

UNIVERSITY OF CAPE COAST

RESIDENTS' PERCEPTION OF TOURISM IMPACT IN ANKASA
CONSERVATION AREA

BY

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DECLARATION

Candidate`s Declaration

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

Candidate`s Signature:..... Date:

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Supervisors` Declaration

We hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

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ABSTRACT

Tourism which has been described by some tourism scholars as multifaceted industry, generating huge revenue for various governments may impact positively or negatively on socio-cultural, economic and environmental segments of local tourism communities or destinations. The study assessed local residents' perception of tourism impact on socio-cultural and economic activities and the environment in communities surrounding Ankasa Conservation Area. Though, there are many factors which influence residents' perception of tourism, ten factors were examined. The Social Exchange Theory which is a behavioural theory was employed to guide the research. Since, the research is purely quantitative, a total of 267 respondents were sampled from Ghana-Nungua and Old Ankasa for interview. Questionnaires were administered using face-to-face interview strategy to gather the needed information. Analysis of the data obtained identified that though, tourism had some positive impacts on the environment its contribution to socio-cultural and economic benefits was very insignificant in the local communities. As a result, it is recommended that the District Assembly, Ghana Tourism Authority, the Forestry Commission, Civil Society groups as well as residents meet periodically to discuss and share opinions on how best to strategize to ensure sustained growth of the industry in the local communities so that its positive impacts are felt in the lives of the people.

KEY WORDS

Perception

Impact

Economic

Socio-cultural

Environmental

Residents

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DEDICATION

To my Family

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LIST OF ACRONYMS

GDP	Gross Domestic Product
GTA	Ghana Tourism Authority
SET	Social Exchange Theory
SPSS	Statistical Product for Service Solution
UK	United Kingdom
US	United States
WAPCA	West Africa Primate Conservation Area

CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism which involves the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes (United Nations World Tourism Organization, 1995), has grown spectacularly contributing immensely to some national and the global economies (United Nations World Tourism Organization, 2013). As a result, many governments, especially those in the less developed countries across the globe are creating good business environment for tourism development as well as directly investing huge sums of money to develop their tourism potentials.

This importance given to the industry by these governments has made the industry grown at a faster rate. For instance, in 2013 the total export earnings generated by international tourism reached a record of US\$1.409 trillion, out of which receipts earned by destinations from international visitors accounted for US\$1.195 billion, worldwide. In 2014, international tourism receipts increased by US\$ 48 billion to reach a record US\$1.245 billion and export earnings from international tourism rose to US\$ 1.5 trillion (World Travel and Tourism Council, 2015). However, in 2015, travel and tourism contributed US\$ 7.2 trillion to the world's Gross Domestic Product (GDP) and provided 284 million jobs to the global economy (World Travel and Tourism Council, 2015).

In Ghana, even though, tourism is a non-traditional industry it has been contributing significantly towards the Gross Domestic Product (GDP). For instance, tourism arrivals increased from 428,533 in 2005 to 931,224 in 2010. These arrivals generated a respective increase of revenue of US\$ 836.09 from 2005 to US\$ 1,875 in 2010 (Ghana Tourism Authority, 2012). The World Bank, also, in her periodic global economic assessment indicated that tourism arrivals in Ghana jumped from 286,000 in 1995 to 1, 093,000 in 2014, whilst tourism receipts within the same period under review shot from US\$ 30 million in 1995 to US\$ 1,027 million in 2014 (United Nations World Tourism Organization, 2014).

The increasing growth of tourism, as well as increase intensity of tourist activity at many destinations result in many tourism communities experiencing the impacts of this growth (Andereck, Valentine, Vogt & Knof, 2007). Such impacts result from a complex process of interchange between tourists, host communities and destinations environment (Ashworth & Page, 2011; Choi & Murray, 2010; Mathieson & Wall, 1982). Usually, such impacts affect the economic, political, social and cultural lives of the people and the environment (Almeida-Garcia et al., 2016; Stylidis, Biran & Szivas, 2014; Kim, Uysal & Sirgy, 2013; Deery, Jago & Fredline, 2012).

On the economic impact, tourism creates jobs, improves infrastructure, earns foreign exchange, generates revenue and brings about economic diversification (Henderson, 2006; Choi & Sirakaya, 2006; Andereck, Valentine, Knof & Vogt, 2005; Ko & Stewart, 2002). However, there are many hidden costs to tourism which can have unfavourable economic effects on the host community.

These include leakage or capital flight, infrastructure cost, increase in prices of goods and services, economic dependence of the local community on tourism, and seasonal character of jobs (Tourism Concern, 2013).

Concerning social and cultural impacts of tourism, local communities in many tourism destinations benefit from improvement to infrastructure and new leisure amenities (Tovar & Lockwood, 2008). However, they also encounter many unfavourable social impacts as a result of tourism. Some of these negative impacts are the issue of crowding and congestion, visitor's behaviour denting quality of life of the host community, drugs and alcohol problems, increase in crime levels, infringement on human rights and prostitution (Remoaldo, Duque & Cadima- Ribeiro, 2014; Park & Stokowski, 2009). Culturally, tourism awakes the local people to protect and practice their cultural traditions, but also it affects negatively family relationships, collective traditional life styles, ceremonies, morality and indigenous identity (Park & Reisinger, 2012; Ritchie & Inkari, 2006; Brunt & Courtney, 1999).

Political stability and safety are a pre-requisite for tourists' visitation and tourism development at the destination regions. Violent protest, social unrest, civil war, terrorists' actions, the perceived violation of human rights at tourism destination can all serve to cause tourists to change their travel behaviour (Pizam, 1982). What this indicates is that a particular destination which is a target for visitation will lose all the positive impacts of tourism because tourists perceive such a destination to be unsafe.

Although, the success of tourism to a large extent depends on the environment, tourism is one of the many forces which destroys the environment (Almeida-Garcia et al., 2016; Ko & Stewart, 2002). For instance, studies conducted by Gearing, Swart and Var (1974) in Turkey, Kim, Crompton and Botha (2000) on Sun Lost City in South Africa and McElroy (2006) on small islands in Asia Pacific as tourist destinations found out that, though, infrastructure (comprising of roads, water, electricity, health services, railways, airports, hotels, communication and public transport) is important and a pre-requisite for tourists visiting a destination, constructing and developing infrastructure on a large scale in tourism communities destroys mass vegetation cover.

The success or development of tourism largely depends on tourists' perception of types of attractions available at the host destination and the attitude of the local people towards them (Nunkoo & Ramkissoon, 2010; Andriotis, 2005; Gursoy & Rutherford, 2004). The attitude of the local people towards tourism and tourists, either negative or positive will depend on how they also perceive tourism impacts (Wang & Pfister, 2008; Sharma, 2004).

Perception involves the brain processing and interpreting information. Thus, perception is the translation of sensory data into meaningful information that can be used and acted upon (Fridgen, 1994; Banks & Krajicek, 1991). Research shows that there are a number of factors that influence residents' perception of tourism. These include individual's attachment to the area of residence, level of tourism development, proximity, tourism related jobs, contacts with tourists, socio-demographics (Ambroz, 2008; Teye, Sonmez & Sirakaya,

2002; Williams & Lawson, 2001) and community participation and power redistribution (Okazaki, 2008).

To understand tourists and the residents' perception of tourism impacts and to grow the tourism industry (Kayat, Sharif & Karnchanan, 2013), a lot of research had been conducted (Nunkoo, Ramkissoon & Gursoy, 2012; Zamani-Farahani & Musa, 2008), including some recent studies, such as perception of tourism facilities (Choi & Chu, 2000); perception and stereotypes of tourists and residents (Pizam & Jeong, 1996; Pizam & Sussman, 1995); residents' perception of socio-economic impacts of tourism in Tafi Atome, Ghana (Mensah, 2012); residents' perceptions of the environmental impacts of tourism in the Lake Bosomtwe Basin, Ghana (Amunquandoh, 2010); residents' perceptions and attitudes towards tourism impact (Brida, Osti & Faccioli, 2011); residents' perceptions of Transatlantic Slave Trade attractions for heritage tourism in Danish-Osu, Ghana (Yankholmes et al., 2009); residents' perceptions of community tourism impacts (Andereck et al., 2005); and residents' perceptions of cultural benefits of tourism (Besculides, Lee & MacCormick, 2002).

However, majority of these studies have shown that residents who perceive a greater level of economic gain or personal benefits, tend to have more positive perceptions of tourism impacts (Ritchie, Shipway & Cleeve, 2009; Wang, Pfister & Morais, 2006; Jurowski & Gursoy, 2004).

Ankasa Conservation Area like any other well established ecotourism attraction has unique features. It was established as a protected area in 1976 by Ghana's Reserves Regulation (LI, 1085). It covers a total area of 500km². It is the

only wildlife protected area in Ghana that is located in the wet evergreen tropical rainforest. According to West Africa Primate Conservation Area (WAPCA), Ankasa Conservation Area is a home to over 800 plant species and large charismatic mammals such as the forest elephant, leopard, African chimpanzee, and the endangered diadema monkey. It has a bird list of over 200 species including the white breasted guinea fowls which are getting extinct the world over. Also, there are rapids and waterfalls in the courses of the three main rivers in this protected area. These rivers are Ankasa, Nini and Suhien which support a variety of reptiles including broad-fronted crocodiles.

Sustainable development of Ankasa Conservation Area will depend on residents' participation in planning, development, and operation of the attraction and also their hospitality to tourists in exchange for the benefits obtained from tourism (Kayat et al., 2013). Similarly, residents could hinder the growth of the forest reserve or tourism by opposing or exhibiting hostile behaviour towards tourism advocates and tourists (Wang et al., 2006; Crompton & Ap, 1993), if residents are not informed or involved (Haley, Smith & Miller, 2005).

Residents' involvement or non-involvement in tourism and its development as mentioned above may depend on how residents perceive tourism impacts. Ryan and Montgomery (1994) remarked that perception of residents offer an indicator for identifying, measuring and analyzing the impacts of tourism. This research is therefore being carried out to assess residents' perception of tourism impacts in Ankasa Conservation Area.

Statement of the Problem

Residents perception or attitude and its impact on sustainable tourism development is a research problem which is of great interest to many authors (Vargas-Sanchez et al., 2009; Tovar & Lockwood, 2008; Wang & Pfister, 2008; Andereck & Vogt, 2000). Kayat et al. (2013) and Kim and Pennington-Gray (2003) stated that residents are influenced by several factors which result in the differences in perception of tourism and its impact.

The major factors which usually influence residents' perception of tourism in many tourism communities have been found to be level of tourism development (Dietrich & Garcia-Buades, 2008); tourism related jobs (Deery et al., 2006); length of residence (Almeida-Garcia et al., 2016); knowledge about tourism (Andereck et al., 2005); proximity to the attraction (Jaafar, Noor & Rasoolimanesh, 2015); seasonality nature of tourism (Deery et al., 2012); socio-demographic characteristics (Harrill & Potts, 2003; Weaver & Lawsozn, 2001); tourist type (Page & Connell, 2006; Plog, 2001) and economic activities (Rasoolimanesh, Jaafar, Kock & Ramaya, 2015). Residents in the communities surrounding the reserve may be influenced by some or all of these factors mentioned. Study needs to be carried out on all these factors to find out which of them influence host resident's perception of tourism in the communities.

Tourism development impact positively or negatively on socio-cultural and economic activities of host residents and the local environment of tourism communities (Kim et al., 2013; Nawjin & Mitas, 2012; Deery et al., 2012; Park & Reisinger, 2012; Amuquandoh, 2010; Easterling, 2004). As a result, host residents

may decide to support or reject tourism (Rasoolimanesh et al., 2015). This study will therefore look at how host residents perceive tourism activities to impact socio-cultural life, economic activities and the environment in order to ensure sustainable tourism growth within the local communities and protection of Ankasa Conservation Area.

Further, research has shown that most studies on host communities attitude and perception of tourism and its development have been undertaken in areas where the industry is well established (Amuquandoh, 2010; Keogh, 1989). However, few studies have examined host residents' perception of tourism impact in areas where the industry is now attracting attention (Amuquandoh, 2010; Keogh, 1989). To help address this research gap, the researcher wants to assess residents' perception of tourism impact on socio-cultural and economic activities of residents and the environment in communities surrounding Ankasa Conservation Area which is now beginning to attract more tourists' attention.

Finally, most of the studies on impacts of tourism have been done by looking only at economic impact, or socio-cultural impact, or environmental impact separately. For example, Amuquandoh (2010) conducted research on only environmental impact, Besculides, Lee & MacCormic (2002) did investigations on cultural impact and Mensah (2012) carried out studies on economic impact. However, to ensure sustainable development of Ankasa Conservation Area and tourism in the surrounding communities, this study will holistically look at (Socio-cultural, economic and environmental) all the various impacts of tourism (Kayat et al., 2013; Andereck & Vogt, 2000). This will bring the best balance of

benefits and costs (McDwall & Choi, 2010; Gursoy & Rutherford, 2004; Ap, 1992) for both residents in the communities surrounding the reserve and other tourism actors.

Research Questions

The study seeks to find answers to the following research questions:

1. What factors influence residents' perception of tourism?
2. What are the perceived impacts of tourism on the socio-cultural life of the residents?
3. What are the perceived economic impacts of tourism on host communities?
4. What are residents' perceptions of the environmental impact of tourism?

Research Objectives

The main objective of this study is to assess residents' perception of tourism impacts in Ankasa Conservation Area.

The specific objectives are to:

1. examine factors influencing residents' perception of tourism.
2. examine residents' perception on socio-cultural impact of tourism.
3. analyze residents' perception on the economic impact of tourism.
4. assess residents' perceived environmental impact of tourism.

Significance of the Study

The study will help expand on the knowledge of residents living around Ankasa Conservation Area on the benefits of tourism activities when the findings are made public or known to them through various tourism community sensitization workshops and other forms of education on tourism. This will empower communities closer to the reserve to stop the activities of poachers, fuel wood harvesters, logging, and encroachment for farming activities and collectively protect it for future generations.

Researching into residents' perception of tourism impacts on socio-cultural life and economic activities of residents and the environment will provide tourism investors primary information which will help them in tourism decision making. As a result, investors can put proper mechanisms into place to improve the economic and socio-cultural activities of the residents in the communities and also protect and preserve the local environment.

Management of Ankasa Conservation Area can use this research work to compare similar research conducted in different ecotourism destinations in regions where the tourism industry is well established. This will help identify management weakness and strength when it comes to the interaction between management and the local people or residents in communities surrounding the reserve.

It may guide government, non-governmental organizations and tourism policy makers to make informed tourism decisions concerning residents in ecotourism destinations in Ghana.

Finally, it may serve as a reference point for researchers in academia for future research.

Delimitation

There are about fifty (50) small communities or villages located around the reserve, but only two (2) communities are selected for the research because of time and financial resource constraints. The research is restricted to respondents who are 18 years and above. This will enable the researcher to interview only respondents who have some knowledge about Ankasa Conservation Area, tourism and its related activities.

Limitation

This study is purely quantitative, which is often accused by some research experts as superficial, and not providing in-depth information for research analysis. These experts argue that quantitative research does not probe for quality and rich information from interviewees or research respondents.

Organization of the Study

The entire research dissertation is divided into five chapters. Chapter one, focused on the background of the research, introduced the problem statement, and stated the research questions and objectives. It also presented the significance of the study and stated the delimitation and limitation of the research.

Chapter two, presents a review of literature on relevant research topics, theories and models associated with the study, and resident's perception of impacts of tourism.

Chapter three, presents methodology on procedures used for data collection and analysis. Thus, the methodology includes the study area, research philosophy, research design, sources of data, target population, sampling procedure and sampling size determination, research instrument, pre-testing, data collection method, field work, data analysis procedure and ethical issues.

Chapter four, contains an analysis of the data collected and explanation and presentation of results.

Chapter five, states the summary and discussions of the research findings. It also, explains the conclusions of the research and states the research recommendations for use and for future research.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter presents a review of relevant literature on residents' perception of impacts of tourism. The review is in two parts. The first part discusses theories and models that are considered to inform the work and help to develop the conceptual framework to guide the study. The second part discusses the concept of perception, factors influencing residents' perception, tourism impacts, categories of tourism impact, residents' perception of economic impact of tourism, residents' perception of socio-cultural impact of tourism, and residents' perception of tourism impact on the environment.

Theories and Models on Residents' Perception of Tourism Impacts

Many theories and models have been advanced to explain residents' perception of the impacts of tourism, residents' attitudes towards tourism development and factors affecting or influencing host residents' perception of tourism. Some key examples are the Social Exchange Theory by Ap, (1992), the Theory of Demonstration Effect by Duesenberry (1949), Conflict Theory by Bystrzanowski (1989), the Play Theory by Bystrzanowski (1989), Attribution Theory by Pearce (1989), Dependency Theory by Preister (1989), Social Representation Theory by Andriotis & Vaughan (2003), the Intrinsic and Extrinsic model by Faulkner and Tideswell (1997), and Residents' Attitudes Towards Tourism model by Perdue, Long and Allen (1990). Among these theories and models, the Social Exchange Theory (Ap, 1992); the Theory of

Demonstration Effect (Duessenberry, 1949); Attribution Theory (Pearce, 1989), Dependency Theory (Preister, 1989), Social Representation Theory (Andriotis & Vaughan, 2003) and Intrinsic and Extrinsic model (Faulkner & Tideswell, 1997) are discussed below.

Social Exchange Theory

Social Exchange Theory (SET) evolved from Thorndikes (1932, 1935) cited in Cropanzano and Mitchell (2005) work on the development of reinforcement theory and Mill's (1923) Marginal Utility Theory. SET is derived from sociology and social psychology (Alexander, 1990). Psychological researchers Emerson (1962) and Homans (1961), together with an economic researcher Blau (1964), were largely responsible for developing SET in sociology. The theory was first introduced into tourism by Long, Perdue and Allen (1990) as having the potential to explain residents' differences in perception towards tourism impacts. Ap (1992), later adapted a model of SET consistent with previous models developed in sociology and economics, and applied it to visitor-host interactions in tourism.

Of course, there has been mixed support for SET in the tourism literature. Some studies have found support for it while others have not been conclusive (Ritchie et al., 2009; McGehee & Andereck, 2004; Gursoy, Jurowski & Uysal, 2002). For instance, Cegielski and Mules (2002) stated that there are a number of factors influencing residents' perception towards tourism development related to its social, cultural and environmental implications that have not been examined using SET. Woosnam, Norman & Ying (2009) also critique SET for treating the

relationship between residents and tourists as solely economic and not including other factors affecting the relationship.

In support of SET, majority of studies have shown that residents who are dependent on the industry, or perceive a greater level of economic gain or personal benefit, tend to have more positive perceptions of impact than others who do not gain any benefit from tourism (Pappas, 2008; Wang et al., 2006; McGehee & Andereck, 2004). There is also evidence that those who feel they receive benefits are aware of some negative impacts of tourism (McGehee & Andereck, 2004; Snepenger & O'Connell, 2001). Social Exchange Theory has been tested and confirmed by numerous studies in the tourism literature (Lee & Back, 2003; Andereck & Vogt, 2000). Various studies about "residents' perception of tourism impacts" use SET as a guide. This is because tourism involves the interaction of tourists and host residents (actors) at the destination. During the interaction there is always the exchange of resources, such as time, money and other material and non-material objects, which was identified by Ap (1992) as material, social and psychological resources, and the extent to which both tourists and residents perceive or view these resources to be good or bad, or merit the situation during the interaction brings about some impact.

Ap (1992, p.668) described SET as "a general sociological theory concerned with understanding the exchange of resources between individuals or groups in an interactive situation". Tourists and host residents engage in an interaction process where they seek something of value, be it material, social or psychological. Tourists and host residents (local residents) choose to engage in

exchange once, they have judged the benefits and costs of such an exchange. Perceptions of the exchange can be differential, in that tourist(s) or local resident(s) who perceives a positive or favourable outcome will evaluate the exchange in a different way than tourist(s) or local resident(s) who perceives the outcome to be unfavourable or negative (Gursoy et al., 2002). The basic premise of SET in a tourism context is that in order to sustain interaction there must be at least a two-way flow of material, social and psychological resources between individual actors or groups (Ap, 1992). SET is mainly a behavioural based theory, focusing on the process of exchange during the two-way flow of resources between actors (Beeton, 2006).

Social Exchange Theory conceptualizes the exchange of resources between individuals or groups in an interactive situation (Brimberg & Castell, 1982), and thus provides a framework for understanding tourism relationships, interactions and transactions or impacts. As outlined by Ap (1992), there are four key stages; the initiation of exchange, the exchange formation, the exchange transaction evaluation, and the evaluation of exchange consequences.

The first stage of exchange process, the initiation of exchange occurs during the pre-exchange period (Gaechter & Fehr, 1999). SET posits that it is during this period that satisfaction of actor's needs motivate an exchange relationship - without a need to satisfy there is no reason to seek interaction (Ap, 1992). The initiation of exchange by an actor (tourist or local resident) begins the process of interaction.

The second stage, the exchange formation, is made up of three interconnected components - antecedents, the exchange relation and the form of the exchange relation (Ap, 1992). The antecedents are the preceding conditions of interactions, and represent opportunities or situations perceived by at least one actor before the exchange relation forms. At this stage an actor predicts if an exchange with another will result in rewards or benefits, and attempts to maximize the possible rewards or benefits or at least ensure that the resources to be exchanged are roughly equivalent (Gui,2000). If the antecedents are perceived as inequitable, either actor involved in the exchange has the option to withdraw before the actual exchange of resources. If the antecedents are viewed as favourable, the exchange relation is formed.

Within the exchange relation component, a series of temporally inter-dispersed exchanges of materials, social and or psychological resources take place, which determines the nature of the exchange (Ap, 1992). It is important to note that exchanges, though often financial in nature, do not necessary involves economic or physical resources. Finally, the form of the exchange relation component refers to the power and the dependency relationship between actors, which manifest because of either a balanced or unbalanced exchange of resources during the exchange relation (Yamagishi & Cook, 1993).

The final two stages of the exchange process, the exchange transaction evaluation and the evaluation of exchange consequences, occur post-exchange (Ap, 1992). During post-exchange, based on the form of exchange relation, each actor evaluates the transaction of resources and identifies the consequences of the

exchange (Cook, Emerson, Gillmore & Yamagishi, 1983). The evaluation also include the ability of an actor to identify whether the exchange was favourable or unfavourable for the other involved in the process (Ap, 1992). If an actor perceives the consequences of the exchange as negative, meaning the exchange relation is unbalanced and the transaction of the resources are not gratifying, this actor has the option to withdraw from future exchanges (Ritchie et al., 2009; Kim, Gursoy & Lee, 2006; Emerson, 1976). A negative evaluation does not mean the actor will necessarily withdraw from the social exchange, as an actor may perceive the exchange as unfavourable, but continues the exchange because of necessity (Lindberg, Anderson & Dellaert, 2001). Rather, a negative evaluation provides the prompt to withdraw, and is where power or dependence on the other actor may influence the decision to continue exchanging or not. Nevertheless, if both actors perceive the consequences of the exchange as favourable and further exchanges are both in actors' interest, continuation of the exchange behaviour will generally take place (Goldberg, 1980).

Most studies using SET in a tourism context have addressed two stages within Ap's (1992) model. For instance, many studies using SET have focused on community or residents perceptions of the consequences of the exchange, the final stage of the exchange process. The consequences of the exchange refer to the range of economic, social, cultural and environmental impacts that occur to communities because of tourism activities (Hernandez, Cohen & Garcia, 1996).

Also, some studies have explored the first stage, the initiation of the exchange, assessing community support for further tourism development through

the identification of particular needs communities desire to satisfy (Kayat, 2002; Sirakaya, Teye & Sonmez, 2002). Of course, the present study “residents’ perception about tourism impact in Ankasa Conservation Area will consider largely the final stage of the exchange process, the evaluation of exchange consequences.

Even though, there are other behavioural theories which explain host residents attitudes or perceptions, the most relevant theory related to residents attitudes toward tourism or residents’ perception of tourism impact is the Social Exchange Theory (Vargas-Sanchez et al., 2011; Kim et al., 2006; Andereck et al., 2005; Gursoy et al., 2002), because it has been tested (Lee & Back, 2003) and explains tourism relationships, interactions, transactions and impacts (Nunkoo et al., 2012; Choi & Murray, 2010; Nicholas, Thapa & Ko, 2009; Gu & Ryan, 2008).

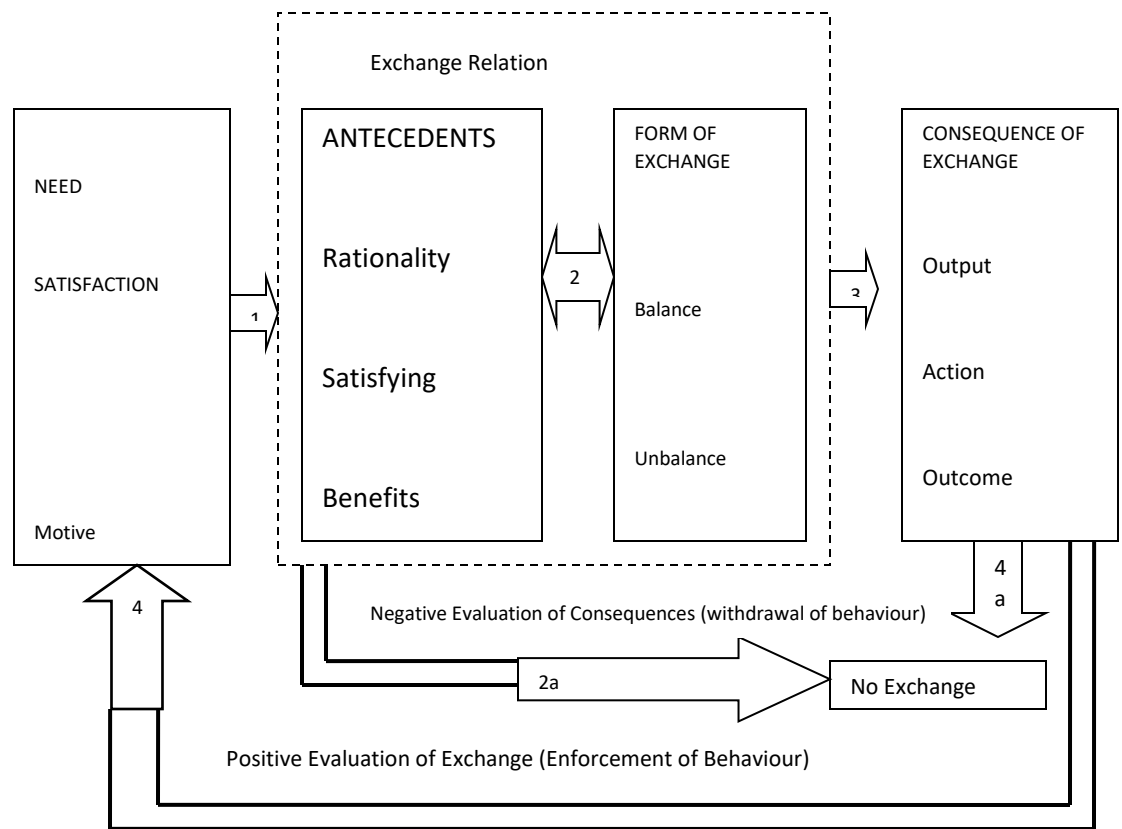


Figure 1: Theoretical Framework

Source: Ap (1992)

Ap (1992) SET is popular and widely used because it recognizes the heterogeneous nature of a host community, where different groups of individuals may hold different attitudes and behaviours to tourism, depending on their perceptions of the industry's benefits and costs (Nunkoo, Ramkissoon & Gursoy 2013, p.6).

The Theory of Demonstration Effect

“Demonstration Effect” was a term coined by the economist Duesenberry (1949, 1952) when he realized that host residents readily accepted goods and

services from communities perceived as “advanced” communities. This was because the local residents perceived goods and services from the advanced communities as superior.

The term “demonstration effect” and its underpinning principle was later introduced by tourism scholars, in the latter part of the twentieth century to explain a major factor which causes change to local culture (Mathieson & Wall, 1982). Generally, many tourism scholars defined “demonstration effect” as “changes to the behaviour patterns of the host resident as a consequence of observing the guest or the tourist”, because tourists do not visit different places alone, but as well, travel with their own beliefs, values and behavioural modes (Page, Brunt, Busby & Connell, 2001). Ritchie (1984), Hall (1994) and Murphy (1995) indicated that the young locals are most susceptible to the demonstration effect caused by tourism. The young locals are easily influenced and practice the guest’s culture when they come into contact with the guest or the tourist (Murphy, 1985; de Kadt, 1979).

“Demonstration effect” may affect aspect of the local culture and the social fabric such as language, social interaction, individual behaviour and moral values of the host resident or community (Waite, 2003; Tosun, 2002; Sharpley, 1994; Ryan, 1991; de Kadt, 1979). However, is not only when the host resident comes into contact and observe the guest culture that the host resident’s behaviour or moral values is influenced. Factors like technology and education greatly influence host resident’s moral values and behaviour. For instance, foreign

programmes which are shown on local television and formal education can strongly influence or affect the local culture.

Though, the interaction and observation by the host resident of the guest culture influence local culture (Noor, Rasoolimanesh & Jaafar, 2015; Andereck et al., 2007; de Kadt, 1979), how host residents perceive the guest's culture determine whether they practice or discard the guest culture (Getz, Donald, 1994; Fridgen, 1994).

The "theory of demonstration effect" states that, the host resident, who is less endowed, usually observes and practices the guest culture or aspect of the guest culture whenever there is cross-cultural interaction between the host and the guest because the host resident sees the guest culture as superior. However, this is not always the situation, because there are occasions when the guest or the tourist practices the local culture (Page, Bentley & Walker, 2005; Amir & Ben-Ari 1985).

Another major setback of demonstration effect is that, it fails to recognize that anytime there is cross-cultural interaction between the tourist and host resident, there is an element of perception which influence the activities of tourists at the destination (Faulkner & Tideswell, 1997).

Even though, the theory of demonstration effect is accepted by many tourism scholars to explain some positive changes to host residents' attitudes, values or behaviour patterns because of tourism, it needs further research.

Attribution Theory

The study of “attribution” started in the seventeenth century (Heider, 1958). Weiner (1974), later developed a more comprehensive and extensive model of human attributions. Weiner’s (1974) attribution theory focused mainly on achievement. He identified ability, effort, task difficulty and luck as the most important factors affecting attributions for achievement. For example, high achievers will approach rather than avoid task related to success, because they believe success is due to high ability and effort which they are confident of, whilst failure is thought to be caused by bad luck. The theory became very influential in social psychology, and has been widely applied in the field of education, law, clinical psychology, mental health and tourism (Daly, 1996; Lewis & Daltroy, 1990; Pearce, 1989; Weiner, 1974).

Pearce (1989) adapted the theory and applied it in tourism. He indicated that “attribution theory” attempts to explain or determine the cause of tourists or host resident’s behaviour. Thus, the attribution theory assumes that people try to determine why people do what they do, or interpret causes to host resident behaviour or tourist behaviour at the tourism destination. Therefore, apart from, economic, socio-cultural and environmental impacts of tourism which influence perception and attitude (Frauman & Banks, 2011; Ogorelc, 2009; Deery et al., 2006; Goodwin, 2006; Nyaupane, Morais & Dowler, 2006), tourism actors may attribute host residents positive or negative attitude or behaviour toward tourism development (Sharma, 2014; Upchurch & Teivane, 2002; Sheldon & Abenoja, 2001) to factors, such as seasonality of tourism activities, length of residence,

level of tourism development, availability of tourism related jobs, tourist type and any other factors influencing host residents perception (Almeida-Garcia et al., 2016; McGehee et al., 2002; Plog, 2001; Liu & Var, 1986; Murphy, 1985). Heider (1958) identified two types of attribution-internal attribution and external attribution.

Internal attribution is assigning the cause of behaviour to some internal characteristics, rather than outside forces (Heider, 1958). For example, we attribute the behaviour of a tourist at a tourism destination to their beliefs or perception.

External attribution is assigning the cause of behaviour to situation or events outside a tourist or host resident's control, rather than to some internal characteristics (Heider, 1958). For instance, the allocentric tourist (Plog, 2001) will immerse in the local culture (Page et al., 2001; Amir & Ben-Ari, 1985) when host residents are friendly, honest and hospitable (Fallon & Schofield, 2006).

Even though, the attribution theory (Pearce, 1989) did not consider perception, internal and external attributions of the tourist may influence host resident's perception about tourism impact. For instance, if tourists disrespect the local culture because of their customs and beliefs, the host resident may perceive tourism as harmful to the local culture (Faulkner & Tideswell, 1997).

The attribution theory assumes that tourists will like to understand why local residents are indifferent to tourism or hold negative perception about tourism, and as well, host residents will like to find out why tourists are attached to a particular tourism destination (Pearce, 1989; Heider, 1958). Yet, the

attribution theory does not consider other factors which affect tourism but are not related to tourists or host resident's behaviour (Van, Winkle & Mackay, 2008; Pearce, 1989).

Dependency Theory

Though, “unjust economic order” or imbalance trade between developed nations and developing countries had existed for centuries, economists Raul Prebisch and Hans Singer (1949) originated the “dependency theory” which condemned such unfair trade. The theory was later developed by Baran (1957).

The dependency theory states that countries considered as under developed or developing are forced to sell their raw materials to developed nations at relatively cheaper price in exchange for manufactured goods (Baran, 1957; Prebisch, 1945; Singer, 1949). The manufactured goods are rationed so that they attract high prices from the developing countries (Baran, 1957; Prebisch, 1945; Singer, 1949). The theory also, posits that foreign policies, trade conditionality and investment packages by advanced countries are made to ensure that the fragile economy of developing countries are hooked to the buoyant economy of the developed nations. According to “Prebisch-Singer thesis”, developed nations dictate to developing countries, what raw materials to produce and the price at which it will be purchased because developing nations cannot add value to their own raw materials produced.

Preister (1989), studied tourism development in core settings (communities in which tourism potential is fully developed) and its influence on

tourism activities in peripheral settings (communities in which tourism potential is not fully developed) and compared it to the dependency theory.

Mass tourism was developed, and made an economic activity in Europe, a core setting in the seventeenth century (Williams & Shaw, 1993). As a result, tourism activities in peripheral setting (developing countries) are largely influenced by tourism policies, investment opportunities and foreign culture from (core setting) developed countries (Shaw & Williams, 2004; Weaver & Lawson, 2001; Britton, 1982) because local tourism practitioners try to follow exactly how the European and western societies conduct their tourism activities.

Usually, some of these policies and conditions for investment do not favour tourism development in peripheral settings (Milne & Ateljevic, 2001; Desforges, 2000; Oppermann, 1993). For instance, hotels and restaurants in the hospitality industry in peripheral settings are built to meet or suit western standard in order to attract international tourists without considering its impact on the natural environment. Again, many of these hotels and restaurants are managed by expatriates which comes with its own disadvantages (Var & Kim, 1990). The tourism industry in most developing countries depend on international tourists for survival. As a result, some tourism stakeholders in the peripheral setting develop attractions that will arouse tourist's interest and attract them at an expense of the local traditions and customs (Rosenow & Pulsipher, 1979). Also, some local residents discard their culture and practice the guest's culture with the intension of sustaining the tourism trade.

The theory further, suggest that even though, tourism involves exchange of resources between host resident and the tourist (Ap, 1992), which must equally be beneficial to both actors (Gui, 2000), tourism at the peripheral settings may develop if only the international tourist interest is satisfied, even if at the expense of the local culture (Bitner & Hubert, 1994; Clemons, Scott & Woodruff, 1992).

The theory does not encourage the host local culture and tourism development at destinations where the industry is not well developed. It suggests that tourism in the peripheral settings can only be developed if tourism stakeholders in the peripheral settings follow exactly the practices in the core settings.

However, on the contrary, a serious examination of the theory gives good hope and education to all stakeholders in the tourism industry at the peripheral destinations to add value and practice the local culture to grow the industry. Tourism loses its beauty and may not develop, if host residents practice largely the guest culture.

Social Representation Theory

The term “social representation” was originally coined by Serge Moscovici in 1984. The development of individual attitudes and perceptions towards tourism may successfully be studied by examining the social representations (Andriotis & Vaughan, 2003). Drawing on the work of Moscovici (1984), “social representations” can be defined as a stock of values, ideas, metaphors, beliefs, and practices that are shared among the members of groups and communities (Andriotis & Vaughan, 2003). Pearce, Moscardo and Ross

(1996), also stated that social representations theory is concerned with describing and understanding how and what people think in their ongoing everyday experiences and how a wider social reality influences these thoughts. This suggests that examining values, beliefs, ideas, and practices of a social group, one can identify host residents attitude or perception towards tourism impact, since tourism may influence these values, beliefs, ideas and practices. Therefore, social representations are particularly valuable for explaining reactions to salient issues within a community, including tourism development and its related impacts (Pearce et al., 1996), and a means of constructing and understanding social reality (Meier & Kirchler, 1998, p. 757).

Moscovici (1984) argues that “social representations” may be linked to specific social groups. Thus, “social representations” explains values, ideas, beliefs, and practices of a group and not individual concerns (values, ideas, beliefs and practices).

According to Fredline and Faulkner (2000), though social groups or a social group share the same values, beliefs, ideas, and practices, the individual person within the social group may have their own reservations or additions to these shared values, beliefs, ideas, and practices. This defeat the purpose of social representations (Halfacree, 1995; Potter & Wetherell, 1987) and therefore “social representations” are criticized as vague, because it considers society as homogeneous. The theory is far from being a settled doctrine as it attracts ongoing debate and controversy from social representationists and theorists.

Intrinsic and Extrinsic Model

Intrinsic and extrinsic model (Faulkner & Tideswell, 1997) refers to the characteristics of the host community that affect the impacts of tourism (Faulkner & Tideswell, 1997 p.6). These characteristics include intrinsic factors such as employment, length of residence, and proximity to tourist attraction or zone and residents involvement within the tourism industry. For instance, native born of the community have been found to have more negative perception of tourism development or impact because they are attached to that place (Madrigal, 1993). On the other hand, Belisle and Hoy (1980) found a positive relationship between distance of residence from the tourist zone and perception. As regard to community attachment, the longer a host has been a resident in the tourism community, the less attached he or she becomes to tourism (Weaver & Lawson 2001). Residents who are dependent and involved in the tourism sector are more likely to have positive attitudes and perceptions towards tourism (Lindberg & Johnson, 1997). The intrinsic variables show that the host tourism community is not homogeneous, but rather heterogeneous, meaning that the perceptions of tourism and or its impacts differ among local residents (Andriotis & Vaughan, 2003; Fredline & Faulkner, 2000; Faulkner & Tideswell, 1997).

The extrinsic factors are the characteristics of a location with respect to its role as a tourist destination. The extrinsic factors include the nature and stage of tourist activity, the types of tourists involved (Faulkner & Tideswell, 1997), seasonal nature of tourism and tourist-guest ratio (Deery et al., 2012; Faulkner & Tideswell, 1997; Butler 1980). Seasonal nature of tourism affects a destination

during the peak season. There is high flow of tourists during the peak season resulting in economic inflation, traffic congestion and this affect local resident's way of life, health and how they perceive tourism. On the contrary, residents who are dependent on tourism are likely to tolerate these disruptive conditions (Sheldon & Var, 1984; Belisle & Hoy, 1980; Rothman, 1978). The type of tourists is another factor that affects residents' perception of tourism or its impacts. Some tourists are independent travellers, while others depend on local residents-they try adjust and accept usually local-residents socio-cultural conditions (Page et al., 2005; Amir & Ben-Ari, 1985). Also, the stage of tourism development occurring in a destination influence host or local residents' attitudes or perception towards tourism (Andriotis & Vaughan, 2003).

Though the intrinsic and extrinsic factors affect perception and attitude of residents and tourism development, these factors cannot be generalized. Intrinsic and extrinsic factors which are peculiar to a particular community, may not necessary influence perception and attitude of residents in a different tourism community.

Different research conducted by other scholars on intrinsic and extrinsic factors showed that there are occasions when the correlation between intrinsic and extrinsic factors and perception and attitude do not exist as suggested by the model. For instance, Howard and Lankford (1994) did not find any correlation between the intensity of hosts contact with tourists and community attachment with host residents' perception and attitude. Andereck et al. (2005) and Ayers and

Potter (1989), also, stated that the correlation between length of residence or individual attachment and perception is not always valid in every circumstance.

The Concept of Perception

Perception which is an attribute of mankind has various definitions in literature. For instance, Kant (1781) defined perception as empirical consciousness. That is individual understanding of the external world which informs one's impression and reactions had its foundation not merely in experience but in both experience and necessary knowledge. He further explained that perception are truths that come from the brain which is formed based on past knowledge and experience of the world, but not the future. However, what he failed to realize was that , though empirical knowledge is grounded in how we see, hear, touch, smell and taste the world around us (Armstrong, 1968), there are situations when what we see or hear which contribute in the formation of one's perception may not be true.

Armstrong (1973) and Pitcher (1970) stated that 'perception' is an acquisition of a belief through the use of some or all the five human senses. This means a perception is formed depending upon how and what a person believes in. Thus, a wrong perception is entirely formed if the sources of one's beliefs are untrue or unrealistic (Smith, 2001).

Fridgen (1994) also, stated that perception is the translation of sensory data into meaningful information that can be used and acted upon. In other words, perception is the process by which we acquire information about the world around us, using our five senses. Fridgen (1994), therefore, acknowledged the fact that

there are many factors which contribute to the formation of perception, but only relevant factors or variables need to be considered. Thus, per Fridgen`s (1994) definition, perception should reflect the true situation. However, what is very important to understand is that same factors which may be relevant to a person may not be important to another individual. Thus, two separate individuals may have different perception about the same object or situation.

However, Gibson (1969), Gregory (1970) and others argued that perception is a process. According to Gibson (1969) perception is a bottom-up process. Which means there is enough information in our environment to make sense of the world in a direct way or perception is formed using information around us. Gregory (1970) on the contrary, argued that perception is based on prior knowledge, which he called top-down process. In a related research, Passer and Smith (2001) gave an in-depth explanation of bottom-up and top-down process of perception which is often used to explain how tourists and host residents perceive tourism.

Passer and Smith (2001) indicated that in the bottom-up processing, the system takes on individual element of the stimulus and combines them into a unified perception. Thus, the individual uses all or some of his five senses to gather information from the environment. So, in the context of residents forming perception about tourism impact, the system takes on stimulus from the economic, cultural, social and environmental fields and combine them into a unified perception about the industry. Which means the individual uses all or some of his five senses (hearing, smelling, tasting, touching and seeing) to form either

negative or positive perception about economic, cultural, social and environmental impact of tourism.

Whereas, in the top-down processing sensory information is interpreted in the light of existing knowledge, concepts, ideas and expectations. Thus, top-down process begins with a perceptual whole, such as expectations or level of knowledge about tourism then determines the degree of 'fit' with the stimulus feature. This means existing knowledge, concepts, ideas and expectations about tourism influence how the locals look at tourism impact. However, Neisser (1967) in his research argued that to obtain a holistic perception of tourism impact, both bottom-up and top-down processing of perception should be considered for a situation.

Therefore, for the purpose of this research, perception is limited to Neisser (1967) and Passer and Smith (2001) consideration of perception, because even though, all the scholars mentioned, explained that perception is formed using all or some of the five human senses, their consideration of perception ensures a holistic way of forming perception about tourism impact.

Factors Influencing Residents' Perception

Neisser (1967) and Passer and Smith (2001) explanation of perception emphasized the fact that information or knowledge which is used to form perception of tourism is got through the use of the five senses (seeing, hearing, smelling, touching and tasting) either by the tourist or host resident. However, such information is affected by several factors including intrinsic and extrinsic characteristics of tourism destinations (Faulkner & Tideswell, 2001). These

factors and characteristics vary from one tourism destination to another (Andriotis, 2004). As a result local residents' perception of tourism vary considerably (Kayat et. al, 2013; Kim & Pennington- Gray, 2003). Some of these factors which influence local residents' perception include level of tourism development, tourism related jobs, individual attachment or length of residence, contact with tourists, proximity, socio-demographics, community participation and power redistribution (Ambroz, 2008; Okazaki, 2008; Teye et al., 2002; Williams & Lawson, 2001). Types of tourist involve (Faulkner & Tideswell, 2001) and seasonal nature of tourism (Deery et al., 2012; Fredline & Faulkner, 2000; Faulkner & Tideswell, 1997) also influence perception of tourism.

Level of tourism development. Most studies regarding host residents' perception towards tourism development and how attitude actually affects tourism development process have been conducted in the developed world, for countries with a long history of tourism activities (eg, US, Australia, New Zealand and UK), whereas, few studies have been done in developing countries, such as Ghana, the Gambia and Sierra Leone (Jaafar et a., 2015; Sharpley, 2014).

Perception and attitude of host residents' at a destination is of utmost importance in the development of tourism (Sharma & Dyer, 2009; Jurowski & Gursoy, 2004). Butler (2011) stated that there are six stages of tourism development- namely exploration, involvement, development, consolidation, stagnation and decline or rejuvenation respectively. At every stage, a strong correlation exists between how locals perceive impacts of tourism and its effect on development (Dietrich & Garcia-Buades, 2008; Long, Perdue & Allen, 1990).

For instance, host residents' develop positive perception and attitude if at any stage of the development process, they can use tourism resources, such as recreational facilities or they perceive that at any of the stages of these development it will protect or preserve the environment (Lankford, Pfister, Knowles & Williams, 2003). Again, research undertaken in a well-developed tourist destinations found that host residents' or locals expressed a positive attitude toward tourism and were likely to support further tourism development because of huge cultural and economic benefits (Dyer, Gursoy, Sharma & Carter, 2007). On the contrary, attitudes toward tourism were found to be negative, if residents perceived tourism impact or development as negative, or if resources within a host community diminished at some stages of tourism development process as a result of tourist activities (Nawjin & Mitas, 2013; Lankford et al., 2003). These facts were confirmed by series of research conducted by tourism scholars and related governmental and non-governmental bodies in the Czech Republic between 2000 and 2014 (eva.simkova@uhk.cz and josef.kasal@uhk.cz).

Tourism related jobs. Tourism can positively affect the lives of the local community, by bringing increased income and employment opportunities to the local residents (Deery et al., 2012; Andereck et al., 2005; McGehee et al., 2002). Different studies have shown that residents who perceive a greater level of economic gains or personal benefit because they are employed in one or more tourism related jobs, tend to have more positive perception of the industry, whilst those who do not benefit from the industry develop negative perception and attitude towards tourism (Rasoolimanesh et al., 2015; Deery et al., 2012; Sirakaya

et al., 2002). The Basarwa group in Botswana in central Kalahari Desert, for example, are divided in their opinion about tourism. Some feel that tourism has been useful, in that it has enabled them to gain jobs and make extra-money. Others feel that tourism is a disadvantage, because they have little control over the actions of tourists and are often requested to do disagreeable chores, such as washing clothes and clearing campsite of tourists (Cultural Survival, 2010).

Length of residence or individual attachment to the community. Community attachment is defined as the extent and pattern of social participation and integration into community life, and sentiment or affection toward the community (Stylidis et al, 2014; Nicholas et al., 2009; McCool & Martin, 1994). Generally, community attachment has been measured as the length of living or having been born in the community (McGehee & Andereck, 2004; Jurowski, Uysal & Williams, 1997). In many communities, especially rural tourism destinations such as Folgaria, a suburb of Trentino in Italy (Brida et al., 2011), length of residence or community attachment plays significant influence on perception and support for tourism development (Vargas-Sanchez & Porrás-Bueno, 2014; Latkova & Vogt, 2012). Many studies conducted by different researchers or scholars including Brida et al. (2011) have indicated that the longer residents have lived in a community, the more negative perception and attitude they develop towards tourism development. However, a study by Andereck et al. (2005) demonstrated that this correlation is not always valid in every circumstance.

Knowledge about tourism and contact with tourists. Andereck et al (2005) and Davis, Allen and Consenza (1988) discovered in their research that whenever residents possess more knowledge about tourism and have intense contact with tourists, they tend to have positive perception about tourism. A research carried out by Brida et al. (2011) in Italy affirmed this fact. Akis, Peristianis & Warner (1996) also, analyzed the relationship between intensity of host contact with tourists and the attitude of the local people in different places. They found out that residents with a high interaction with tourists described their contact as either positive or negative depending on benefits derived from tourism. On the contrary, Howard and Lankford (1994) in their various investigations did not find any significant correlation between level of contact with tourists and the nature of local residents' perception and attitude.

Proximity with the tourism Centre. Many researchers, especially in the developed world, in their curiosity about tourism and development conducted series of studies on relationship between host resident's proximity with tourism center and perception (Jaafar et al., 2015; Sharpley, 2014; Sheldon & Var, 1984). They realized that if a resident lives in a greater proximity of the tourism center or attraction, the more he or she will develop a negative perception and attitude towards tourism. Such research outcome urged Pinto, Renda and Mendes (2014) to look at the co-relation that existed between residents' perception and proximity within the municipality of Loule in Algarve, a popular tourist destination in Portugal. They realized after their studies that, there is a positive relationship

between perception and proximity. Thus, residents who are very close to the tourism center oppose tourism activities.

Socio-demographics. Over the years several studies concerning the role of socio-demographic aspects (such as gender, education, age etc.) and its influence on perception and attitude have been carried out extensively (Harrill & Potts, 2003; Weaver & Lawson, 2001; Madrigal, 1993). For instance, a comprehensive socio-demographic research was carried out among residents of Cuc Puong National Park in Ninh Binh province in Vietnam (Long, 2011) and residents of Kure Mountains National Park in Turkey (Turker & Ozturk, 2013). However, various results generated were specifically related to a territory and a particular environment and could not be generalized to other realities. Gender, education and age which are some of the factors or characteristics of socio-demographics are discussed below.

Weaver and Lawson (2001) and Petrzalka et al. (2005), in their research found that women were more opposed to tourism development than men due to perceived negative impacts of tourism, such as increase in traffic, noise and crime, although they acknowledged tourism brings positive benefits. For instance, a study in California found out that more women than men did not support tourism development because of their perceived negative impacts of the industry (Harrill & Potts, 2003).

Weaver and Lawson (2001) stated that educated people have more positive views of tourism, and also host residents who have tourism education background are more in favour of tourism because of economic, cultural and

social benefits it brings. Further, Haralambopoulos and Pizam (1996) stated that well-educated people often develop good attitude towards tourism development.

Age of resident. Tomljenovic and Faulkner (2000) identified that both older host and young residents are generally favourably inclined towards tourism development. Despite this known fact, older hosts are more tolerant of international tourists and less concern about tourism adverse environmental impact (Fredline & Faulkner, 2000). For instance, a study of Kusadasi in Turkey revealed that older hosts had less negative perception of tourism impact than youngsters (Weaver & Lawson, 2001).

Seasonal nature of tourism. Seasonality may be useful in predicting patterns of residents' perception and behaviour (Deery et al., 2012). Murphy (1985, 95) probed the question of seasonality of the tourism industry, and stated that though seasonality produces a negative attitude and perception in local residents, it can be advantageous to small communities, because it allows residents to catch breath and undertake refurbishment for the following season. Such adjustments help local residents to develop positive perception and attitude. Rothman (1978) in his research, also found that communities with a long experience of seasonality were able to adapt and accommodate the inconveniences and therefore, did not experience a negative attitude. Tourism in almost every destination experiences peak and lean seasons (Sheldon & Var, 1984). In the province of Huelva in Andalusia, Spain, studies carried out showed that residents living in Huelva province developed negative perception and

attitude towards foreign tourists during the peak season because of heavy traffic congestion it brought during the period.

Tourist type and perception. Plog (2001) identified three types of tourists, and named them as allocentrics, mid-centrics and psycho-centrics. The allocentrics enjoy travelling independently, seek adventurous experience on holidays and explore the host culture (Page & Connell, 2006; Amir & Ben-Ari, 1985). The mid-centrics usually travel to destinations previously found and made popular by allocentrics, but do not go for exploration and adventure (Page & Connell, 2006). The psycho-centrics, on the other hand visit places similar to their home environment (Page & Connell, 2006). These different characteristics exhibited by the various tourist types greatly influence host residents perception and attitude, since tourism is a socio-cultural event for both the guest and host resident (Gursoy & Rutherford, 2004; Murphy, 1985). For instance, the extent to which tourists immerse in the host local culture (local resident culture) affect relationship between local residents and tourists as well as perception and attitude (Amir & Ben-Ari, 1985). Usually, local residents have positive perception toward the allocentric tourist and negative perception toward the psycho-centric tourist.

Impacts of Tourism

The word “impact” originated from a Latin word “impactus”, which means a powerful influence that something, especially something new has on a situation or person (Cambridge Dictionary, 2017).

Tourism represents a significant development opportunity for many countries and communities. If managed well, tourism can positively impact

(influence) or play a positive role in the socio, cultural, economic, environmental and political development of tourism destinations. On the contrary, unchecked tourism development can lead to very damageable impact (Hunter & Green, 1995).

The perceived impacts of tourism on host communities have been researched from a range of perspectives and in variety of context (Beeton, 2006). For instance, a lot of tourism research had been conducted from socio-cultural, economic and environmental point of view (Kayat, 2002; Andereck & Vogt, 2000; Andereck, 1995). All these research conducted showed that tourism development entails both negative and positive impacts (Hunter & Green, 1995; Smith, 1995).

Negative impacts from tourism occur when the level of visitor use or tourism activity is greater than the destination tourism resources ability to cope with this use within acceptable limits of change, and the positive impacts from tourism occur when the opposite happens (Lagiewski & Revelas, 2004). The destination tourism resource include economic, socio-cultural activities and the environment.

Categories of Tourism Impacts

Though, tourism impacts on the economic, social, political and cultural life of the people and the environment, tourism impacts are often grouped into three main categories. For instance, Haralambopoulos and Pizam (1996) categorized impacts of tourism into economic, social and environmental. Andereck (1995, 2005) divided community impacts of tourism into economic,

socio-cultural and environmental. Chi, Gursoy and Dyer (2009) in their various research also acknowledged this fact. Chi et al. (2009) indicated that different tourism benefits and costs affect host residents' perception and these can be summarized into three categories; economic, environmental and socio-cultural effects. Also, recent studies by tourism scholars showed that tourism decisions largely affect economic, socio-cultural and environmental factors within destinations, and are as well, contributing force which attract or pull tourists to local tourism communities (Vargas-Sanchez et al., 2014; Ogorelc, 2009; Diedrich & Garcia-Buades, 2008; Andereck et al., 2005; Kayat, 2002; Andereck & Vogt, 2000).

Tourism actors are not interested in political impact of tourism, because tourism is basically a pleasure seeking and leisure activity which directly affects the local residents and not the systems of governance (United Nations World Tourism Organization, 1995). As a result, there has not been extensive research on impact of tourism on politics (Lee, Kang, Long & Reisinger, 2010; Huh & Vogt, 2008). Yet, in recent times, some tourism advocates want research conducted on impact of politics on tourism, because of numerous wars in many parts of the world which eventually destroy many tourism attractions and kill many tourists (Matarrita-Cascante, 2010; Mansfeld & Pizam, 2006). Other tourism advocates are also suggesting that research should be carried out on impact of tourism on politics (Timothy, 2001; Britton, 1982) because tourism indirectly affect political activities.

Residents' Perception of Economic Impact of Tourism

Economic impact of tourism is the most frequently cited impact and have been given priority in the tourism literature (Farrell, Hall & White, 2001; Akis et al., 1996). It is often used by governments and private sector enterprises to justify tourism activities, because its evaluation provides necessary information for the formulation of tourism development policies (Vellas & Becherel, 1995).

Communities are not fixed in their perceptions and attitudes towards economic impacts of tourism nor are individuals within these communities likely to share identical attitudes or perceptions towards tourism development (Andriotis 2004; Williams & Lawson, 2001). As a result, host residents' perception of tourism economic impact varies from one community or destination to another.

Andereck et al. (2005); Choi and Sirakaya (2006) and Ko and Stewart (2002) indicated that host residents' perceive tourism to create more employment opportunities, new investments and provide profitable local businesses. Residents' see these developments as possible when governments and other stakeholders decide to support the tourism industry by embarking on various direct and indirect tourism developmental projects or government constructing the necessary infrastructure. These projects are perceived to develop local economy, boost economic quality of life or improve standard of living by improving tax revenue and increasing personal income (Marzuki, 2012; Vargas-Sanchez et al., 2009; Ritchie & Inkari, 2006; Gursoy & Rutherford, 2004). Further, many residents' and economic experts perceive tourism as a major economic tool that can be used

by governments to undertake economic diversification (Haralambopoulos & Pizam, 1996; Sharpley, 1994; King, Pizam & Milman, 1993).

On the contrary, Hall and Page (2014); Sharpley (2014); Marzuki (2012); Demirkaya and Cetin (2010); and Eraqi (2007) explained that tourism development, entails both negative and positive economic impacts. To buttress this fact, Latkova and Vogt (2012); Almeida-Garcia et al. (2016); Tosun (2002) and Weaver and Lawson (2001) mentioned that residents' negative perception of economic impact of tourism include an increase in the price of goods and services and inflation in property values. For instance, increasing demand for basic services and goods from tourists at the destination will often cause price hikes that negatively affect local residents whose income does not increase proportionately. As well, rise in real estate demand as a result of tourism activities may dramatically increase building cost and land value (Marzuki, 2012; Brida et al., 2011).

Ko and Stewart (2002); Latkova and Vogt (2012); and Brunt and Courtney (1999) also stated that traffic congestion and noise are perceived negative economic impacts of tourism. Thus, traffic congestion can have tremendous negative impact on host resident's personal life, career, his future and even his safety. Further, Andriotis (2005); Andereck and Vogt (2000); Deery et al. (2012) and Faulkner and Tideswell (1997) wrote that residents perceive an increase in cost of living, seasonality of tourism and unequal distribution of economic benefits as a huge tourism cost. In addition, Inkeep (1991) and Sirakaya et al. (2002) indicated that the tourism industry is a highly labour intensive service

industry, and hence a valuable source of employment, but the unskilled labour especially, is poorly paid for services rendered.

Residents' Perception of Socio-Cultural Impact of Tourism

Tourists do not visit different places alone, but they travel with their own beliefs, values and behavioural modes that may be termed as “cultural baggage” (Page et al., 2001:277). This has the tendency to impact on local culture and society (Gursoy & Rutherford, 2004; Teye et al., 2002; Tosun, 2002).

Many research have been conducted across the globe on residents' perception of tourism impact on socio-cultural activities. Prominent among these investigations are residents' perception that the nature of contact with tourists can influence attitudes, behaviours or moral values towards tourism (Andereck et al., 2007; de Kadt, 1979). Remoaldo, Duque & Cadima-Ribeiro (2014), wrote that residents perceive tourism as a tool to strengthen local culture and instigate social interaction within the host community. Easterling (2004); McGehee, Andereck and Vogt (2002) and Beachcomber (2009) mentioned that culture is seen as a commercial resource, which can yield much income (such as, selling local artefacts), improve and preserve cultural activities and cultural heritage. Gilbert and Clark (1997) and Tovar and Lockwood (2008) noticed that many residents perceive tourism to increase recreation opportunities and social amenities. Noor et al. (2015) also mentioned that residents perceive tourism to contribute to the preservation of religious and holistic buildings. Finally, Makan (2006) and Brayley, Var and Sheldon (1990) wrote that local residents view tourism to increase historical and cultural exhibits, and cultural exchange.

However, there were some negative reservations expressed by local residents about how they perceived socio-cultural impact of tourism. For instance, Waitt (2003) and Weaver and Lawson (2001) realized that in areas with high levels of tourism development, residents often perceive tourism to be responsible for the loss of residents identity and local cultures; such as habits, daily routines, social lives (communal living), beliefs and values and leads to culture commodification. Matarrita-Cascante (2010); Park and Stokowski (2009); Haralambopoulos and Pizam (1996) and Tosun (2002) explained in their research work that local residents view tourism as a potential determinant of crime, such as increase in drug abuse, prostitution and alcohol use. For instance, residents of Kumily and Kumarakom in India perceived tourism had led to increase alcoholism, immoral activities and undesired changes in the value orientation of children (Sebastian & Rajagopalan, 2009). Davis and Morais (2004); Lankford et al. (2003) and Remoaldo, Duque and Cadima-Ribeiro (2014) also stated that residents perceive tourism to have negative effects on traditional family values and language, and on some occasions contribute to overcrowding in some local tourism destinations. Further, Dogan (1989); Liu and Var (1986) mentioned that local people perceive tourism to contribute to materialism, and decline in the level of residents' hospitality.

Residents' Perception of Tourism Impact on the Environment

Tourism is always developed in a beautiful but fragile environment (Andereck et al., 2005). The term "environment" refers to the physical setting in which tourism takes place, which provide the stimulus for travel (Holden, 2003).

Thus, the quality of the environment, both natural and man-made (built environment) is essential to tourism development (Dodds, 2007; Bianchi, 2004; Sharpley, 2000). Tourism involves many activities that can have adverse environmental effects, and also has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation (United Nations Environmental Programme, 2003). These concerns led some researchers to give much attention to how residents perceive tourism to impact on the environment.

According to Almeida-Garcia et al. (2016); Ko and Stewart (2002) and Cashman (2002) residents view tourism to have potential negative environmental consequences, such as air and water pollution, destruction of wetlands and soil, plants destruction and deforestation, wildlife destruction as a result of hunting and fishing, disruption of natural habitats, forest fires and large buildings which destroy views and graffiti. Nyaupane and Thapa (2006) after conducting their research at Annapurna Sanctuary in Nepal, noted that littering of mineral water plastic bottles and deforestation are major environmental problem which need serious attention from tourism stakeholders. Another major environmental concern identified by Perdue et al. (1990); McCool and Martin (1994) and Dyer, Gursoy, Sharma and Carter (2007) is noise pollution from airplanes, buses and cars, as well as recreational vehicles such as snowmobiles and jet skis. Sharma and Dyer (2009) also conducted a comprehensive studies in Queensland, Australia. Their findings showed that traffic congestion is a primary environmental nuisance to residents of Sunshine in Queensland. Tourism may be

described as “a double-edge environmental sword”. This is because, though tourism helps to improve the environment, it is also a destructive tool to the environment. For instance, in as much as infrastructure plays significant role in tourism development, over concentration of infrastructure such as roads, railways, airports and hotels in tourism communities destroy mass vegetation cover (Cashman, 2002; Pigram, 1993).

On the contrary, Liu and Var (1986) stated that some host residents perceive tourism to provide more parks and recreation areas, improves quality of roads and public facilities. Such social amenities beautify the environment and attract many tourists. Tourism over the years has supported conservation of forest and wildlife, reforestation and raised local residents’ awareness of environmental benefits (Zambrano, Broadbent & Durham, 2010). The double-edge nature of tourism impact on the environment (Hernandez, Cohen & Garcia, 1996; Garland, 1984) has created two different people in various tourism communities. Residents who fear that tourism will damage the environment vehemently oppose it; while those who see tourism as an incentive to preserve and protect the natural environment support its development (Vareiro, Remoaldo & Cadima-Ribeiro, 2013; Ambroz, 2008; Dyer et al., 2007; Uriely, Yonay & Simchai, 2002).

Conceptual Framework for the Study

Considering the arguments, discussions and explanations advanced above, the researcher preferred using Ap (1992) Social Exchange Theory which to some extent took into consideration all the afore-named and discussed theories and model to guide the research. The theory was chosen because, it helped the

researcher to holistically look at all impact related issues (ie, economic, socio-culture and environment) and factors influencing perception of tourism, as a result of tourism activities in Ankasa Conservation Area. Though, the other theories and model considered were purely behavioural, they impacted or related directly on the socio-cultural life of the host residents, but did not consider the local economy or the environment. However, residents' perception and its implications on tourism impacts in communities surrounding Ankasa Conservation Area was represented with a conceptual framework adapted from Ap (1992) Social Exchange Theory-SET.

Positive or negative impact of tourism on socio-cultural, economic and environmental factors result from the interaction between tourists and local residents at the tourist destination (Ashworth & Page, 2011; Mathieson & Wall, 1982). Ap (1992) SET deals with tourists, host residents, the tourist destination and the interaction between them. Such interaction results in either positive or negative impact on socio-cultural, economic and environmental factors (Ap, 1992). Further, the conceptual framework considered personal benefit from tourism and any other factors which could influence individual resident perception of tourism impact in the communities.

Though SET had been researched, tested and confirmed appropriate to explain tourism impacts (Andereck & Vogt, 2000), it did not adequately address factors influencing perception of tourism. This was because SET failed to look into detail values, beliefs and practices of individual resident or residents which

affected these factors. Also, these values, beliefs and practices of host residents to some extent affected tourism impacts.

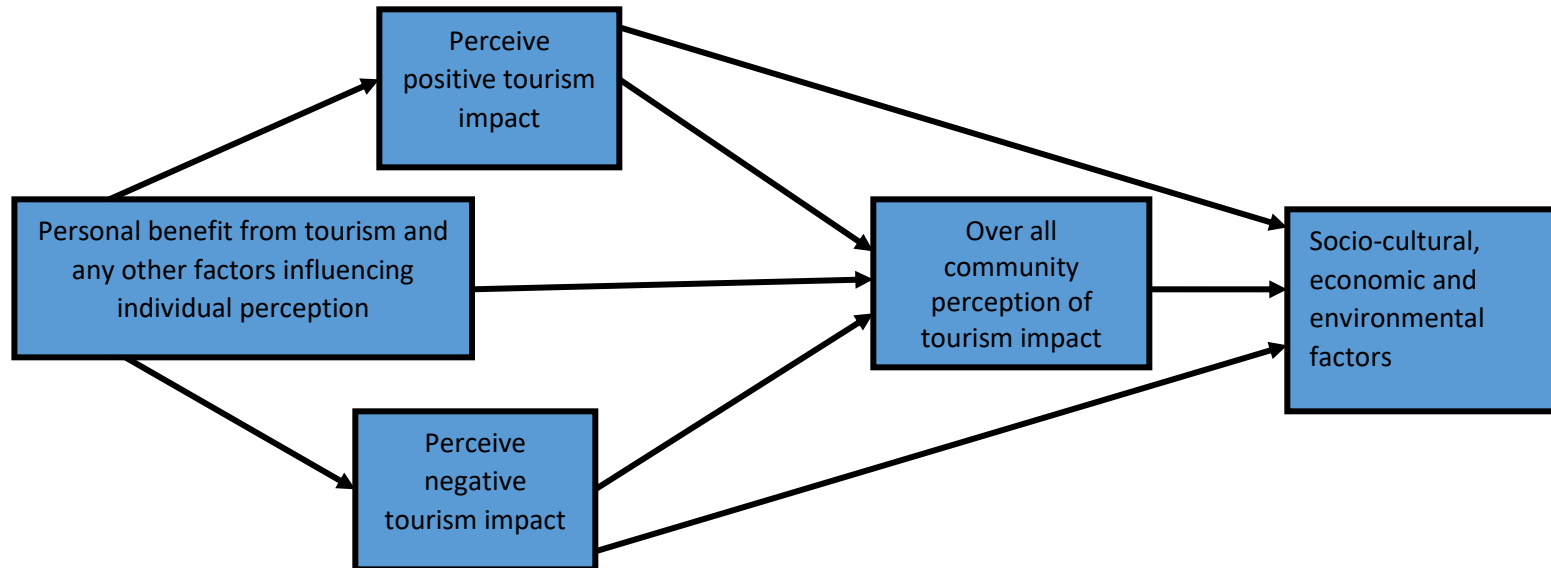


Figure 2: Resident's perception of tourism impact on socio-cultural, economic and environmental factors.

(Adapted from Ap, 1992).

Chapter Summary

Relevant literature on “residents’ perception of tourism impact” was discussed in this chapter. These included literature on theories and model which informed the conceptual framework used to guide the research and the concept of perception. It also looked at factors influencing residents’ perception, impacts of tourism, categories of tourism impact, residents’ perception of economic impact of tourism, residents’ perception of socio-cultural impact of tourism and residents’ perception of tourism impact on the environment. The next chapter will discuss the research methods which will be used in conducting the study.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter presents the methodology which guides the research. The methodology includes; study area, research philosophy, research design, sources of data, target population, sampling procedure and sampling size determination, pre-testing, data collection method, field work, data analysis procedure and ethical issues respectively.

Study Area

Ankasa Conservation Area is a twin wildlife protected area made up of Nini-Suhien National Park and Ankasa Resource Reserve. It lies within three administrative districts in the western region of Ghana; namely Jomoro, Ellembelle and Wassa Amemfi West.

Its exact location on the map of Ghana is 5° 16'N, 2° 34'W (World Database on Protected Area). The Western region is located in the southwestern part of Ghana and shares boundaries with the Central, Ashanti and Brong-Ahafo regions. At the southwestern part of Ghana, the region shares a border with the Republic of Cote d'Ivoire. The southwestern section of Ankasa Conservation Area is about 5km from the border town Elubo. Takoradi is about 120km east of Ankasa Conservation Area, and about 365km west of Accra.

Ankasa Conservation Area is the richest forest in terms of botanical diversity in Ghana (Ghana Wildlife Division, 2001). The protected area is fringed by more than fifty small local communities. The communities'

members include both indigenes and migrants. They produce cash crops (cocoa, coconut, rubber and palm plantations), food crops (plantain, cassava and vegetables) and fruit crops (pineapple and banana). Source: Wolters (2008).

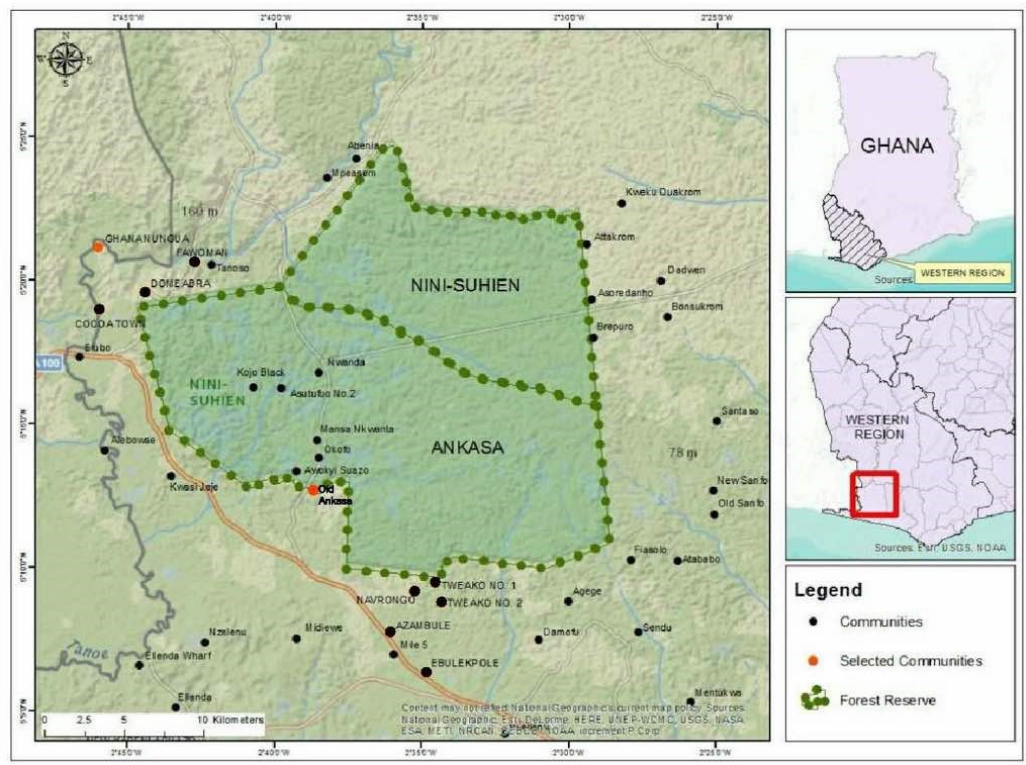


Figure 3: Map of the study area

Source: Community Resources Management Unit, Ankasa Conservation Area.

Research Philosophy

A research philosophy in general is a belief about a particular way in which data about a phenomenon should be gathered, analyzed and used to create knowledge. Thus, Saunders, Lewis and Thornhill (2009), stated that research philosophy is the development of knowledge and the nature of knowledge. They further explained that, in any particular research field, the

development of knowledge is affected by how the researcher perceives the world, and this results in different research strategy and methodology.

Since, this research was investigating host residents' perception of tourism impact, a purely quantitative examination, the positive philosophy was employed to guide the study. Positivism is a philosophical theory which states that positive or factual knowledge is based on natural phenomena and their properties and relations (Collins, 2010). This means that information derived from sensory experience (information got through the use of the five human senses), interpreted through reason and logic formed the basis of good knowledge about tourism impact. Such information was worthy, measurable and had its source grounded in real world environments.

Often, positivism philosophy used to guide quantitative research is criticized because it allows research respondents to choose from possible answers provided in the questionnaire. These questions provided by the researcher might not best express the individual respondent's opinion. This problem was largely overcome, when questionnaire designed allowed the respondent to provide alternative answer to a question if possible answers provided to that question in the questionnaire did not best express respondent's opinion.

The positive philosophy was selected because it ensured that there were no provisions for the researcher's interest within the study. It also made data analysis, categorization and comparison easy (Johnson, Onwuebguzie & Turner, 2007). Again, it ensured data validity, reliability, research objectivity and free from researcher's personal prejudices (Cohen, Manion & Morrison,

2007). Thus, the researcher was independent from the study, and was not bias but analyzed and interpreted only data collected from relevant respondents.

Research Design

According to de Vaus (2001), the function of a research design is to ensure that the evidence obtained enables the researcher to answer the initial question as unambiguously as possible or find accurate solution to the research problem.

Descriptive design was employed to inform the study, because it made it possible for the use of a large sample population and to identify and describe the characteristics of the total research population (Rubin & Babbie, 1997). It established associations between various variables used for the research (Payne & Payne, 2004). Also, descriptive design explained and made it possible to use summary data such as measures of central tendency (mean, median, and mode), percentages, correlations and frequency for the study. The statistical capabilities of descriptive design allowed the researcher to make emphatic conclusions and the best recommendations.

Source of Data

Both primary and secondary sources of data were used for this research work. The primary data was got directly from the sample population in Ghana-Nungua and Old Ankasa village communities in Ankasa Conservation Area, through the survey method. The research instrument used to collect the data was the questionnaire. The questionnaire which contained close-ended and open-ended questions were administered using the face-to-face interview strategy. However, the secondary information on perception of tourism impact

was sourced from online portals or web-information, magazines, journals and books.

Target Population

Target population is the collection of individuals or subjects known to have similar characteristics, who are used for a research (Fraenkel & Wallen, 2000).

The target population therefore, were all residents, male or female who were eighteen (18) years and above living in Ghana-Nungua and Old Ankasa village communities in Ankasa Conservation Area.

Sampling Procedure and Sampling Size Determination

Though, there were about fifty small village dwellings surrounding Ankasa Conservation Area, Ghana-Nungua and Old Ankasa village communities were purposively selected for the research because of their uniqueness. The two villages named were the biggest and the most visited tourism communities in Ankasa Conservation Area. They were very close to the reserve and were easily accessible. Residents living in these communities were made up of native dwellers and immigrants. Thus, having the characteristics of many of the other small village communities in Ankasa Conservation Area.

A total population of two hundred and sixty-seven (267) research respondents were surveyed for the study. Two hundred and four (204) and sixty three (63) respondents were selected proportionately from Ghana-Nungua and Old- Ankasa village communities respectively.

In all the two communities, a systematic sampling method with a sample interval of 7 were used to select the total household units-two hundred and four household units from Ghana-Nungua and sixty-three household units from Old-Ankasa. The two hundred and four household units were selected from a sample frame of about one thousand and ninety two (1092) household units and the sixty-three household units were also selected from a sample frame of about three hundred and eight (308) household units. From each household unit, a simple random sampling was used to select a research respondent, which gave a total research population of two hundred and sixty-seven research respondents.

The sample interval for all the two selected communities were arrived at by dividing the total population of each village community by its sample size. Thus, in the case of Ghana-Nungua, a total population of one thousand three hundred and ninety (1,390) residents (Ghana Statistical Service, 2010 Population Census) were divided by two hundred and four (204) sample size and in Old-Ankasa, a total population of four hundred and twenty-seven (427) residents (Ghana Statistical Service, 2010 Population Census) were divided by sixty-three sample size. This resulted in a sample interval of 7 for both Ghana-Nungua and Old-Ankasa respectively. In all the two communities, a household unit was chosen by the researcher as a random start.

Calculating the Sample Size

Calculating the sample size the researcher used a formula derived by Smith (2013). Therefore, necessary Sample Size = $(Z\text{-score}) * StdDev * (1 - StdDev) / \text{margin of error}$. With regard to this research the:

Confidence level or (Z-score) = 95% or (1.96)

Standard of deviation = 0.5

Margin of error or (confidence interval) = +/- 6% = 0.06

$$\begin{aligned}\text{Necessary Sample Size} &= (1.96) * (0.5) / (0.06) \\ &= (3.8416 * 0.25) / 0.0036 \\ &= 0.9604 / 0.0036 \\ &= 266.78 \\ &= 267 \text{ respondents}\end{aligned}$$

Source: Smith (2013)

The sample size (267 respondents) which was the total research population (N=267) was representative of the actual population of 1,862 residents (Ghana Statistical Service, 2010 Population Census) living in the two communities. A research conducted by Krejcie and Morgan (1970) which was cited in Jennings (2001: p.148) work explained that, a research population size which is 10% of the actual population is very representative or have all the characteristics of the actual population. Therefore, comparing 267 and 1,862 it could be concluded that 267 was more than 10% of the actual population of 1,862 residents (1,390 residents of Ghana-Nungua and 472 residents of Old Ankasa) in the two communities. Thus, the 267 respondents was very representative of 1,862 total residents' population of Ghana-Nungua and Old Ankasa.

Research Instrument

Questionnaire was designed based on the literature reviewed. The questionnaire was structured into six modules. Module 1, captured factors

influencing residents' perception of tourism, module 2, residents' perception of socio-cultural impact of tourism, module 3, residents' perception of economic impact of tourism, module 4, residents' perception of environmental impact of tourism, module 5, weighed residents' support for the creation of Ankasa Conservation Area (main attraction) and identified the various reasons why residents would like to support or not to support the creation of the attraction (Ankasa Conservation Area). Module 6, considered the demographic characteristics of residents in the two village communities (Ghana-Nungua and Old Ankasa).

Module 1, contained ten items (variables) which were supposed to influence perception of tourism. These included; development as result of tourism, job creation, proximity to an attraction, interaction with tourists, type of tourists, length of stay of residents, seasonal nature of tourism, being a native of the community, knowledge about tourism, and tourism effects on agricultural lands.

Module 2, considered thirteen items. These items were grouped into socio-cultural benefits and socio-cultural costs. The items considered under socio-cultural benefits were preservation of local culture, demand for local artefacts, provision of social amenities, pride in local culture, host residents and tourists' interaction and cultural exchange. Items considered under socio-cultural costs were drug abuse, prostitution, crime, damage caused to communal living, change to local traditions and customs, imitating tourists behaviour, and suffering from living very close to the attraction.

Module 3, looked at ten items. These items were segmented into economic benefits and economic costs. Items listed under economic benefits

were job creation as a result of tourism, investment, tourism generating revenue, tourism providing additional income, tourism improving road network, residents using resources from the forest reserve, and farming in the forest reserve (the attraction). Those listed under economic costs were high prices of goods and services as a result of tourism, tourism affecting agricultural activities, and getting income all year round as a result of tourism.

Module 4, was made up of eight items. These items were grouped into environmental benefits and environmental costs. Items considered under environmental benefits were conservation of Ankasa forest reserve, tourism improving the area's appearance and tourism increasing environmental benefit awareness. Under environmental costs items considered were tourism causing congestion, tourists littering the communities, tourism causing noise, bush fires as a result of tourism, and tourism destroying the environment.

Module 5, looked at seven different reasons which informed residents support for the creation of Ankasa Conservation Area. These reasons were Ankasa Conservation Area attracting tourists, serving as windbreaks, helping rainfall, protecting the surrounding rivers, conserving forest resources, creating employment and purifying the air around.

Module 6, identified six items under socio-demographic characteristics of residents in Ghana-Nungua and Old Ankasa. The items included sex, age, place of birth, level of education, occupation and marital status.

All the questions in modules 1, 2, 3, and 4 were formulated taken into consideration a five point Likert Scale. The scale ranged from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. The five

point Likert Scale was later collapsed into “disagree”, “neutral” and “agree” for easy analysis.

Pre-Testing

Pre-testing was a great opportunity to see what questions worked well, what questions sounded strange, what questions could be eliminated and what questions needed to be added in the questionnaire designed.

The pre-test was tried out on thirty (30) sampled residents in Abrafo, a popular local community which is few distance away from Kakum National Park in the Central region on the 30th April, 2017. A systematic sampling procedure with a sample interval of ten (10) was used to select 30 household units. After which, simple random sampling was employed to select 30 pre-test respondents from the 30 household units. Those selected for this exercise were eighteen (18) years and above. Thirteen (13) of them were female and seventeen (17) were male. Fifteen of the questionnaires were self-administered and the rest were administered using face-to-face interview technique.

A numerical code was employed to identify the pre-test respondents. The pre-test respondents were given an opportunity to indicate which questions presented content problems with regard to clarity, specificity, appropriate language, simplicity and relevance. Almost all the pre-test interviewees completed the questionnaire in less than thirty (30) minutes. The main purpose of the pre-test survey was to improve the primary questionnaire, to ensure that questions were easy to understand and ultimately to improve the response rate (Zikmund, 2003, p. 215).

Data Collection Method

To get a realistic representation of local residents' perception of tourism impact in Ankasa Conservation Area, quantitative data collection method was employed (Leedy & Ormrod, 2001). Quantitative data collection method relied on structured data collection instruments (questionnaires).

Two hundred and eighty (280) questionnaires were administered using face-to-face interview technique. A team of four researchers were involved in this exercise. About twenty-eight (28) questionnaires were administered in a day. Each team member administered about seven (7) questionnaires in a day. It took each team member about 25 minutes on the average to administer a questionnaire.

Though, information provided using quantitative method was often said to be superficial (Aaker, Kumar & Day, 2001), data collected through this method was believed to yield more objective and accurate information because they were collected using standardized methods. Also, quantitative data was easily analyzed using sophisticated statistical techniques. For instance, associations or relationship between an independent variable and dependent variable within the population was easily determined (<http://oerl.sri.com>), and frequency and percentages of research respondents were easily generated. Quantitative data collection ensured good representation and broadly generalized information about the total population.

Field Work

Five weeks were used to administer 280 questionnaires. The exercise took place between 10th May to 14th June, 2017, and involved a team of four

researchers. The questionnaires were administered only on Wednesday and Sunday which were the taboo days for Old Ankasa and Ghana-Nungua respectively. Wednesday and Sunday were the days residents of the two communities did not work in their farms, because tradition and customary laws forbid them from visiting their farms. The exercise was interactive, because residents were friendly and eager to answer the questions. Though, 280 questionnaires were administered, eleven of them contained incomplete information and were discarded. Eventually, 267 questionnaires were used for the final analysis.

Data Analysis Procedure

Data collected was edited critically and coded. Data was processed using Statistical Product for Service Solution (SPSS v 21). Descriptive statistics, frequency and statistics comprising the mean and standard deviation were used to explain the data.

Ethical Issues

Ethics contain statements about what is good or bad, what ought or ought not to be done and the grounds for those assertions. Ethics is defined as values and morals upheld during interaction with others in the collection of data and dissemination of findings (Merriam, 1988). Research ethics is about the nature of the agreement that the researcher has entered with the research participants or contacts (Bell & Bryman, 2007). Alcook, May and Rowlingson (2008), stated that ethical considerations underpin all social policies, and so, conducting research that may violate the rights and welfare of the research participants should neither be the intent nor major interest of social scientist

(Frankfort and Machmaias, 1992). Therefore, some ethical considerations for this research included confidentiality of data collected, the need to preserve the anonymity and the consent of research participants were sought.

Chapter Summary

The chapter discussed study area, research philosophy and the research design. It also explained sources of data, the target population, sampling procedure and sample size determination, research instrument, pre-testing, data collection methods, field work, data analysis procedure and ethical issues. The following chapter will deal with collection and analysis of data from the field.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter analyses and discusses the data gathered from the field based on the objectives of the study. Issues covered included; socio-demographic characteristics of residents in Ghana-Nungua and Old Ankasa, factors influencing residents' perception of tourism, perceived socio-cultural impacts of tourism, perceived economic impacts of tourism, perceived environmental impacts of tourism and support for the creation of Ankasa Conservation Area.

Socio-Demographic Characteristics

Researching socio-demographic characteristics of residents in local tourism communities helps in tourism decision making and the development of the industry (Gursoy et al., 2006; Harrill & Potts, 2003).

Table 1, shows the socio-demographic characteristics of residents in Ghana-Nungua and Old Ankasa.

Table 1: Background Characteristics of Respondents

Background Characteristics	Frequency (N=267)	Percentage (%)
Sex:		
Male	129	48.3
Female	138	51.7
Total	267	100
Age:		
18-35	142	53.2
36-60	119	44.6
Above 61	6	2.2
Total	267	100
Place of Birth:		
Old Ankasa	34	12.7
Ghana-Nungua	84	31.5
Others	149	55.8
Total	267	100
Level of Education:		
Basic	110	41.2
Senior High	6	2.2
Tertiary	2	0.7
None	149	55.8
Total	267	100
Occupation:		
Farming	187	70.0
Trading	38	14.2
Others	42	15.8
Total	267	100

Table 1 continued

Marital Status:		
Married	193	72.3
Not Married	74	27.7
Total	267	100

Source: Fieldwork, Ansah (2017)

Table 1, looked at the socio-demographic characteristics of residents in Ghana-Nungua and Old Ankasa. The variables considered under the socio-demographic characteristics included sex, age, place of birth, level of education, occupation and marital status respectively.

Males and females in the two local tourism communities who availed themselves were sampled and interviewed. Out of a total of 267 respondents interviewed, 129 respondents were males, which represented 48.3% and 138 respondents were females, which represented 51.7%. Such fractions of the population could affect tourism decision making in these communities, because women often have reservations or negative perception of tourism activities (Petrzelka et al., 2005; Harrill & Potts, 2003; Weaver & Lawson, 2001) due to differences in Socio-cultural and economic activities of men and women (Andriotis & Vaughan, 2003).

The research also looked at the ages of respondents within three different age brackets. Those between 18-35 years belonged to the youthful population. Respondents between 36-60 years were named adult population and respondents who were 60 years and above were identified as the aged population. Out of a total research population of 267 respondents, 142 respondents, representing 53.2% were youth, 119 respondents, representing 44.6% were adult and 6 respondents, representing 2.2% were aged. Such

population mix could be very useful for tourism development in the local communities, because labour would be readily available.

Residents in local tourism communities are sometimes made up of indigenes and immigrants (Gursoy et al., 2006). The study conducted identified that out of the total population of 267 respondents, 118 respondents, representing 44.2% (Old Ankasa, 34 respondents, representing 12.7% and Ghana-Nungua, 84 respondents, representing 31.5%) were indigenes and 149 respondents, representing 55.8% were immigrants. According to Vargas-Sanchez & Porrás-Bueno (2014) being a native or an immigrant in a tourism community may influence residents' perception and support for tourism.

Formal education in any local tourism community plays a significant role in the socio-cultural and economic life of the area. The study established that out of the 267 respondents, 110 respondents, representing 41.2% had basic education, 6 respondents, representing 2.2% had secondary education, 2 respondents, representing 0.7% had tertiary education and 149 respondents, representing 55.8% had no formal education. The level of education attained may influence residents' perception and support for tourism (Sirakaya et al., 2002) and tourism decision making within local communities (Brida et al., 2011).

The type of economic activities carried out in tourism communities can affect tourism development (Kim et al., 2013). The research established that 187 respondents out of the total respondents of 267, representing 70% were farmers. Again 38 respondents, representing 14.2% of the 267 respondents were traders and residents who were engaged in other economic activities were 42 respondents, representing 15.8% of the 267 total respondents. This

could have serious negative effect on the main attraction (Ankasa Conservation Area) as many of the residents were farmers. For instance, encroachment for farming activities could destroy the forest reserve, if proper and pragmatic measures were not put into place by the appropriate authority.

Marriage was the last variable considered under the socio-demographic characteristics of the two communities. Out of the total of 267 respondents, 193 respondents were married. This represented 72.3% of the research population (N= 267). Respondents who were not married were 74, and this represented 27.7% of the research population (N= 267).

Factors Influencing Residents' Perception of Tourism

Though, there are many factors which influence local residents perception of tourism (Andriotis, 2004; Faulkner & Tideswell, 2001), to answer objective one of the study, ten factors were examined. Table 2, presents the results on these factors.

Table 2: Factors Influencing Perception of Tourism

Statement	Number (N=267)	% in Agreement	Mean	Std. Deviation
The reason why I support tourism is because it develops the community.	143	53.6	1.36	0.76
The reason why I support tourism is because it provides jobs.	103	38.6	1.20	0.73
The reason why I support tourism is because I live very close to the forest reserve (attraction).	68	25.5	1.03	0.70

Table 2 continued

The reason why I support tourism is because I easily interact with tourists that visit the community.	79	29.6	1.01	0.76
Different types of tourists that visit the community is one reason why I support tourism.	60	22.5	0.99	0.68
The reason why I support tourism is because I have lived in the community for many years.	70	26.2	0.91	0.78
The reason why I support tourism is because it is seasonal.	60	22.5	0.82	0.77
The reason why I support tourism is because I am a native of the community.	101	37.8	1.18	0.74
The reason why I support tourism is because I have more knowledge about tourism.	120	44.9	1.27	0.74
The reason why I do not support tourism is because tourism activities destroy agricultural lands.	74	27.7	1.11	0.66

Scale: 0.60-1.30=disagree 1.35-2.00=agree

Source: Fieldwork, Ansah (2017)

Table 2 considered ten factors which could influence residents' perception of tourism in the two communities. These factors were development of the communities as a result of tourism, tourism creating job

opportunities, residents proximity to tourism attractions, interaction between residents and tourists, type of tourists that visit the communities, residents length of stay in the communities, the seasonal nature of tourism, residents place of birth, residents knowledge about tourism and the effect of tourism on agricultural lands.

Most studies conducted in the developed world about perception of tourism and tourism development indicated that, local residents developed positive perception and supported the tourism industry when realized that generally it would bring major transformation to the local community, but developed negative perception about the industry, when tourism activities affected or slowed down necessary development within tourism communities (Nawjin & Mitas, 2012; Dyer et al., 2007; Lankford et al., 2003). A mean of 1.36 indicated that out of the total research respondents of 267 interviewed, 143 respondents, representing 53.6% agreed, 78 respondents, representing 29.2% disagreed and 46 respondents, representing 17.2% neither agreed nor disagreed to support tourism, because it developed the community. Such result confirmed the fact that, irrespective of some local residents (29.2% of N=267) expressing some reservations about tourism developing the communities, majority of the residents (53.6% of N=267) would support tourism, if it would bring development into the communities (Nawjin & Mitas, 2012).

Tourism is one of the major industries in the world creating job opportunities for millions of people (World Travel and Tourism Council, 2015). Those who are gainfully employed in the industry support its activities and develop positive perception towards it, whereas, those who do not benefit from tourism develop negative perception, attitude and lack of support

towards the industry (Rasoolimanesh et al., 2015; Deery et al., 2012). A mean of 1.20 indicated that out of the total research respondents of 267, 103 respondents, representing 38.6% agreed, 115 respondents, representing 43.1% disagreed and 49 respondents, representing 18.4% neither agreed nor disagreed to support tourism because it provided employment. This findings showed that there was a relationship between perception of tourism and tourism job opportunities (Rasoolimanesh et al., 2015). For instance, the 103 (38.6% of N=267) respondents who agreed that tourism provided jobs, undoubtedly had positive perception and supported the industry, whereas, the 115 (43.1% of N=267) respondents who disagreed that tourism provided employment had negative perception and did not support tourism.

Many research conducted showed that residents who live very close to tourism attraction often develop negative perception, attitude and lack of support towards tourism and vice versa for residents who are far away from the attraction (Jaafar et al., 2015; Sharpley, 2014). A mean of 1.03 indicated that out of the 267 research respondents interviewed, 68 respondents, representing 25.5% agreed, 138 respondents, representing 51.7% disagreed and 61 respondents, representing 22.8% neither agreed nor disagreed to support tourism because they lived very close to the forest reserve (attraction). This result, largely confirmed Jaafar et al. (2015) and Sharpley (2014) research findings, as majority (138 respondents, representing 51.1% of N=267) of the local residents did not support tourism because they lived very close to the attraction.

Host-residents and tourists' interaction at tourism destinations sometimes influence local residents support and perception towards tourism

(Latkova & Vogt, 2012). Local residents develop positive perception towards tourism when they easily interact with tourists that visit their communities and develop negative perception, when they cannot interact with tourists that come into the community (Plog, 2001). A mean of 1.01 indicated that out of the total research respondents of 267, 79 respondents, representing 29.6% agreed, 112 respondents, representing 41.9% disagreed and 76 respondents, representing 28.5% neither agreed nor disagreed to support tourism because they easily interacted with tourists that visited the communities. This result did not support Plog's (2001) research conducted, even though some of the respondents (29.6% of N=267) support or perception of tourism was influenced by the interaction between them and tourists. On the contrary, majority of the local residents (41.9% of N=267) supported tourism and had positive perception of the industry, because they were influenced by other factors and not because they had interaction with tourists.

Usually, local residents support and develop positive perception towards tourism when the allocentric tourists visit their communities (Page & Connell, 2006; Plog, 2001) and dislike tourism when tourists do not respect the local culture or look down on local residents. A mean of 0.99 showed that out the 267 total research respondents interviewed, 60 respondents, representing 22.5% agreed, 144 respondents, representing 53.9% disagreed and 63 respondents, representing 23.6% neither agreed nor disagreed that types of tourists that visited the community affected residents support for tourism. Thus, contrary to the research carried out by Plog (2001) and Page and Connell (2006), majority (53.9% of N=267) of the respondents agreed that types of tourists that visited the community did not affect local residents

support or perception towards tourism. In support a few (22.5% of N=267) of the respondents agreed that the allocentrics, mid-centrics and the psych-centrics that visited the community influenced their perception and support towards tourism.

Many research conducted stated that the longer residents had lived in a community, the more negative perception they developed towards tourism and were not interested in supporting the development of the industry (Brida et al., 2011). A mean of 0.91 indicated that out of the total research respondents of 267 interviewed, 70 respondents, representing 26.2% agreed, 103 respondents, representing 38.6% disagreed and 94 respondents, representing 35.2% neither agreed nor disagreed to support tourism, because they had lived in the communities for many years. This result showed that the number of years one had lived in the community did not strongly affect support towards tourism and tourism perception. Thus, even though some of the respondents (26.2% of N=267) support and perception of tourism was influenced by the length of stay, majority of the respondents (38.6% of N=267) support and perception of tourism was not influenced by the number of years they had lived in the community.

The seasonal nature of tourism influence residents' perception towards tourism in many tourism communities (Deery et al., 2012). Usually, local residents support tourism activities and develop positive perception towards tourism during the lean season and frown on tourism activities and develop negative perception for the industry during the peak season (Deery et al., 2012; Sheldon & Var, 1984). A mean of 0.82 indicated that out of the total research respondents of 267, 60 respondents, representing 22.5% agreed, 100

respondents, representing 37.5% disagreed and 107 respondents, representing 40.1% neither agreed nor disagreed to support tourism, because of its seasonal nature. Such a result showed that to a large extent, the seasonal nature of tourism did not influence local residents support or perception towards tourism as stated by Deery et al. (2012). For instance, 22.5% of the 267 respondents support or perception of tourism was influenced by seasonality nature of tourism and 37.5% of the 267 respondents support or perception of the industry was not influenced by the seasonal nature of tourism.

Many tourism impact studies conducted indicated that natives of tourism communities did not support tourism, but developed negative perception towards the industry, especially when local residents had to compete with tourists over their scarce resources (Rasoolimanesh et al., 2015; Styliadis et al., 2014). A mean of 1.18 indicated that out of the total 267 research respondents interrogated, 101 respondents, representing 37.8% agreed, 113 respondents, representing 42.3% disagreed and 53 respondents, representing 19.9% neither agreed nor disagreed to support tourism, because they were natives of the communities. Such an outcome indicated that some of the local residents (42.3% of N=267) did not support tourism not because they were natives of the communities. Thus, being a native of the communities did not necessary influence majority (42.3% of N=267) of the residents' perception towards tourism, even though, a few (37.8% of N=267) of the respondents accepted to support tourism because they were natives of the communities.

Andereck et al. (2005) in their research realized that, whenever residents possess more knowledge about tourism, they tend to have positive

perception about tourism and support its development. The frequency analysis run on the data collected showed a mean of 1.27 which indicated that out of the total research respondents of 267, 120 respondents, representing 44.9% agreed, 100 respondents, representing 37.5% disagreed and 47 respondents, representing 17.6% neither agreed nor disagreed to support tourism, because they had more knowledge about tourism. This findings to a greater extent confirmed Andereck et al. (2005) position on knowledge and perception and support towards tourism. Thus, majority (44.9% of N=267) of the residents supported tourism because they had more knowledge about tourism, whilst a few (37.5% of N=267) of the residents did not accept the fact that having more knowledge of tourism could necessarily influence one's perception and support towards tourism.

Local residents often develop positive perception and attitude towards tourism and support its development, if tourism activities do not negatively impact the local economy or do not destroy land for agricultural activities (Rasoolimanesh et al., 2015; Walpole & Goodwin, 2001). A mean of 1.11 indicated that out of the 267 research respondents interrogated, 148 respondents, representing 55.4% agreed not to support tourism because tourism activities destroyed agricultural lands, 74 respondents, representing 27.7% disagreed and pledge to support tourism because tourism activities did not destroy agricultural lands, and 45 respondents, representing 16.9% neither agreed nor disagreed. This result showed that majority (55.4% of N=267) of the local residents had resolved not to support tourism because it destroyed agricultural lands, confirming Rasoolimanesh et al. (2015) position on economic activities and it influence on perception of tourism.

Perception of Socio-Cultural Impact of Tourism

Objective two of this research examines how residents of Ghana-Nungua and Old Ankasa perceive socio-cultural impacts of tourism in the area. Tourism of any form has socio-cultural dimension because it is an activity which involves the interaction between tourists and local residents at the tourism destination (Ashworth & Page, 2011; Choi & Murray, 2010). Tourism socio-cultural impact can be favourable or unfavourable depending on the intensity of interaction between tourists and local residents. Table 3, presents number of socio-cultural items that the residents responded to.

Table 3: Perception of Socio-cultural Impact of Tourism

Statement	Number (N=267)	% in agreement	Mean	Std. Deviation
Socio-cultural Benefits:				
Tourism has improved the preservation of the local culture.	161	60.3	1.45	0.73
Tourism has increased the demand for local artefacts.	22	8.2	0.89	0.52
Tourism has increased the provision of social amenities to the community.	23	8.6	0.89	0.52
Tourism has increased residents' pride in the local culture.	73	27.3	0.91	0.79
Local residents in the community interact easily with tourists.	102	38.2	1.11	0.80
Tourism has resulted in greater cultural exchange between tourists and local residents.	48	18.0	0.86	0.70
Socio-cultural Costs:				
Tourism has increased drug abuse in the community.	2	0.7	0.75	0.45
Tourism has increased prostitution in the community.	1	0.4	0.73	0.45
Tourism has increased criminal activities in the community.	1	0.4	0.66	0.48
Tourism has damaged communal living of the local residents.	2	0.7	0.66	0.49

Table 3 continued

Tourism has caused change to the local traditions and customs.	10	3.7	0.72	0.53
Tourism encourages residents to imitate the behaviour of the tourists.	23	8.6	0.81	0.57
Local residents have suffered from living very close to the forest reserve (attraction).	70	26.2	1.04	0.69
Scale: 0.60-1.30= disagree 1.35-2.00=agree				

Source: Fieldwork, Ansah (2017)

Table 3, showed the data findings on residents perception of socio-cultural impacts of tourism. The socio-cultural impacts were further segmented into socio-cultural benefits and socio-cultural costs. Factors considered under socio-cultural benefits included; preservation of local culture, demand for local artefacts, provision of social amenities, pride in the local culture, interaction with tourists and cultural exchange. The socio-cultural costs also looked at factors such as; drug abuse, prostitution, crime, damage to communal living, change caused to local traditions and customs, imitation of tourists behaviour and residents suffering from living very close to the forest reserve.

Socio-cultural Benefits

One of the important attractions that pull tourists to obscure tourism destinations is the unique culture. Local residents are happy to preserve their heritage when they realize that tourists that visit their community appreciate their culture (Remoaldo et al., 2014). Both international and domestic tourists visit such destinations to experience, especially the traditional festivals and immerse in the local culture (Page & Connell, 2006). A mean of 1.45 indicated that out of the 267 total research respondents interrogated, 161

respondents, representing 60.3% agreed, 69 respondents, representing 25.8% disagreed and 37 respondents, representing 13.9% neither agreed nor disagreed that tourism had improved the preservation of the local culture. Such a result showed that few (25.8% of N=267) of the respondents did not agree that tourism had improved the local culture, because activities of some tourists may have affected the local culture (Waitt, 2003). However, majority (60.5% of N=267) of the respondents agreed that tourism had improved the preservation of the local culture, because activities of tourists within the communities had strengthened host residents to protect the local culture (Remoaldo et al., 2014). Again, the mean score of 1.45 of the total respondents confirmed that though some activities of tourists affected the local culture, tourism contributed immensely towards the preservation of the local culture.

Many tourism communities dominated by farming as an economic activity do not have artefact villages to sell local artefacts, neither do they have artisans to develop the local art (Easterling, 2004). A mean of 0.89 indicated that out of the total research respondents (N=267), 22 respondents, representing 8.2% agreed, 193 respondents, representing 72.3% disagreed and 52 respondents, representing 19.5% neither agreed nor disagreed that tourism had increased demand for local artefacts. This findings confirmed the research conducted by Easterling (2004). The mean score of 0.89 of the total respondents showed that majority (72.3% of N=267) of the respondents disagreed that tourism had increased demand for local artefacts, because tourists that visited the communities did not buy artefacts or souvenirs. The few (8.2% of N=267) respondents that agreed that tourism had increased

demand for the local artefacts indicated that local artefacts was not well developed.

Many tourism scholars including Tovar and Lockwood (2008) noticed that tourism is another avenue which provides various governments with huge revenue that could be used to provide needed social amenities such as hotels, restaurants, banks, recreational parks, clinics and many others to local residents within the communities. A mean of 0.89 indicated that out of the total research respondents of 267, 23 respondents, representing 8.6% agreed, 191 respondents, representing 71.5% disagreed and 53 respondents, representing 19.9% neither agreed nor disagreed that tourism had increased the provision of social amenities in the communities. Thus, contrary to Tovar and Lockwood (2008) findings, tourism had not improved or increased social amenities in the communities. The mean score of 0.89 of the total respondents showed that majority (71.5% of N=267) of the respondents were aware that tourism had not contributed towards the provision of social amenities in the communities. However, the few (8.6% of N=267) respondents that agreed was an indication that tourism had brought some development into the communities, but had not fully impacted on the local economy.

Local residents protect their cultural heritage to demonstrate the confidence they have and how proud they are of the local culture when they realize that tourists appreciate and get immerse in the local culture (Andereck et al., 2007). A mean of 0.91 indicated that out of 267 total research respondents interviewed, 73 respondents, representing 27.4% agreed, 97 respondents, representing 36.3% disagreed and 97 respondents, representing 36.3% neither agreed nor disagreed that tourism had increased residents pride

in the local culture. Such an outcome or a mean score of 0.91 of the total respondents indicated that some of the tourists that visited the local communities did not get immerse in the local culture. As a result, some of the respondents (36.3% of N=267) pride in the local culture was not increased. However, few of the respondents (27.4% of N=267) appreciated that tourism activities in the area increased their pride in the local culture.

Again, one of the activities which attracts tourists to local tourism communities is the possible readily interaction between host residents and tourists. Some tourists will like to interact with the residents to learn and appreciate the local traditions and customs (Latkova & Vogt, 2012; Ashworth & Page, 2011; Plog, 2001). A mean score of 1.11 showed that out of the 267 total respondents interviewed, 102 respondents, representing 38.2% agreed, 95 respondents, representing 34.5% disagreed and 73 respondents, representing 27.3% neither agreed nor disagreed that local residents in the communities interacted easily with tourists. The mean score of 1.11 emphasized the fact that some tourists interacted with the local residents and others did not. For instance, majority of the respondents (38.2% of N=267) indicated that there was an interaction between them and the tourists. However, some tourists did not interact with the residents. This was confirmed by the 95 respondents (34.5% of N=267) who stated that there was no interaction between them and the tourists.

There is always the tendency to exchange some aspect of culture between tourists and host residents (Stylidis et al., 2014; Makan, 2006; Ap, 1992) whenever there is tourists-host residents' interaction. Tourists who visit various destination areas carry along with them their "home culture" which

sometimes influence the local culture (Page et al., 2001). Tourists, also learn and practice aspect of the local culture if it is attractive. A mean of 0.86 indicated that out of the 267 total research respondents interviewed, 48 respondents, representing 18.0% agreed, 133 respondents, representing 49.8% disagreed and 86 respondents, representing 32.2% neither agreed nor disagreed that tourism had resulted in greater cultural exchange between tourists and local residents. Thus, a mean score of 0.86 of the total respondents which fell below 1.35 showed that just few (18% of N=267) respondents appreciated that tourism brought some cultural exchange between tourists and the local residents, whereas majority (49.8% of N=267) of the respondents did not see any significant contribution of tourism towards cultural exchange.

Socio-cultural Costs

Researchers Matarrita-Cascante (2010) and Park and Stokowski (2009) in their various studies stated that tourism has led to increase in drug abuse in many tourism communities. A mean of 0.75 indicated that out of the total research respondents of 267, 2 respondents, representing 0.7% agreed, 197 respondents, representing 73.8% disagreed and 68 respondents, representing 25.5% neither agreed nor disagreed that tourism had increased drug abuse in the two communities. The mean score of 0.75 of the total respondents, clearly indicated that drug related issues were not serious in these local tourism communities. Though, there are no societies without drug related problems (as represented by 0.7% of N=267), almost all the respondents (73.8% of N=267) agreed that tourism had not increased drug abuse in the communities.

Many tourists, especially some American tourists visit some Asian tourism communities to buy the services of prostitutes (Tosun, 2002;

Haralambopoulos & Pizam, 1996). However, some culture frown on this immoral act. A mean of 0.73 indicated that out of the 267 research respondents interviewed, only 1 respondent, representing 0.4% agreed, 192 respondents representing 71.9% disagreed and 74 respondents, representing 27.7% neither agreed nor disagreed that tourism had increased prostitution in the communities. This outcome which showed a mean score of 0.73 of the total respondents, indicated that prostitution was considered an abominable act (Tosun, 2002) in the communities. Though, prostitution is an old profession and may exist in many societies (as agreed by 0.4% of N=267), majority of the interviewed respondents (71.9% of N=267) disagreed that tourism had increased prostitution in the communities.

Though, the primary import of tourism is to provide leisure for tourists, tourism is recently associated with terrorism and other forms of crime in some destinations in the world (Matarrita-Cascante, 2010; Mansfeld & Pizam, 2006). A mean of 0.66 indicated that out of the total research respondents of 267, only 1 respondent, representing 0.4% agreed, 173 respondents, representing 64.8% disagreed and 93 respondents, representing 34.8% neither agreed nor disagreed that tourism had increased criminal activities in the two communities. Granted, crime may exist in different forms, a mean score of 0.66 of the total respondents indicated that criminal activities were very low in these communities. Only one respondent accepting that tourism was link with crime indicated that though, tourism introduced an unaccepted behaviour into the communities, such crime or behaviour was not dangerous, neither was it a major threat to the local residents. The majority (64.8% of N=267) of the respondents position on crime and tourism emphasized such conclusion.

In most communities in Ghana, especially the farming communities, the traditional or extended family system is still being practiced (Teye et al., 2002), and residents are each other's keeper. Elsewhere, urbanization, tourism activities, formal education and unfavourable economic activities have badly affected communal living of residents. A mean of 0.66 indicated that out of the total research respondents (N=267), 2 respondents, representing 0.7% agreed, 171 respondents, representing 64.0% disagreed and 94 respondents, representing 35.3% neither agreed nor disagreed that tourism had damaged communal living of the local residents. The mean score of 0.66 of the total respondents, indicated that communal living still existed in these communities. Though, communal living may be affected by tourism activities (as stated by 0.7% of N=267), it had not been dented seriously by tourism activities, which was confirmed by the majority (64.0% of N=267) of the respondents interviewed.

Traditions and customs are different from one ethnic group or tribe to another. One of the main forces which attract or pull tourists to a tourism destination is the local traditions and customs. However, this rich traditions and customs are sometimes changed or diluted by traditional rulers and opinion leaders in some tourism communities to satisfy the interest of the tourist (Waitt, 2003; Teye et al, 2002). A mean of 0.72 indicated that out of the total research respondents of 267, 10 respondents, representing 3.7% agreed, 171 respondents, representing 64.0% disagreed and 86 respondents, representing 32.3% neither agreed nor disagreed that tourism had caused change to the local traditions and customs. The mean score of 0.72 of the total respondents indicated that the traditions and customs were hardly changed to

attract tourists into the communities. However, few (3.7% of N=267) respondents agreed that tourism had caused change to the local traditions and customs, because some tourists that visited these communities, perhaps did not respect some of the traditions and customs and were not sanctioned by the traditional authorities. Yet, majority (64.0% of N=267) of the respondents interrogated, saw tourism as threat free to the local traditions and customs because the cardinal pillars of the local traditions and customs firmly stand.

Though, there are many different factors that influence host residents' behaviour (Noor et al., 2015). Some local residents, especially the youth imitate the behaviour of some tourists that visit the communities (Andereck et al., 2007) which can have some effect on productivity. A mean of 0.81 which indicated that out of the 267 total research respondents interrogated, 23 respondents, representing 8.6% agreed, 169 respondents, representing 63.3% disagreed and 75 respondents, representing 28.1% neither agreed nor disagreed that tourism encouraged residents to imitate the behaviour of tourists. The mean score of 0.81 of the total respondents, indicated that parents in these communities were very concern and conscious about daily social activities. Tourism involves the interaction between tourists and local residents (Ashworth & Page, 2011; Choi & Murray, 2010), as a result, there is always the possibility of some local residents imitating the behaviour of some tourists, which was emphasized by the few (8.6% of N=267) respondents interviewed. However, majority (63.3% of N=267) of the respondents disagreed that tourism encouraged local residents to imitate tourists behaviour, because they had always believed and held on to their rich traditions.

Residents of Ghana-Nungua and Old Ankasa were interrogated to find out, if living very close to the attraction (forest reserve) had affected them in their various endeavours. A mean of 1.04 which indicated that out of the total research respondents of 267, 70 respondents, representing 26.2% agreed, 139 respondents, representing 52.1% disagreed and 58 respondents, representing 21.7% neither agreed nor disagreed that local residents had suffered from living very close to the attraction. The mean score of 1.04 of the total respondents implied that few of the residents had suffered living very close to the forest reserve. Seventy (70) respondents, out of the total respondents (N=267) interviewed agreed that living very close to the forest reserve had affected their livelihood. However, majority (52.1% of N=267) of the respondents agreed that living very close to the reserve had not affected any of their socio-cultural and economic activities.

Perception of Economic Impact of Tourism

Objective three of this research analyzes how residents of Ghana-Nungua and Old Ankasa perceive economic impact of tourism. Economic activities of tourists at the destination play very significant role in various local tourism communities, because it affects inflation of goods and services and standard of living of residents (Almeida-Garcia et al., 2016; Marzuki, 2012; Vargas-Sanchez et al., 2009; Ritchie & Inkari, 2006). Table 4, indicates the number of items under economic benefits and economic costs that research respondents in the two communities responded to.

Table 4: Perception of Economic Impact of Tourism

Statement	Number (N=267)	% in agreement	Mean	Std. Deviation
Economic Benefits of Tourism:				
Tourism has created jobs for local residents.	68	25.5	1.10	0.63
Tourism has attracted investment into the community.	36	13.5	0.94	0.57
Tourism brings more revenue into the community.	31	11.6	0.87	0.59
Tourism is a source for additional income generation.	66	24.7	0.91	0.76
Tourism has improved the road network in the area, including my community.	23	8.6	0.82	0.56
Local residents use resources from the forest reserve (attraction).	44	16.5	0.91	0.64
Local residents farm in the forest reserve (attraction).	20	7.5	0.81	0.55
Economic costs of tourism:				
Prices of goods and services in the community have increased because of tourism.	7	2.6	0.75	0.49
Tourism has negatively affected agricultural activities.	29	10.9	0.88	0.57
Individual resident does not get income from tourism throughout the year.	173	64.8	1.46	0.79
Scale: 0.60-1.30=disagree	1.35-2.00=agree			
Source: Fieldwork, Ansah (2017)				

Table 4, captured data findings on residents' perception of economic impact of tourism in Ghana-Nungua and Old Ankasa. The items considered

under the economic impact of tourism were categorized into economic benefits and economic costs. Under economic benefits of tourism, items looked at were job creation, investment, revenue generation and additional income. It also looked at the road network, use of resources from the forest reserve and farming in the forest reserve. Items considered under economic costs of tourism included high prices of goods and services, tourism negatively affecting agricultural activities and tourism not giving income to residents all year round.

Economic Benefits

Studies undertaken in many tourism communities showed that tourism creates a lot of jobs for local residents (Henderson, 2006; Ko & Stewart, 2002). However, local residents who are directly employed in the industry or are employed in one or more tourism related jobs, tend to have positive perception, whilst those who do not benefit from the industry develop negative perception and attitude towards tourism (Rasoolimanesh et al., 2015; Ritchie et al., 2009). A mean of 1.10 indicated that out of the 267 total research respondents interviewed, 68 respondents, representing 25.5% agreed, 158 respondents, representing 59.2% disagreed and 41 respondents, representing 15.4% neither agreed nor disagreed that tourism had created jobs for the local residents. The mean score of 1.10 of the total respondents, which was below 1.35 indicated that tourism did not create the needed job opportunities for residents in the communities. Even though, the main objective of many societies supporting tourism development is job creation, majority (59.2% of N=267) of respondents interviewed in the two communities disagreed that

tourism created job opportunities. However, the few jobs created as a result of tourism (as agreed by 25.5% of N=267) could be seasonal (Deery et al., 2012).

Usually, strategic investors take advantage of the main attraction and use their resources to put up tourism projects that will be patronized by tourists that visit the main attraction (Choi & Sirakaya, 2005, 2006). For example, guest houses and restaurants are built and car rental services are provided to support the main attraction. Such investments may provide job opportunities for local residents (Marzuki, 2012; Vargas-Sanchez et al., 2009). A mean of 0.94 indicated that out of a total of 267 research respondents interrogated, 13.5% (36 respondents) agreed, 66.7% (178 respondents) disagreed and 19.9% (53 respondents) neither agreed nor disagreed that tourism had attracted investment into the two communities. The mean score of 0.94 of the total respondents showed that tourism did not attract the needed investments to develop the local economy. However, the few investments which was made in the communities (as agreed by 13.5% of N=267) had little or no impact on the local economy as stated by the majority (66.7% of N=267) of the respondents interviewed.

In some local tourism communities, traditional leaders, opinion leaders and government functionaries such as the municipal or district assemblies put good measures in place to generate revenue from tourism activities which take place in these communities (Marzuki, 2012; Ritchie & Inkari, 2006). Such revenue may be used for developmental projects in the community. A mean of 0.87 indicated that out of the total research respondents (N=267), 31 respondents, representing 11.6% agreed, 171 respondents, representing 64.0% disagreed and 65 respondents, representing 24.3% neither agreed nor

disagreed that tourism brought more revenue into the two communities. The mean score of 0.87 of the total respondents, indicated that tourism generated very insignificant revenue for the communities. Tourism revenue which could be used to develop the communities was absent as stated by the majority of respondents interviewed (64.0% of N=267). However, the few respondents (11.6% of N=267) were supporting tourism because it brought some revenue into the communities. Perhaps, some tourists bought local food and drinks from some residents living in the communities.

In many tourism destinations, residents are engaged in two or more jobs (McGehee et al., 2002) to cater for themselves or their families. Usually, they get their regular income from their main occupation and raise additional income from tourism related jobs (Gursoy & Rutherford, 2004). A mean of 0.91 indicated that out of the total research respondents of 267 interviewed, 66 respondents, representing 24.7% agreed, 110 respondents, representing 41.2% disagreed and 91 respondents, representing 34.1% neither agreed nor disagreed that tourism was a source for additional income generation. The mean score of 0.91 of the total respondents, indicated that tourism gave some local residents living in the communities' additional income which they used to support their finances. Even though, tourism did not employ many of the residents (as agreed by 41.2% of N=267), few residents (24.7% of N=267) benefited from tourism.

As a way to support the development of some local economy, some local governments (District Assemblies) use tourism revenue to construct roads or improve roads leading to important tourist attractions (United Nations World Tourism Organization, 2014). A mean of 0.82 indicated that out of 267

research respondents, 23 (8.6%) respondents agreed, 174 (65.2%) respondents disagreed and 70 (26.2%) respondents neither agreed nor disagreed that tourism had improved the roads leading to the local tourism communities. A mean score of 0.82 of the total respondents showed that roads leading to various tourism attractions within the communities were not in good shape. The few respondents (8.6% of N=267) who agreed that tourism had improved the roads, perhaps took this position because the roads were motorable. However, majority (65.2% of N=267) of the respondents who disagreed, perhaps, also wanted the roads tarred.

Usually, in some forest reserves (attractions) that do not have a well demarcated and protected boundaries, residents within the communities that are very close to the attraction fetch fuel wood, kill game and gather wild nuts and fruits from the forest reserve (United Nations Conference on Environment & Development, 1992). They also cut down branches of some trees, remove the back of some trees and cut roots of some trees for medicinal purposes (Almeida-Garcia et al., 2016; Cashman, 2002). Such activities destroy habitat of wild animals and destroy trees which have taken ages to mature. A mean of 0.91 indicated that out of the total of 267 research respondents, 44 respondents, representing 16.5% agreed, 154 respondents, representing 57.7% disagreed and 69 respondents, representing 25.8% neither agreed nor disagreed that local residents used resources from the forest reserve. Though, farmers get a lot of their economic resources from the forest, a mean score of 0.91 of the total respondents indicated that some of the residents living close to the reserve obeyed the regulations restricting them from using resources from the forest reserve. Majority (57.7% of N=267) of the respondents agreed

that many of the local residents were law abiding and so did not exploit the forest resources. However, few (16.5% of N=267) of the respondents acknowledged that there were few bad nuts among the local residents who used resources from the forest reserve.

There are situations when some non-law abiding farmers encroach and farm in some forest reserves, thus, obstructing propagation of some plants or destroying some important plant species (United Nations Conference on Environment & Development, 1992). A mean of 0.81 indicated that out of the total research respondents of 267, 20 respondents, representing 7.5% agreed, 175 respondents, representing 65.5% disagreed and 72 respondents, representing 27.0% neither agreed nor disagreed that local residents' farm in the forest reserve (Ankasa Conservation Area). Farmers will always like to cultivate fertile soil to increase crop yield, but a mean score of 0.81 of the total respondents showed that, many of the local residents who were farmers did not consider the forest reserve as an option for their farming activities. Majority (65.5% of N=267) of the respondents confirmed it. Farming in the forest reserve is illegal and an act of lawlessness, but few (7.5% of N=267) respondents mentioned that some farmers disobeyed the rules and regulations protecting the reserve and farm in the forest reserve.

Economic Costs

In some tourism destinations or local tourism communities, the economic activities of tourists increase price of goods and services and cause inflation (Almeida-Garcia et al., 2016; Latkova & Vogt, 2012) which affect living standard of local residents. A mean of 0.75 indicated that out of the total research respondents of 267, 7 respondents, representing 2.6% agreed, 187

respondents, representing 70.0% disagreed and 73 respondents, representing 27.3% neither agreed nor disagreed that prices of goods and services in the communities had increased because of tourism. Tourists at a destination interact with the local residents and demand the needed goods and services. The mean score of 0.75 of the total respondents implied that goods and services demanded was very low. Therefore, economic activities of tourists in the communities did not cause any significant increase in prices of goods and services, as agreed by the majority (70.0% of N=267) of respondents interviewed. However, there may be isolated situation when prices of some goods and services which were demanded by few residents and tourists increased because demand for those goods and services were more than what was supplied. This may be the reason why few (2.6% of N=267) of the respondents agreed that prices of goods and services had increased because of tourism.

The Tano River which is one of the major rivers in Ghana has a tributary which is very close to Ankasa reserve. Some residents go on fishing expedition on the river, and some tourists visit the river for some varied tourism experience (Community Resources Management Unit, Ankasa Conservation Area). For instance, some tourists take pictures and others sit in small canoes and are ferried across. Though, unusual, in some local farming tourism communities, some residents will not go to their farms because they want to catch a glimpse of tourists visiting the attraction. A mean of 0.88 indicated that out of the total research respondents (N=267), 29 respondents, representing 10.9% agreed, 177 respondents, representing 66.3% disagreed and 61 respondents, representing 22.8% neither agreed nor disagreed that

tourism had negatively affected agricultural activities. The mean score of 0.88 of the total respondents indicated that tourists' activities in the communities did not affect agriculture very much. The few (10.9% of N=267) respondents who agreed that tourism activities had affected agriculture, may be referring to the few local residents who ferried the tourists across the river and accompanied them to other tourist sites. However, majority (66.3% of N=267) of the respondents disagreed because agriculture was the main economic activity of the local residents and they would not abandon it for any other economic activity.

Tourism provides regular monthly income to millions of tourism employees in the world, including local residents (Choi & Sirakaya, 2006; McGehee et al., 2002). Such opportunities develop tourism within the local communities and the local economy (Brida et al., 2011). A mean of 1.46 indicated that a total of 267 respondents were interviewed. Out of that 45 respondents, representing 16.9% agreed, 173 respondents, representing 64.8% disagreed and 49 respondents, representing 18.4% neither agreed nor disagreed that individual resident got income from tourism throughout the year. The result showed a mean score of 1.46 which indicated that tourism was not a main source of income to many of the local residents. Majority (64.8% of N=267) of the respondents disagreed that tourism provided regular income to the local residents, because they were not employed in the tourism industry. Though, the major economic activity in the communities was farming, few (16.9% of N-267) respondents agreed that tourism provided some of the local residents with regular income, because they were employed in tourism related jobs.

Perception of Environmental Impact of Tourism

Objective four of this research assesses perceive environmental impact of tourism by residents living in Ghana-Nungua and Old Ankasa. Table 5, shows number of variables respondents interviewed responded to under environmental benefits and environmental costs as a result of tourism.

Table 5: Perception of Environmental Impact of Tourism

Statement	Number (N=267)	% in agreement	Mean	Std. Deviation
Environmental Benefits of tourism:				
Tourism has contributed to the conservation of Ankasa forest reserve.	165	61.8	1.44	0.77
Tourism has improved the area's appearance (visual and aesthetic).	58	21.7	1.07	0.60
Tourism has increased environmental benefit awareness.	101	37.8	1.09	0.82
Environmental costs of tourism:				
Tourism causes congestion in the community.	0.0	0.0	0.63	0.48
Tourists litter the community.	1	0.4	0.74	0.45
Tourism causes noise in the community.	0.0	0.0	0.69	0.47
Tourism related activities have increased bush fires.	1	0.4	0.69	0.47
The construction of roads, water and electricity facilities as a result of tourism have destroyed the environment.	4	1.5	0.71	0.49
Scale: 0.60-1.30=disagree 1.35-2.00=agree				

Source: Fieldwork, Ansah (2017)

Table 5, presented data findings on residents' perception of environmental impact of tourism in the two communities. Research variables under the environmental impact were grouped into environmental benefits of tourism and environmental costs of tourism. Under environmental benefits, variables considered were contribution of tourism to the conservation of Ankasa forest reserve, tourism improving the area's appearance and tourism

increasing environmental benefit awareness. Variables looked at under environmental costs included tourism causing congestion, tourists littering the communities, tourism causing noise in the communities, increased bush fires as a result of tourism and tourism activities destroying the environment.

Environmental Benefits

Human activities are destroying the earth's vegetation cover. Such destruction is a major concern to world leaders, because it threatens the very existence of human beings (United Nations Environmental Programme, 2003). However, tourism is discovered as one of the ways to restore hope and support conservation of forest and wildlife (Zambrano et al., 2010). Residents of Ghana-Nungua and Old Ankasa were interrogated to find out, if tourism has contributed to the conservation of Ankasa forest reserve. A mean of 1.44 indicated that out of the total research respondents (N=267) interviewed, 165 respondents, representing 61.8% agreed, 57 respondents, representing 21.3% disagreed and 45 respondents, representing 16.9% neither agreed nor disagreed that tourism had contributed to the conservation of Ankasa forest reserve. The mean score of 1.44 of the total respondents, which was above the threshold of 1.35 implied that tourism had contributed significantly to the conservation of Ankasa forest. Majority (61.8% of N=267) of the respondents agreed that tourism was among one of the surest ways to conserve the forest reserve, even though, few (21.3% of N=267) respondents had some reservations of tourism activities protecting and conserving wild animals and plants in the forest.

In some well-established tourism communities, tourism has improved quality of roads, maintained ancient architecture and provided more public

facilities. It has also, provided more parks and recreational areas (Uriely et al., 2002; Liu & Var, 1986), thus, improving the area's appearance, either visual or aesthetic. A mean of 1.07 indicated that out of the total research respondents (N=267), 58 respondents, representing 21.7% agreed, 169 respondents, representing 63.3% disagreed and 40 respondents, representing 15.0% neither agreed nor disagreed that tourism had improved the area's appearance. Among the many significance of tourism, is the industry's capability to improve the destination's appearance. A mean score of 1.07 of the total respondents showed that tourism did very little to uplift the appearance of the communities. Majority (63.3% of N=267) of the respondents disagreed that tourism could be used to uplift the appearance of the communities to improve quality of life. However, few (21.7% of N=267) of the respondents agreed that tourism had improved the appearance of the communities, because there were few structures to accommodate tourists who wanted to stay overnight.

Ironically, the very existence of human beings on earth depends on the environment, but many of us are not aware of the benefits the environment gives to mankind. Tourism has raised environmental benefit awareness in many tourism destinations (Zambrano, et al., 2010). Local residents question the reasons why tourists travel to visit natural attractions (Holden, 2003). Tourists assign many reasons and answers why they embark on such visit, thus, raising local residents' awareness of how tourism benefits the environment, as well as how the environment benefits tourists. A mean of 1.09 indicated that out of the 267 research respondents interviewed, 101 respondents, representing 37.8% agreed, 88 respondents, representing 33.0%

disagreed and 78 respondents, representing 29.3% neither agreed nor disagreed that tourism had increased environmental benefit awareness. The findings showed a mean score of 1.09 of the total respondents, which indicated that though, local residents had knowledge on some benefits mankind derives from the environment surrounding us, tourism had not contributed much to raise awareness of the numerous benefits the local residents get from the natural environment. Respondents had almost a split decision on tourism raising environmental benefit awareness (37.8% of N=267, agreed and 33.0% of N=267, disagreed that tourism had increased environmental benefit awareness). This confirmed that tourism had not done much to educate local residents on major benefits of the environment to mankind. However, tourism could raise environmental benefit awareness, if different tourism activities were carried out in the communities.

Environmental Costs

Congestion and noise making are common characteristics of tourism in some tourism destinations or communities (Dyer et al., 2007; McCool & Martin, 1994). Congestion and noise making are nuisance to local residents (Sharma & Dyer, 2009), because it may affect their health. Table 5, indicated a mean of 0.63 for congestion and 0.69 for noise making. It further indicated that none of the research respondents interviewed agreed that tourism caused congestion and noise in the two communities. A mean score of 0.63 and 0.69 of the total respondents indicated that congestion and noise making as a result of tourism activities were completely absent in the communities. For instance, out of 267 respondents interviewed, none of the respondents agreed that there was congestion and noise making as a result of tourism activities. Instead, 167

respondents (62.5% of N=267) disagreed that tourism brought congestion and 183 respondents (68.5% of N=267) also disagreed that tourism caused noise in the communities. Again, 100 respondents (37.5% of N=267) neither agreed nor disagreed that tourism caused congestion and 84 respondents (31.5% of N=267) also stated that they neither agreed nor disagreed that tourism caused noise in the communities.

One of the footprints of tourists is tons of litter they create when they visit tourism destinations (Nyaupane & Thapa, 2006). A mean of 0.73 indicated that out of the total research respondents of 267 interviewed, 1 respondent, representing 0.4% agreed, 195 respondents, representing 73.0% disagreed and 71 respondents, representing 26.6% neither agreed nor disagreed that tourists littered the communities. A mean score of 0.73 of the total respondents, meant that tourists that visited the communities did not litter the environment. Thus, majority (73.0% of N=267) of the respondents agreed that tourists that visited that part of Ghana did not litter the environment. Perhaps, it was because they were very conscious of the environment.

There are high possibilities that some tourism activities in forest reserves can cause bush fires (Almeida-Garcia et al., 2016; Ko & Stewart, 2002). For instance, when tourists camp in forest reserves, the fire they make to warm themselves can spark bush fires. Local residents in some tourism communities use smoke from fire to trap game which are sold to tourists. This can spark bush fires when proper caution is not taken. A mean of 0.69 indicated that out of the total of 267 research respondents interviewed, 1 respondent, representing 0.4% agreed, 183 respondents, representing 68.5% disagreed and 83 respondents, representing 31.1% neither agreed nor

disagreed that tourism related activities had increased bush fires within the two communities. Though, bush fires are common in many farming communities in Ghana, especially during the dry season (Ghana Broadcasting Corporation, News Bulletin, 2016), a mean score of 0.69 of the total respondents, showed that tourism had not contributed to bush fires in the forest reserve and the communities surrounding it. However, there were isolated cases of bush fires (as agreed by 0.4% of N=267), but about 99% of such fires were not as a result of tourism activities in the forest reserve and its environs (as stated by 68.5% of N=267).

Sometimes, the construction of roads, water, electricity, health services, hotels, airports and other social facilities to boost tourism end up destroying mass stretch of vegetation cover (McElroy, 2006; Ko & Stewart, 2002). A mean of 0.71 indicated that out of the total research respondents (N=267) interrogated, 4 respondents, representing 1.5% agreed, 182 respondents, representing 68.2% disagreed and 81 respondents, representing 30.3% neither agreed nor disagreed that the construction of roads, water and electricity facilities as a result of tourism had destroyed the environment. The mean score of 0.71 of the total respondents indicated that tourism had contributed very little to the destruction of the environment of the two communities. The few (1.5% of N=267) respondents who agreed that tourism had destroyed the environment may be referring to the few stretch of roads which led to the tourism attractions in the communities, because some vegetation cover was destroyed before the roads were constructed. However, majority (68.2% of N=267) of the respondents disagreed, because the

communities lack many tourism facilities which could be constructed only by destroying some vegetation cover.

Support for the creation of Ankasa Conservation Area

In relation to data collected on the objectives of the study, respondents were asked either they did support or did not support the creation of Ankasa Conservation Area. To identify the reasons informing their support for the creation of the forest reserve, respondents were tasked to answer “yes” or “no” on seven stated reasons.

Out of the total of 267 respondents interviewed, 240 respondents (89.9% of N=267) answered “yes”. Thus, agreeing to support the creation of Ankasa Conservation Area. Twenty-seven (27) respondents (10.1% of N=267) answered “no”. This represented those who did not support the creation of Ankasa Conservation Area. This information is illustrated with a pie chart below.

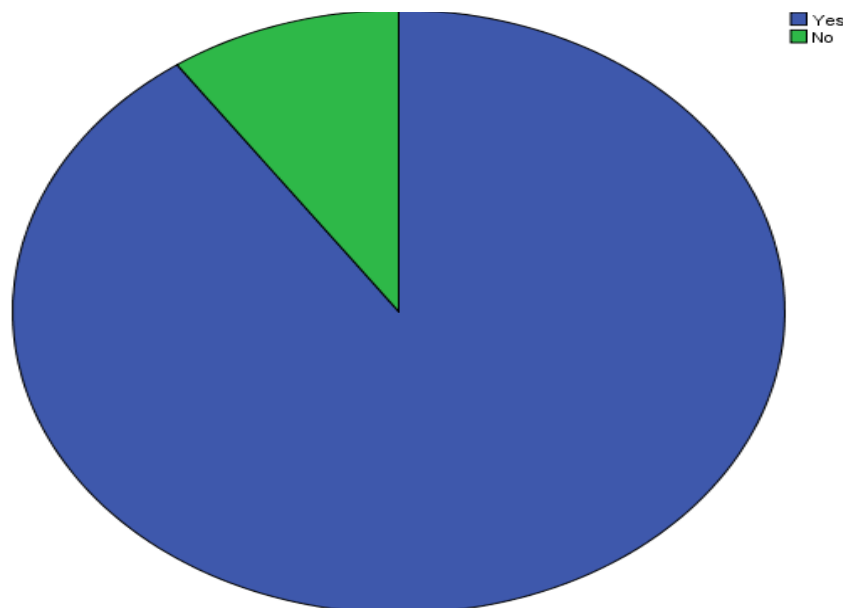


Figure 4: Support for the creation of Ankasa Conservation Area

Source: Fieldwork, Ansah (2017)

The 240 respondents identified various reasons which informed their support for the creation of the attraction (Ankasa Conservation Area). Table 6 provides these reasons.

Table 6: Reasons for supporting the creation of Ankasa Conservation Area

Reasons	Number (N=240)	Percentage (%)
It attracts tourists to the community	33	12.4
It serves as windbreaks	15	5.6
It helps rainfall	27	10.1
It protects the surrounding rivers	22	8.2
It conserves forest resources	35	13.1
It creates employment	84	31.5
It purifies the air around	24	9.0

Source: Fieldwork, Ansah (2017)

The above data identified seven reasons and the total number of respondents that supported each stated reason.

A total of 33 respondents, representing 12.4% of the 240 respondents agreed to support the creation of Ankasa Conservation Area, because it attracted tourists to the communities. Such an activity impacted positively on the local economy.

Out of the total of 240 respondents, 15 respondents, representing 5.6% agreed to support the creation of Ankasa Conservation Area, because it served as windbreaks. Thus, it prevented the roofs of their building from being ripped off.

As part of the reasons for supporting the creation of the forest reserve, 27 respondents, representing 10.1% of the 240 respondents supported because

it helped in rain formation and rainfall, which is an important factor in crop production.

In addition, a total of 22 respondents, representing 8.2% of the 240 respondents were in support for the creation of Ankasa Conservation Area, because it protected the surrounding rivers. These rivers were source of protein to many of the local residents.

The findings also identified that 35 respondents, representing 13.1% of the 240 respondents were in support for the creation of Ankasa Conservation Area, because it conserved the forest resources. Thus, it protected the wild plants and animals which are very important in the life cycle of the forest and existence of mankind.

Again, out of the 240 respondents who declared their support for the creation of the attraction, 84 respondents, representing 31.5%, agreed to support the creation of Ankasa Conservation Area, because it created jobs. For instance, some local residents work as forest guard.

Finally, 24 respondents, representing 9.0% of the 240 respondents supported the creation of Ankasa Conservation Area, because it purified the air around. Undoubtedly, the strong connection between trees and human makes life worth living. Carbon dioxide from human beings nourish the trees and oxygen from plants give life to human beings.

In contrast, 27 respondents, representing 10.1% of the total research respondents (N=267), did not support the creation of the forest reserve. To this group the reserve did not provide them with any benefits.

The analysis above showed that majority of the respondents (89.9% of N=267) supported the creation of the attraction (Ankasa Conservation Area),

because they derived many benefits, including the creation of tourism related jobs. This findings to a large extent supported the research conducted by Wang et al. (2006) and Jurowski and Gursoy (2004) who stated that majority of residents support tourism if it benefits them.

Chapter Summary

Data collected had been transformed, summarized and presented in tables and charts, showing frequencies and percentages to explain the importance of socio-demographic characteristics to the research and was used to discuss and analyze local residents' perception of impact of tourism on socio-cultural, economic and environmental factors. The chapter, also discussed and analyzed residents support for the creation of Ankasa Conservation Area. The next chapter will look at main findings of the research, conclusions and recommendations of the study.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter presents the summary, conclusions and recommendations of the study. It summarizes and draws conclusion on the main findings based on the objectives of the study. It also, makes necessary recommendations for use by all relevant tourism stakeholders.

Overview of the Study

The study was carried out at Old Ankasa and Ghana-Nungua, the most visited tourism communities in Ankasa Conservation Area, to assess residents' perception of tourism impact. Specifically, the study examined factors influencing residents' perception of tourism, residents' perception on socio-cultural impact of tourism, analyzed residents' perception on the economic impact of tourism and assessed residents' perceived environmental impact of tourism.

Based on the objectives of the study, a conceptual framework was adapted from Ap, (1992); conceptualizing residents' perception framework on tourism impact on socio-cultural, economic and environmental factors.

With the aid of descriptive design, 267 local residents were sampled using systematic and simple random sampling method. Questionnaires were administered using face-to-face interviewed strategy to collect the needed data. The data was analyzed using descriptive statistical tools like frequencies, mean score and percentages.

Summary of Findings

Though, level of education of residents living in Ghana-Nungua and Old Ankasa was very low, a situation which could negatively affect tourism decision making, majority of the local residents belonged to the labour class and were predominantly farmers.

Ten factors which could influence residents' perception of tourism were examined. Out of these ten factors, residents' interaction with tourists, types of tourists, length of residence, seasonal nature of tourism and being a native of a community did not influence perception of residents living in Ghana-Nungua and Old Ankasa towards tourism. With the other five factors, namely development, employment, proximity, knowledge and economic activity and their influence on perception of tourism, the research conducted confirmed previous studies done on them by various foreign researchers. Thus, they influenced perception of tourism.

The research, established that tourism did not much affect socio-cultural activities in the communities. Thus, with the exception of preservation of the local culture, tourism did not contribute significantly towards socio-cultural benefits, neither did it cause significant damage to socio-cultural activities.

Some key macro-economic indicators, such as job creation, investment and road construction as a result of tourism, indicated that tourism was not a serious economic activity in the communities. Nevertheless, if tourism could be used to boost the local economy, it made insignificant contribution. Tourism did not contribute significantly towards economic benefits, neither did it cause significant damage to the local economic activities.

Tourism activities in the communities did not destroy the environment, but instead, helped to conserve the forest reserve. However, tourism did very little to uplift the appearance of the communities and raising of environmental benefit awareness. With the issue of congestion, noise making, littering, and bush fires, tourism did not cause any significant damage.

Some local residents supported the creation of Ankasa Conservation Area. Seven reasons informed their support. Out of the 267 respondents interviewed, 240 respondents supported the creation of the forest reserve and 27 respondents did not support its creation.

Conclusions

The low level of education and farming as an economic activity may affect tourism development in the area.

The study realized that not all the ten factors identified influenced residents' perception of tourism in Ghana-Nungua and Old Ankasa. Five of the factors examined, namely residents' interaction with tourists, types of tourists that visit the communities, length of residence, seasonal nature of tourism, and being a native of a community and their influence on perception of tourism contradict initial research conducted on them by some researchers in the developed countries. These factors did not influence the local residents' perception towards tourism. However, factors such as level of tourism development, tourism related jobs (tourism employment), proximity with the tourism center, knowledge about tourism and type of economic activity influenced residents of Ghana-Nungua and Old Ankasa perception towards tourism.

With regard to residents' perception on socio-cultural impact of tourism in Ghana-Nungua and Old Ankasa, the study identified that tourism did not cause any significant negative or positive impact on socio-cultural activities of the local residents.

Based on the study conducted, residents of Ghana-Nungua and Old Ankasa perceived that tourism contributed insignificantly to the local economy. The study indicated that tourism was not a serious economic activity in the local communities, even though these communities are endowed with many natural attractions.

Though, Ghana-Nungua and Old Ankasa are farming communities, the study indicated that tourism contributed towards the protection of the forest reserve and did not cause significant environmental problems to the surrounding communities.

Residents were eager to support tourism, if it was perceived that it could cause a positive transformation to socio-cultural, economic and environmental factors, and did not support tourism, if it was perceived that they could not gain any benefit from the industry.

Recommendations

Stakeholders of tourism should consider the low level of education and farming as an economic activity in the area when making tourism decisions and embarking on tourism development projects.

Factors which influenced perception of tourism should be considered when making tourism decisions about these communities.

The District Assemblies in collaboration with Ghana Tourism Authority (GTA) Ghana Forestry Commission and Civil Society groups

should educate the local residents in the communities surrounding the forest reserve about the various socio-cultural, economic and environmental advantages of tourism and ways of dealing with tourism related problems. This will eliminate the negative perception local residents have about tourism.

Management of Ankasa Conservation Area and Ghana Tourism Authority (GTA) should periodically engage residents living in the surrounding communities in stakeholder meeting, to discuss and share opinion on the impact of the forest reserve on economic activities, the environment and tourism.

Suggestions for Further Research

From my observation and some interaction with the local residents, socio-cultural activities of residents living in Ghana-Nungua and Old Ankasa is a little different. Therefore, conducting qualitative research into socio-cultural activities in these communities will help fast develop tourism in these communities.

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**APPENDIX
UNIVERSITY OF CAPE COAST
DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT**

**RESIDENTS' PERCEPTION OF TOURISM IMPACT IN ANKASA
CONSERVATION AREA**

QUESTIONNAIRE

Introduction

Thank you for accepting to take part in this study. This research forms part of the requirements for the award of MPhil (Tourism Management). **You are assured that all the responses given will be kept confidential and your anonymity is also guaranteed.** Please, answer every question on the instrument. If you have any challenge or reservations per any question, please, feel free to contact the researcher on-**0266140089**

Module 1

This section examines factors which influence your perception of tourism in Ankasa Conservation Area. The examination is based on a scale of 1-5, **with (1) representing Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree**. Please, indicate your agreement by ticking the appropriate column. **Please tick only once.**

Factors influencing your perception of tourism impact.	1	2	3	4	5
1. The reason why I support tourism is because it develops the community.					
2. The reason why I support tourism is because it provides jobs.					
3. The reason why I support tourism is because I live very close to the forest reserve (attraction).					
4. The reason why I support tourism is because I easily interact with tourists that visit the community.					
5. Different types of tourists that visit the community is one reason why I support tourism.					
6. The reason why I support tourism is because I have lived in the community for many years.					

7. The reason why I support tourism is because it is seasonal.					
8. The reason why I support tourism is because I am a native of the community.					
9. The reason why I support tourism is because I have more knowledge about tourism.					
10. The reason why I do not support tourism is because tourism activities destroy agricultural lands.					

Any other factors that influence your support for the creation of Ankasa Conservation Area?

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Module 2

This section examines residents' perception of socio-cultural impact of tourism in Ankasa Conservation Area. The examination is based on a scale of 1-5, with **(1) representing Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree**. Please, indicate your agreement by ticking the appropriate column. **Please, tick only once.**

How do you perceive socio-cultural impact of tourism?	1	2	3	4	5
Socio-cultural Benefits:					
1. Tourism has improved the preservation of the local culture.					
2. Tourism has increased the demand for local artefacts.					
3. Tourism has increased the provision of social amenities, (such as water, electricity, schools and restaurants) to the community.					
4. Tourism has increased residents' pride in the local culture.					
5. Local residents in the community interact easily with tourists.					
6. Tourism has resulted in greater cultural exchange between tourists and local residents.					
Socio-cultural cost:					
1. Tourism has increased drug abuse in the					

community.					
2. Tourism has increased prostitution in the community.					
3. Tourism has increased criminal activities in the community.					
4. Tourism has damaged communal living of the local residents.					
5. Tourism has caused change to the local traditions and customs.					
6. Tourism has encouraged residents to imitate the behaviour of the tourists.					
7. Local residents have suffered from living very close to the forest reserve (attraction).					

Any other perception about socio-cultural impacts of tourism?

1. Positive perception.....
-
2. Negative perception.....
-
-

Module 3

This section examines residents’ perception of economic impact of tourism in Ankasa Conservation Area. The examination is based on a scale of 1-5, with **(1) representing Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree**. Please, indicate your agreement by ticking the appropriate column. **Please, tick only once.**

How do you perceive economic impact of tourism?	1	2	3	4	5
Economic Benefits of tourism:					
1. Tourism has created jobs for local residents.					
2. Tourism has attracted investment into the community.					
3. Tourism brings more revenue into the community.					
4. Tourism is a source for additional income generation.					
5. Tourism has improved the road network in the area, including my community.					
6. Local residents use resources from the forest reserve (attraction).					
7. Local residents farm in the forest reserve (attraction).					
Economic costs of tourism:					

1. Prices of goods and services in the community have increased because of tourism.					
2. Tourism has negatively affected agricultural activities.					
3. Individual resident does not get income from tourism throughout the year.					

Any other perception of economic impacts of tourism?

1. Positive perception.....
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2. Negative perception.....
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Module 4

This section examines residents' perception of environmental impact of tourism in Ankasa Conservation Area. The examination is based on a scale of 1-5, with **(1) representing Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree**. Please, indicate your agreement by ticking the appropriate column. **Please, tick only once.**

How do you perceive environmental impact of tourism?	1	2	3	4	5
Environmental Benefits of tourism:					
1. Tourism has contributed to the conservation of Ankasa forest reserve.					
2. Tourism has improved the area's appearance (visual and aesthetic).					
3. Tourism has increased environmental benefit awareness.					
Environmental costs of tourism:					
1. Tourism causes congestion in the community.					
2. Tourists litter the community.					
3. Tourism causes noise in the community.					
4. Tourism related activities has increased bush fires.					
5. The construction of roads, and water and electricity facilities as a result of tourism have destroyed the environment.					

Any other perception of environmental impacts of tourism?

1. Positive perception.....

.....
2. Negative perception.....
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Module 5

5. Did you support the creation of Ankasa Conservation Area? Yes () No ()

If No, please, give reason for your answer

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If yes, please, choose from the following reasons identified below (**Please, tick only once**)

- 1. It attracts tourists to the communities ()
- 2. It serves as windbreaks ()
- 3. It helps rainfall ()
- 4. It protects the surrounding rivers ()
- 5. It conserves forest resources ()
- 6. It creates employment ()
- 7. It purifies the air around ()
- 8. Other reason(s) -----

Module 6

Socio-demographics

- 1. Sex of respondent Male () Female ()
- 2. Age of respondent -----
- 3. Place of birth -----
- 4. Level of education Basic () Senior High () Tertiary () None ()
- 5. Occupation -----
- 7. Marital status Married () Not Married ()

Thank you very much