

TOURIST SITES	ESTIMATED NUMBER OF VISITORS PER MONTH	PERCENTAGE OF NUMBER OF VISITORS	STATUS OF PLACE

THE NATIONAL MUSEUM & MONUMENTS BOARD	5,332	4	Developed
THE NATIONAL THEATRE	18,698	14	Developed
THE GHANA TRADE FAIR CENTRE	13,270	10	Developed
ACCRA INT. CONFERENCE CENTRE	15,675	12	Very Developed
DR. K. NKRUMAH MEMORIAL PARK	10,519	8	Developed
CENTRE FOR NATIONAL CULTURE	7,562	6	Developed
G. PADMORE RESEARCH LIBRARY ON AFRICAN AFFAIRS	8,821	7	Developed
USSHER AND JAMES FORTS	3,241	2	Poorly Developed
LIGHT HOUSE	541	0.4	Poorly Developed
CHRISTIANBORG CASTLE	7,937	6	Developed
THE INDEPENDENCE SQUARE	2,317	2	Developed

THE SUPREME COURT AND OLD PARLIAMENT HOUSE	1,080	0.8	Fairly Developed
KOTOKA INTERNATIONAL AIRPORT	25,486	20	Fairly Developed
SOME SELECTED HOTELS	10,151	8	Very Developed
TOTAL	130630	100	

Source: Author’s field data, 2024

Table 4 provides insights into the patronage and development status of these sites. The Accra International Conference Centre and Some Selected Hotels are classified as Very Developed, attracting 12% and 8% of visitors, respectively, with 15,675 and 10,151 visitors per month. Developed sites include The National Museum & Monuments Board (4%), The National Theatre (14%), The Ghana Trade Fair Centre (10%), Dr. K. Nkrumah Memorial Park (8%), Centre for National Culture (6%), G. Padmore Research Library on African Affairs (7%), and Christiansborg Castle (6%).

In contrast, Ussher and James Forts (2%) and Light House (0.4%) are Poorly Developed, with relatively low visitor numbers. The Supreme Court and Old Parliament House (0.8%) and Kotoka International Airport (20%) are Fairly Developed.

Pattern 1: developed sites attract more visitors

Observed Trend: Poorly developed sites have significantly lower visitor numbers.

Emergence of Theme: This theme emerged from coding categories related to tourist site development and patronage.

Relevance to Study Objectives: Understanding tourist site development and patronage aligns with Objective 2: To examine the effectiveness of promotional mix elements in enhancing domestic tourism.

Connection to Promotional Mix Elements: Developed sites may benefit from targeted marketing strategies to maintain or increase patronage.

Fig. 4 (a): The Kwame Nkrumah Mausoleum



Source: Author's photo archives, 2024

Fig. 4 (b): Accra International Conference Centre



Source: Author's photo archives, 2024

Fig. 4 (c): The National Theatre in Accra



Source: Author's photo archives, 2024

4.3 TARGET MARKET FOR TOURISTS IN GREATER ACCRA REGION

As any viable and profitable organization, there was the need to identify the target market. This was necessary to determine the exact needs of the potential customers and this would help increase the returns of the tourism authority as well. From the questionnaire administered and the responses solicited in the tables 2 and 3 respectively, it was realized that, the actual people who constituted the target market of the Ghana Tourism Authority (GTA) were the customers of the authority and hospitality industry.

4.4 HOW TOURISM IS GENERALLY RATED IN THE REGION

Table 5: How tourism is generally rated in the region

RATING OF TOURISM	RESPONSE	PERCENT (%)
EXCELLENT	5	7
VERY GOOD	10	15
GOOD	20	28
AVERAGE	30	43
POOR	5	7
TOTAL	70	100

Source: Author's field data, 2024

In the table 5 above, it is realized that ratings are mixed, but the majority of respondents (43%) rate tourism as "Average", followed by 28% rating it as "Good", 15% as "Very Good", and 7% as "Excellent". On the other hand, 7% of respondents rate tourism as "Poor".

Pattern 1: Average Ratings Dominance

Respondents predominantly rate tourism as average.

Supporting Data: 30 respondents (43%) rate tourism as average.

Observed Trend: Fewer respondents rate tourism as excellent or poor.

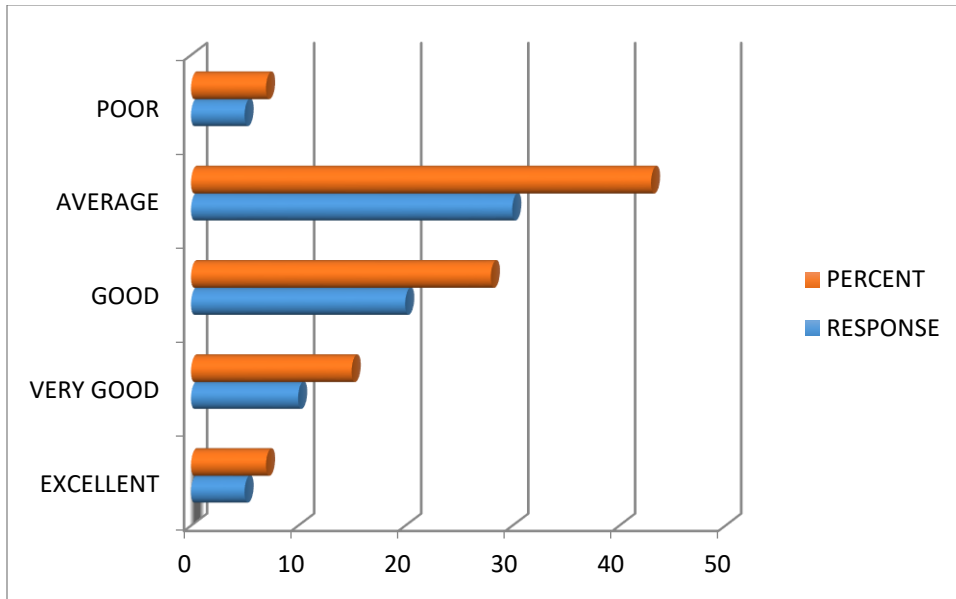
Emergence of Theme: This theme emerged from coding categories related to respondent perceptions.

Relevance to Study Objectives: Understanding tourism ratings aligns with Objective 2: To examine the effectiveness of promotional mix elements.

Connection to Promotional Mix Elements: Targeted marketing strategies may improve ratings by addressing specific concerns.

This analysis suggests that while some respondents are satisfied with tourism, many have neutral or negative opinions. To enhance the tourism experience, it's crucial to identify areas for improvement and develop targeted promotional strategies.

Fig. 5: How tourism is generally rated in the region



Source: Author's field work, 2024

4.5 VARIOUS PROMOTIONAL STRATEGIES USED IN THE PROMOTION OF TOURISM IN GREATER ACCRA.

According to Lattimore et al. (2004), promotional tactics are ways of delivering information to a person in order to pique their interest, pique their desire, and change their attitude about a good or service. According to responses from respondents, these include personal selling, sales promotion advertising, and public relations.

4.6 PROMOTIONAL STRATEGIES AND THEIR LEVEL OF EFFECTIVENESS

Table 6: Promotional strategies and their level of effectiveness

PROMOTIONAL STRATEGIES	FREQUENCY	PERCENT (%)	REMARKS
ADVERTISING	20	29	Fairly effective
PERSONAL SELLING	10	14	Not effective
SALES PROMOTION	15	21	Fairly effective
PUBLIC RELATION	25	36	Effective
TOTALS	70	100	

Source: Author's field data, 2024

Table 6 presents the respondents' perceptions of various promotional strategies' effectiveness. Public Relations was rated as the most effective promotional strategy (36%), due to wider reach. Fairly effective strategies included Advertising (29%) and Sales Promotion (21%), suggesting room for improvement.

Personal Selling was deemed not effective by 14% of respondents, highlighting the need for alternative approaches.

Theme: Effectiveness of Promotional Strategies. The data reveals varying levels of effectiveness for different promotional strategies.

Pattern 1: Public Relations Dominance. Public Relations is the most effective strategy, with 36% of respondents finding it effective.

Observed Trend: Advertising and Sales Promotions are fairly effective, while Personal Selling is the least effective.

Emergence of Theme: This theme emerged from coding categories related to promotional strategies.

Relevance to Study Objectives: Understanding promotional strategy effectiveness aligns with Objective 2: To examine the effectiveness of promotional mix elements.

Connection to Promotional Mix Elements: Effective promotional strategies (Public Relations, Advertising, Sales Promotions) should be prioritized.

Public relations was defined by Smith (1998) as a deliberate and ongoing attempt to create and preserve a favourable and cooperative relationship between an organization and its audiences. The metropolitan assembly, the corporate community, educational institutions, healthcare facilities, the transportation industry, and the hospitality industry are just a few examples of the publics. In order to create a favourable attitude toward the served goods, public relations assists in educating and reminding clients about the tourism authority and its products. Since establishing credibility is public relations' primary goal, the message must be more persuasive than advertising. Sales are affected by public relations over the long term as opposed to immediately.

Public relation becomes effective when the publics of the tourism authority and tourist development board maintain a close working rapport with press, journalists and other associated media.

Also, when product design is effectively highlighted to the attention of tourists, the resultant effect is building of a positive image for the Ghana Tourism Authority. Finally, public relation has the task of enlightening management about public issues, identifying areas of development internally and externally to the tourism authority for a favourable image. The second promotional strategy which respondents rated as fairly effective has 29% is that of advertising and this statistics can be inferred from table 6.

According to Kotler (1991), Advertising is any sort of compensated non-personal presentation and promotion of ideas, products, or services by a designated sponsor to a specific audience. According to the opinions of the respondents in table 6, advertising appears to be sufficiently promoting tourism. However, advertising can assist the tourism authority in attracting attention, creating interests, generating desire in tourists and eventually purchasing of tourism services.

For example much awareness will be captured to customers by displaying the tangible cues such as the beautiful buildings, gardens and screened sites on television. During the survey it was evidently clear that most indigenous people who are closer to the sites are even not aware of their existence. Due to cost involved, most organizations ignore the importance of this promotional strategy, which is one of the best among the promotional elements. Advertising, whether on the television or radio, covers a large area at a particular time.

However, to ensure effective use of advertising. There is the need to practice integrated marketing. Again, according to Kotler (1991), integrated marketing is where the same message is carried across by using different media. It also becomes effective when the advert is done at the appropriate time or prime time to the target audience. Similarly, the advertisement when put across draws the attention of people from other regions and this will help enlarge the market share of the

tourism authority in Accra. Sales promotion, the third promotional tactic, received a reasonably effective rating from table 6 with 21%.

Smith (1998) defines sales promotion as a short-term incentive to stimulate the purchase of a good or service. This makes it one of the most effective ways to reach target customers. It must be understood that it is merely a complement to advertising because its primary goals are to assure immediate sales impact. Price reductions, discount coupons, covert price reductions, additional products, additional services, and other club membership programmes are a few examples of sales promotions in the travel industry.

Sales promotion, however, also acts as a key strategy for encouraging customer purchase and ensures successful short-term sales through transient incentives and displays. It should be noted that while sales promotions are intended to appeal to clients who are more price-sensitive, they frequently draw customers who have little brand loyalty.

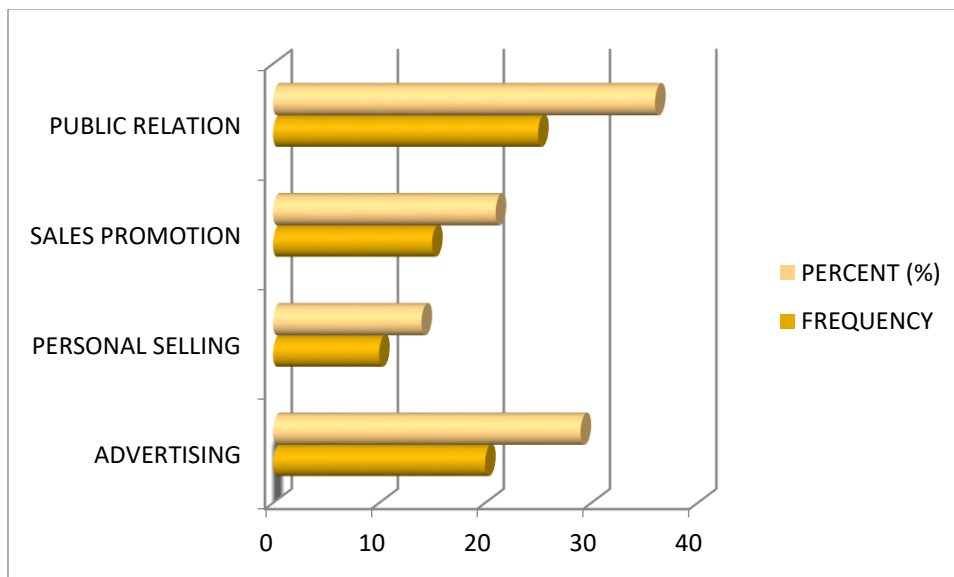
It therefore implies that in areas of tourism, brand feature such as sales promotion will be a useful tool. This will assist to attract new tourists and more businesses from the existing market than encouraging brand switching from other companies. Lastly, personal selling with 14% solicited from the survey respondents was described as not effective and its effects had adversely reduced tourism sales. This is so because tourism is a people centered activity or business.

The people employed to attend to the needs of tourists are essential ingredients in the product itself. They may be sales staff who are responsible for dealing with tourists, resort representatives, staff of hotels, waiters, porters and so on all playing significant role in ensuring that the total products satisfy the tourist. The employees are expected to be friendly in dealing with tourists at all times given credence to the phrase “the customer is always right”

This is important because a tourism product is inseparable from the staff that deliver it. It places greater responsibility on the services of employees to be cheerful, tolerant, well presented among others. This is necessary because in tourism no reduction in price can compensate for an impolite tour guide, rude or untidily dressed waiter.

Finally, from the respondents' views expressed in table 6, it is abundantly clear that the major promotional strategies used frequently are public relation and advertising and the minor ones used were sales promotion and personal selling. However, since each serves different aims, the two of them can be used at a time. For instance, advertising can be used alongside with sales promotion and it will yield a maximum returns.

Fig. 6: Promotional strategies and their level of effectiveness



Source: Author's field data, 2024

4.7. HOW PROMOTION IS PERCEIVED IN TERMS OF EXPENDITURE

Table 7: How promotion is perceived in terms of expenditure

EXPENDITURE ON PROMOTION	RESPONSE	PERCENT (%)
EXPENSIVE	45	64
MODERATE	15	22
LESS EXPENSIVE	10	14
TOTALS	70	100

Source: Author's field data, 2024

Table 7 revealed stakeholders' perceptions of promotional expenditure in the Greater Accra Region. The majority of respondents (64%) viewed promotional expenditure as "expensive" or "very expensive," while 22% considered it "reasonable." Only 14% perceived promotional expenditure as "affordable." These findings suggest that tourism stakeholders in the region consider promotional activities to be costly.

Pattern 1: Expensive Perception Dominance. 64% of respondents consider promotional expenditure expensive.

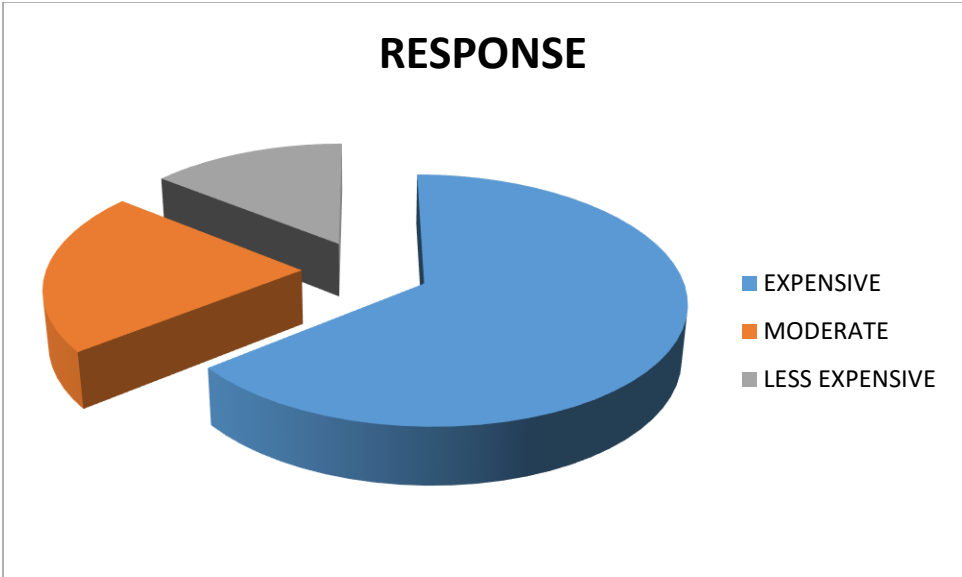
Observed Trend: Moderate and less expensive perceptions are less common (22% and 14%, respectively).

Emergence of Theme: This theme emerged from coding categories related to promotional expenditure perceptions.

Relevance to Study Objectives: Understanding promotional expenditure perceptions aligns with Objective 2: To examine the effectiveness of promotional mix elements.

Connection to Promotional Mix Elements: High perceived expenditure may impact promotional strategy choices.

Fig. 7: How promotion is perceived in terms of expenditure



Source: Author’s field data, 2024

4.8 PROBLEMS ASSOCIATED WITH PROMOTIONAL STRATEGIES AND THEIR SOLUTIONS

Admittedly, every good thing has a problem and so with tourism promotion. With regard to each promotional strategy, there is a problem associated with it. The following table highlighted some of the key problems associated with tourism promotion. The solutions to these problems were also provided alongside.

Table 8: Promotional strategies and problems associated with them

PROMOTIONAL STRATEGIES	PROBLEMS
Advertising	<ol style="list-style-type: none">1. Inadequate funds2. Lack of electricity in some parts of the sites in the region.3. Poor advertising agency4. Lack of sponsorship5. Poor timing
Sales promotion	<ol style="list-style-type: none">1. Inadequate funds2. Inadequate qualified personnel
Personal selling	<ol style="list-style-type: none">1. Inadequate funds2. Unqualified personnel3. It does not reach large number of people at a goal.
Public relations	<ol style="list-style-type: none">1. Inadequate qualified public relations officers2. Inadequate funds

Source: Author's field work, 2024

The theme of Challenges in Promotional Strategies emerged from the data, highlighting various problems associated with different strategies. In advertising, respondents cited inadequate funds (43%), lack of electricity in some areas, poor advertising agencies, lack of sponsorship, and poor timing as major challenges. Sales promotion faced inadequate funds (29%) and unqualified personnel, while personal selling struggled with inadequate funds (21%), unqualified personnel,

and limited reach. Public relations encountered inadequate qualified officers (36%) and inadequate funds.

A clear pattern emerged, with funding constraints affecting all promotional strategies. As evidenced by the data, inadequate funds was a common problem across all strategies.

An observed trend revealed that lack of qualified personnel and poor infrastructure, particularly electricity, also hindered effectiveness.

This theme emerged from coding categories related to promotional strategy challenges, aligning with Objective 2 of the study, which aims to understand promotional strategy challenges.

Ultimately, addressing funding and personnel constraints can enhance promotional effectiveness, underscoring the connection to promotional mix elements. This analysis highlights the need for targeted solutions to overcome these challenges and enhance tourism promotion in the Greater Accra Region.

With regard to advertising, due to the cost involved, most organizations turn to ignore it. There is lack of funds for development and also the training of personnel. Apart from these problems, amount required for the advertising is quite large. However, Ghana Tourism Authority can appeal to other organizations to sponsor their adverts and this will help reduce the promotional budget drawn. Advertising agencies are responsible for undertaking their own advertisement. The advertising becomes ineffective when developed by unqualified people. Therefore, for effective advertising, the right calibre must be selected. Furthermore, poor timing amounts to ineffective advertising. The advert must be placed at the time that at least 90% of the target audience attention must be captured.

Personal selling is also associated with the problem of funding. Management finds it extremely difficult to pay personnel or individuals undertaking personal selling as promotional strategy. This is because, unlike advertising where tourists are met at a goal, each tourist must be attended to at different times. It also becomes ineffective when personnel employed to carry such promotion are not skillful. The personnel must be tactful in their dealings because personal selling ensures an action unlike advertising, which just generates interest but cannot elicit immediate response required. With reference to sales promotion, due to the immediate rewards, most customers take delight in its service.

However, it becomes inefficient when the appropriate employees are contracted. There should be personnel who will induce customers with the necessary motivation given them thereby ensuring purchase. Besides, most organizations see it to be expensive because, the organization gives out free samples, allowed discount where necessary which goes to increase the promotional budget. However, when customers are well satisfied it ensures repeat purchase.

With reference to tourism, they visit the place from time to time, and also inform friends, relatives and others about the sites. Lastly, public relation is also associated with the problem of qualified personnel. The officials who undertake such promotions must be people who relate well to customers and understand every situation of a customer at a particular time. Such officials must therefore, be tolerant and ensure a harmonious relationship with customers. It is realized that the major problem that runs through all the promotional strategies are funds and inadequacy of qualified personnel.

However, all the stakeholders in their small way can help reduce these problems by contributing to the tourism authority in enhancing the tourism industry.

4.9 Chapter summary

This chapter presented the analysis and presentation of data collected from customers and management of the Ghana Tourism Authority in Accra. The chapter explored socio-demographic characteristics, major tourist sites, target markets, and promotional strategies used in the tourism industry. The findings reveal that the majority of tourists are females aged 20-29 with a high income level, and that public relations is the most effective promotional strategy. The chapter also highlighted the challenges and opportunities for tourism development in the Greater Accra Region.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Chapter overview

This chapter draws the curtain on the conclusions and results of the research. It presents a summary of the dissertation, findings arrived at and finally the recommendations made to relevant authorities for their action.

5.1 Summary

The dissertation was a descriptive study, to critically examine tourism promotion in Greater Accra Region. Essentially, the primary purpose was to identify the target market of Ghana Tourism Authority, examine the various promotional strategies as well as the associated problems and how these problems can be solved.

The population was made up of people within the Accra metropolitan area from whom a sample was selected. In all, seventy (70) respondents were given questionnaire to answer. This was augmented with interviews in areas that were not covered by the questionnaire. Questions answered were both open ended and closed ended. In examining the tourism promotion in the Greater Accra Region, descriptive statistics such as tables, percentages and their proportions, charts and photos were employed to analyze data gathered.

5.2 Findings

The study's qualitative data analysis revealed key themes and patterns related to the research objectives. The findings reveal that tourism stakeholders primarily utilize advertising, public relations, sales promotion, and personal selling to promote tourist sites. Notably, public relations emerged as a more effective promotional tool than advertising, fostering meaningful relationships with domestic tourists. Participants emphasized the significance of word-of-mouth referrals, collaborative marketing efforts, and targeted advertising in reaching domestic tourists.

Consistent with the first research objective, examining the specific promotional mix elements deployed by tourism stakeholders, the study identified social media advertising, events, and experiential marketing as pivotal strategies. However, the underdevelopment of tourist sites, inadequate funding, and poor infrastructure hinder the effectiveness of these promotional efforts. The findings underscore the importance of Integrated Marketing Communications (IMC) tools, including content marketing, influencer marketing, and strategic communication, to enhance the overall tourist experience.

Regarding the second research objective, assessing the effectiveness of promotional mix elements, the study revealed that tailored promotional strategies significantly influence domestic tourists' decisions. Domestic tourists prioritize cultural authenticity, affordability, and accessibility when selecting destinations. Effective promotional mix elements, such as engaging content and experiential marketing, enhance the tourist experience. Nonetheless, challenges persist, including inadequate funding, lack of qualified personnel, and limited infrastructure.

The study's qualitative approach provided nuanced insights into effective strategies, underscoring contextualized promotional approaches. Domestic tourists seek unique experiences, like local

cuisine, traditional performances, and cultural immersion. Public relations, through community engagement and media outreach, emerged as a vital tool in promoting cultural and historical heritage sites. By leveraging IMC tools and addressing the identified challenges, tourism stakeholders can revitalize the region's tourism industry, contributing to its economic growth and development.

The findings offer valuable insights into the role of promotional mix elements in enhancing domestic tourism in the Greater Accra Region, informing policy decisions and strategic marketing initiatives.

1.3 Conclusion

The study's objective was to examine the effectiveness of promotional mix elements in enhancing domestic tourism in the Greater Accra. To achieve this objective, the researcher set out to collect data, which was followed by an analysis and conclusion-making. Even though some of the answers to the questions were contradictory, a study result could still be drawn.

It has been confirmed and concluded that inadequate publicity, advertising public relation, sales promotion coupled with low remuneration, poor roads to the tourist centres among others has led to the decline of tourism in the Greater Accra Region and that the aforementioned promotional tools, among others, must be deployed in order to revamp the sector so that it can generate the needed revenue for the region and the state.

5.4 Recommendations

Based on the findings, here are specific, actionable recommendations:

1. Marketing Department Development
 - Establish dedicated marketing unit within GTA Accra office
 - Hire qualified marketing professionals
 - Set quarterly marketing targets and KPIs
 - Budget: GHC200,000 annually

2. Tourism Development Fund Restructuring
 - Create transparent fund management system
 - Allocate 40% to site development
 - Dedicate 30% to marketing activities
 - Reserve 30% for staff training
 - Quarterly audit requirements

3. Promotion Strategy
 - Develop unique selling propositions for each site
 - Create targeted promotional packages
 - Implement visitor feedback system
 - Monthly performance review

4. Staff Capacity Building

- Quarterly training programmes for tour guides
- Customer service excellence certification
- Digital marketing skills development
- Performance-based incentives

5. Infrastructure Enhancement

- Prioritize poorly developed sites (Ussher Fort, Light House)
- Improve accessibility and facilities
- Install modern amenities
- Regular maintenance schedule

5.5 Chapter summary

This chapter summarized the findings, conclusions, and recommendations of a study on tourism promotion in the Greater Accra Region. The study revealed that inadequate promotion, lack of funds, and poor personnel training hindered the growth of tourism in the region. To address these issues, the study recommends improving IMC strategies and service quality, standardizing tourist sites, and increasing staff remuneration, among other strategies. Effective implementation of these recommendations is expected to boost tourism and achieve the targets outlined in Ghana's National Tourism Development Plan.

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APPENDIX A: SAMPLE QUESTIONNAIRE 1

UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION (UniMAC-IJ)

I am Jonathan Kwame Ledi, a final year student and this is a survey research as part of the requirement for attaining Master of Arts Degree in Public Relations with Marketing from the above university.

This questionnaire is aimed at collecting data and information on the topic: IGNITING DOMESTIC TOURISM: EXAMINING THE ROLE OF PROMOTIONAL MIX ELEMENTS IN THE GREATER ACCRA REGION

Therefore, this is purely academic exercise and all information provided will be kept confidential.

Your co-operation in answering the questions below would be highly appreciated.

Thank you.

MANAGEMENT

Instruction

Please tick where appropriate and give answers where applicable.

1. How do you promote tourism in the Greater Accra Region? Through:

a) Advertising

b) Public relation

c) Sales promotion

d) Personal selling

e) Any others please, specify.....

2. Who is your target market (customers) in the region?

.....

3. Please, indicate the sites visited by tourists, number of visitors and their level of development.

Tourist Sites	Estimated Number of Visitors	PERCENT	STATUS OF PLACE
THE NATIONAL MUSEUM & MONUMENTS BOARD			
THE NATIONAL THEATRE			
THE GHANA TRADE FAIR SITE			
ACCRA INT. CONFERENCE CENTRE			
DR. K. NKRUMAH MEMORIAL PARK			
CENTRE FOR NATIONAL CULTURE			
G. PADMORE AFRICAN RESEARCH LIBRARY & PARK			
USSHER AND JAMES FORTS			
LIGHT HOUSE			
CHRISTIANSBURG CASTLE			

THE INDEPENDENCE MONUMENT AND INDEPENDENCE SQUARE			
THE SUPREME COURT AND OLD PARLIAMENT HOUSE			
KOTOKA INTERNATIONAL AIRPORT			
HOTELS			

3. Generally how do you rate tourism in the Greater Accra Region?

- a) Excellent
- b) Very good
- c) Good
- d) Average
- e) Poor

4. Through which of these media do tourists get to know about the various tourist sites?

- a) Personal Selling
- b) Advertising
- c) Sales Promotion
- d) Public Relations

5. Which of these activities do you use to promote tourism in the region?

- a) Television

- b) Radio
- c) Brochures
- d) Bill Boards
- e) Flyers

(f) Others, please specify

6. Which of these methods of promotions does the Tourism Authority frequently use?

- a) Public relations
- b) Sales promotion
- c) Advertising
- d) Personal selling

e) Any other, please specify.....

7. Are the promotional strategies used in promoting tourist sites effective?

Yes No

8. If yes, in what way?

.....

9. If no, why do you think so?

.....

.....

10. In terms of expenditure, how do you perceive promotion?

a) Expensive

b) Moderate

c) Less expensive

11. List some of the problems associated with tourism promotion in the region.

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

12. How do you think these problems above can be solved?

.....
.....

QUESTIONNAIRE 2

UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION (UniMAC-IJ)

I am Jonathan Kwame Ledi, a final year student and this is a survey research as part of the requirement for attaining Master of Arts Degree in Public Relations with Marketing from the above university.

This questionnaire is aimed at collecting data and information on the topic: IGNITING DOMESTIC TOURISM: EXAMINING THE ROLE OF PROMOTIONAL MIX ELEMENTS IN THE GREATER ACCRA REGION

Therefore, this is purely academic exercise and all information provided will be kept confidential.

Your co-operation in answering the questions below would be highly appreciated.

Thank you.

TOURISTS (CUSTOMERS)

Instruction

Please tick where appropriate and give answers where applicable.

Bio data

1. What is your Gender? Male Female
2. What is your age?
- Below 20
- 20 - 29

- 30 – 39
- 40 – 49
- 50 and above

3. What is your income level?

- GHC500 – GHC1500
- GHC1500 – GHC2500
- GHC2500– GHC3500
- GHC3500 – GHC4500

Any other, please specify

4. How did you get to know about the tourist sites you visited? Through

- a) Television
- b) Radio
- c) Brochures
- d) News papers
- e) Others, please specify

5. Generally, how do you rate tourism in the Greater Accra Region?

- a) Very developed
- b) Developed

- c) Fairly developed
- d) Poorly developed

6. Which of these promotional tools create a better awareness of the tourist sites?

- a) Sales promotion
- b) Personal selling
- c) Advertising
- d) Public Relation

7. Are the promotional strategies used in promoting these sites effective?

Yes No

8. If yes why?

.....

.....

.....

9. If no why?

.....

.....

.....

APPENDIX B: GHANA TOURIST MAP

Tourist map of Ghana with roads, distances and some tourist sites



Source: Author's photo archives, 2024