

RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS IN DANISH-OSU, GHANA

Aaron Kofi Badu Yankholmes
Universidad de Deusto

Introduction

- A substantial part of the literature on the psychology of tourism in recent years has been dominated by the impact of tourism on host communities as well as residents' the attitudes towards tourism (see for example Pearce, *et al.*, 1996).

Cont'd

- However, as the tourism phenomenon expands around the globe, there is a growing recognition, especially in less developed countries, that anticipated benefits could be offset by the attendant costs.

Cont'd

- This recognition emanates from the fact that tourism impacts are broad and often touch on areas beyond those commonly associated with the sector itself.
- Tourism impact studies since the 1970s suggest that the negative impacts of tourism far outweigh the positive impacts (see for example Mason, 2003).

Cont'd

- Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degrees of favour or disfavour (Eagly and Chaiken,1993) .
- Ap (1990) used the term 'perception' instead of 'attitude', defining perception as the meaning attributed to an object.

Cont'd

- Perceptions are also shaped by our knowledge, beliefs, values and norms yet can be created without experience and knowledge of the object/person (Reisinger & Turner, 2003).
- Thus residents attribute meaning to the impacts of tourism without necessarily having knowledge or enduring predispositions about them (i.e. tourism impacts).

Cont'd

- It is a fact that attitude of host communities towards tourists and tourism is vital to the sustainability of the industry (see for example; Ross, 1992; Fridgen, 1994; Pearce *et al.*, 1996).
- Thus any tourism development effort in a community should be guided by the community's reaction to its introduction or expansion.

Problem

- Reliance on theories and models on tourism impacts derived from research conducted in developed countries.
- Spatial biasness of tourism impact studies in favour of rural communities (Husbands, 1989; Johnson *et al.*, 1994; Lankford, & Howard, 1994; McCool & Martin, 1994; Jurowski *et al.*, 1997; Ap & Crompton, 1998) compared to urban areas (Ross, 1992; King *et al.*, 1993; Lea *et al.*, 1994; Chen, 2000).

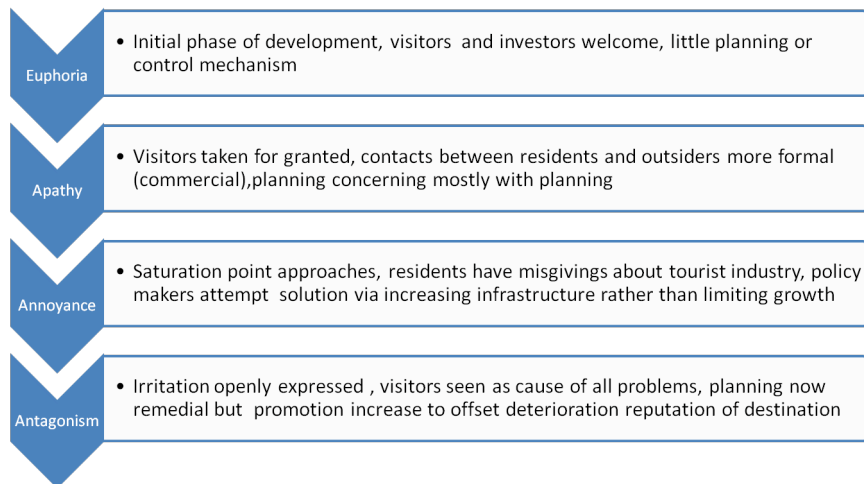
Cont'd

- Some socio-demographic variables have been identified to influence residents' reaction towards tourism in both urban and rural communities (see for example Allen *et al.*, 1990; Johnson *et al.*, 1994; Chen, 2000).

Research objectives

- assess residents' perceived impact of tourism development in Danish-Osu (a suburb of Accra, the capital of Ghana);
- explore the socio-demographic dimensions that influence residents' perceptions towards tourism development;
- to identify residents' sources of information on tourism impacts; and,
- draw implications for managing anticipated impacts of tourism development in Danish-Osu

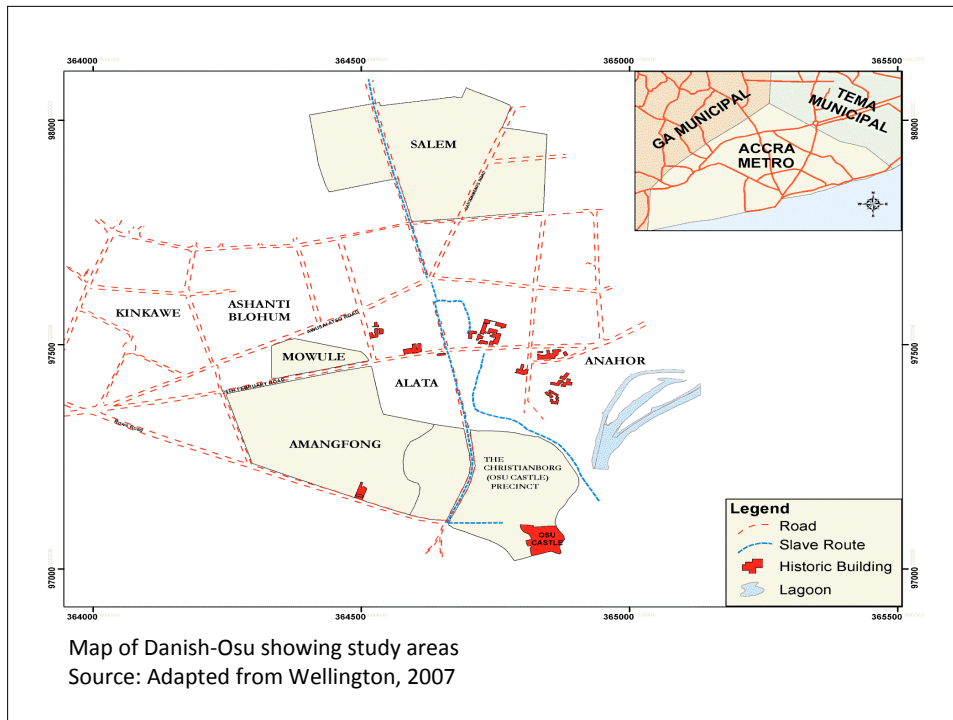
Doxey Irridex Model



Source: Page and Dowling, 2002

Research setting

- Danish-Osu (Wellington, 2007) in the 19th century consisted of *Kinkawe, Ashanti Blohum, Alata, Anohor and Amangfong*.
- Former slave site with more than 200 years of Danish influence.
- Presently the seat of government with many historical attractions and a weekend rendezvous for international tourists to 'Oxford Street' .



Research methods

Sampling units

- household heads (male or female) or any member of the household (above 18 years) present;
- traditional authorities;
- assembly members;
- opinion leaders;
- youth groups; and,
- market women

Unit of analysis	Information sought	Sampling technique	Data collection method
Household head	Opinions on tourism development and impacts	Multi-stage	Questionnaire
Traditional authorities	Opinions on tourism development and impacts	Purposive	In-depth interview
Opinion leaders	Opinions on tourism development and impacts	Purposive	In-depth interview
Youth groups	Opinions on tourism development and impacts	Convenience	Focus group discussions
Market women	Opinions on tourism development and impacts	Convenience	Focus group discussions
Assembly members	Needs of community and views on tourism development	Purposive	In-depth interview

Findings socio-demographic profiles

Age

<35 years: 16%
35-60 years: 62%
>60 years: 22%

Sex

Male: 52%
Female: 48%

Marital status

Single/Ever married: 17.5%
Married: 65.5%
Divorced/Seperated: 10%
Widowed: 7%

Highest level of education

No formal education: 6.5%
Primary: 8.5%
Middle/JSS: 52%
Secondary/SSS: 22.5%
Tertiary: 10%
Postgraduates: 0.5%

Cont'd

Primary occupation

Artisans: 12%
Traders: 26%
Fishermen: 2%
Drivers: 2%
Civil Servants: 4.5%
Self Employed: 9.5%
Others: 44%

Religious affiliation

Christians: 94%
Moslem: 4%
Others: .5%
No religion: 1.5%

Perceptions of expected tourism impacts

Potential positive effects	Frequency	Percent
Economic/financial/investment	580	58.0
Cultural heritage conversation	180	18.0
Community welfare	115	11.5
Cultural/knowledge exchange	100	10.0
Don't know	25	2.5
Total	1000	100.0

"No doubt tourism development will help alleviate poverty among the residents. Sure, we have small businesses here in Danish-Osu that residents are engaged in, but tourism development is the way to go. You just have to go to 'Oxford Street' to see things for yourself". (Traditional authority member, IDI)

Cont'd

Potential negative effects	Frequency	Percent
Human-environment	195	19.5
Socio-cultural	460	46.0
Human rights	170	17.0
Others	135	13.5
Don't know	40	4.0
Total	1000	100.0

"These tourists have different cultural backgrounds and upbringing which make them kiss in public and even worse than that patronize prostitutes at brothels and engage locals in homosexuality and lesbianism". (Youth respondent, FGD)

Determinants of residents' perceptions and attitudes

- Results of the *t*-test and one-way ANOVA showed significant differences existed in both residents' perceived positive ($p=.009$) and negative impacts ($p=.001$) of tourism and 'place of residence'.
- Religious affiliation and negative impacts ($p=.006$).
- Marital status and positive impacts ($p=.024$).

Sources of impact knowledge

Knowledge source	Frequency	Percent	Rank
Radio	199	33.2	1
Television	114	19.0	2
Newspapers	87	14.5	3
Neighbours	61	10.2	4
Observation of other destination	59	9.8	5
School	48	8.0	6
Others	32	5.3	7
Total	600	100.0	

Tourism management preference

- The survey indicated that 84(42.0%) of respondents preferred traditional control followed by government (26.0%), assembly members (10.5%), community (6.5%), public-private partnership (11.5%), while 7(3.5%) were undecided.

Residents' reasons for management option

Management option	Some reasons	Frequency	Percent
Assembly member	-The community trust the Assembly Member	13	3.3
	-Because assembly members are hardworking	21	5.3
	-Because the assembly members ensures community development	9	2.3
Traditional authorities	-Because they are the custodians of the land	16	4.0
	-The chief is the leader of the community	63	15.8
	-The chief represents the community aspirations	60	5.0
Community	-So the benefits will stay in the community	98	24.5
Government	-Because government has funds to develop tourism	35	8.8
	-Government can provide tourist safety	33	8.3
	-Because government controls resources for development	5	1.3
	-Its government responsibility to ensure country's development	12	3.0
Private-public partnership	-To ensure equitable distribution of benefits and sustainability of tourism development	13	3.3
Don't know		22	5.5
Total		400	100.0

Implications for third sector

- Conduct needs assessment of community
- Community involvement in tourism planning
- Expectation management

Conclusions

- In spite of the fact that tourism development is in the exploratory stage (Butler, 1980), residents could attest to both positive and negative impacts of tourism.
- Residents are euphoric (Doxey,1975) about tourism development, but not oblivious of its potential costs to the community.

Cont'd

- Socio-demographic variables as consistent with the literature are important in explaining differences in residents' attitudes to tourism development in Africa.
- Residents preference for traditional control of tourism development could serve as a conduit for community participation in tourism planning and implementation.

Thanks for your attention