

**UNIVERSITY OF CAPE COAST**

**FOREIGN VISITORS' PERCEPTIONS OF PANAFEST '97:**

**A STUDY IN TOURISM SPECIAL EVENTS**

**BY**

**EDEM KWESI AMENUMEY**

**B.A. (Hons) SOCIAL SCIENCES U.C.C  
DIP (ED) U.C.C.**

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# DECLARATION

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

Principal Supervisor

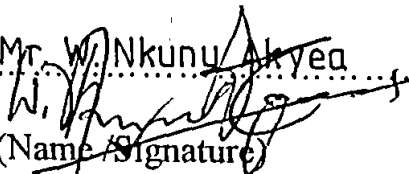
Prof. Victor Teye

  
(Name/ Signature)

Date... 13 - 08 - 99

Supervisor

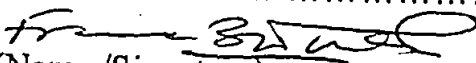
Mr. W. Nkunu Akyea

  
(Name/ Signature)

Date... August 13, 1999

Supervisor

Dr. Francis Duah

  
(Name/ Signature)

Date... 13 - 08 - 99

## ABSTRACT

PANAFEST is an emerging special event of international repute in Ghana. The festival which was first held in 1992, seeks to among others, unite peoples of African descent across the world to enhance the development of the continent by establishing the truth of the history of the African. It can also be seen as a tool for accelerating tourism development in Ghana as it exposes participants to the various tourist attractions and sites in the country.

The study sought to find out international participants' perceptions about PANAFEST'97 and some selected tourist attractions and services in and around Cape Coast and Elmina, the host towns of the festival. In addition, it aimed to determine if the festival could be used as a tool to promote cultural tourism in Ghana.

Data were collected during the PANAFEST of 1997 through the administration of a questionnaire to a total of 188 international participants. Descriptive analysis was mostly used for the study. However, this was supplemented by application of the Chi square and Analysis of variance tests. Activities that had their sub-means differing at a level of 0.05 significance were included in the discussion.

From the analysis, it was observed that international participants generally perceived the festival to be interesting. The cultural experience and the hospitality of Ghanaians were two strong points of the festival. Poor planning and organization of the festival were the major weaknesses of the festival. Despite this, most participants were willing to recommend Ghana to friends and relatives back home as a tourism destination and indicated their willingness to return at another opportune time. PANAFEST'97 can be said to have been successful and has the potential to become a tool for tourism promotion. However, the success of PANAFEST in promoting tourism in Ghana would to a large extent be determined by the ability of the organizers to address the poor perceptions and misgivings raised by participants to PANAFEST'97 which are contained in the present study.

## DEDICATION

This work is dedicated to the Amenumey Family

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## List of Abbreviations

ABBREVIATION	PAGE(S)
ACRAG:	Arts Critics and Reviewers Association of Ghana..... 16
ANOVA:	Analysis of variance.....70, 83-90, 93-95
CEDECOM:	Central Regional Development Commission.....48
CNC:	Center for National Culture.....21
CRTDP:	Central Regional Development Commission.....45
DF:	Degrees of Freedom.....83-90, 93-95
FESPACO:	Pan-African Federation of Filmmakers.....3
FESTAC:	Festival of Arts and Culture.....3
GDP:	Gross Domestic Product.....1
GPRTU:	Ghana Private Road Transport Union.....62
GTB:	Ghana Tourist Board.....50
KIDDAFEST:	International Children's Arts festival.....16
IDD:	International Direct Dialing Telephone.....21
MS:	Mean Square .....83-90, 93-95
MOT:	Ministry of Tourism.....1, 45
NAFAC:	National Festival of Arts and Culture.....16
OAU:	Organisation of African Unity.....4
PANAFEST:	Pan-African Historical Theatre Festival.....4
SIG:	Level of Significance.....83-90, 93-95
SS:	Sum of Squares.....83-90, 93-95
SWAG:	Sports Writers Association of Ghana.....16
URTNA:	Union of Radio and Television Networks of Africa..3, 14
WTO:	World Tourism Organisation.....1

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Background

Global tourism receipts and arrivals have been steadily increasing as a result of improved air transportation and accessibility to tourist destinations, greater disposable income, desire to learn about other places, as well as more opportunities for travel and recreation. The development of tourist attraction facilities and services in many destinations has also helped to increase visitor numbers and their expenditure figures. This is evidenced in the World Tourism Organisation (WTO) report of 1995 which shows that tourism arrivals in 1995 totalled 567 million worldwide compared to 530 million in 1994 and 503 million in 1993 (WTO 1995). The worldwide increase in tourist arrivals has also had its effect in Ghana where tourist arrivals increased from 256,320 in 1993 to 286,000 in 1995 and further to 325,458 in 1997 (Ministry of Tourism, 1998). Receipts for the period also experienced similar increases from \$ 206 million in 1993 to \$ 237 million in 1995. The figure for 1997 was \$ 265 million (Ministry of Tourism, 1998).



Ghana has begun to realise the immense contribution that the tourism industry can make to its socio-economic development. Indeed, the potential contribution of tourism to national development is recognised and given prominence in the national development plan referred to as "Vision 2020". Among the long term objectives contained in the document for the service sector, which includes tourism, two objectives stand out clearly. These are:

- i. Establishing Ghana as a major venue for international tourism with a view to increasing the amount of foreign exchange earned from tourism; and
- ii. Establishing Ghana as a major centre for cultural and sporting activities as well as increasing foreign exchange earnings from culture and sports.

As a government policy, one of the areas targeted for tourism development is cultural tourism. Cultural tourism which is based on attractions such as the life styles of the people, music, arts and crafts and festivals is becoming an important component of tourism in most tourism destinations.

Given the importance of culture as an attraction, most successful tourism destinations have one or two major special events that visitors easily associate with the destination. For example, the carnival in Rio'de Janeiro in

Brazil and the Mardi Gras in New Orleans in the United States of America have acquired such international reputation to the extent that most tourists purposely plan their visits around these events or to coincide with schedules of events.

Special events may be regular happenings or one time affair that are not repeated at all, or may be held in another location or country. They may also vary in scale from mega events of world significance, such as the Olympic games to a simple village fair (Walsh-Heron & Stevens, 1990, p. 36). The contribution of these events to the economies of the host communities and their subsequent impact in placing the destination on the world tourism map is real. For instance, the Spoleto festival of the city of Charleston, South Carolina in the United States, is a 17 day celebration which generates approximately 50 million tourist dollars annually (Walsh-Heron & Stevens).

Africa has in the past attempted to develop major cultural festivals that could be identified with the continent. These include Festival of Arts and Culture (FESTAC) in Nigeria, Union of Radio and Television Networks of Africa (URTNA) awards in South Africa and Pan-African Federation of Filmmakers (FESPACO) in Burkina Faso. In 1992, the government of Ghana staged the first Pan – African Historical Theatre Festival

(PANAFEST). The festival idea was originally conceived in 1980 by Dr. Efua Sutherland in a paper she wrote titled "Proposal for a historical drama festival in Cape Coast". Two subsequent PANAFESTS' took place in 1994 and 1997 and now PANAFEST appears to be the major festival in the sub-Saharan Africa, having received both recognition and endorsement by the Organisation of African Unity (OAU).

The festival is directed not only at domestic residents but also at worldwide international participants and in particular, Africans in the Diaspora. As a result, it has the potential to become a festival of global recognition such as the Carnival in Brazil or the Jamaican Sunsplash, if it is well developed and promoted. PANAFEST is a cultural event dedicated to the enhancement of the ideas of Pan- Africanism and the development of the African continent. It is organised biennially for Africans and peoples of African descent as well as all persons committed to the well being of Africans on the continent and in the Diaspora.

The essential thrust of PANAFEST is to enhance socio-cultural and economic development by providing the opportunity to learn about past and contemporary African history. In addition, it is to provide a forum for dialogue between continental Africans and Africans in the Diaspora. PANAFEST is aimed at exposing the rich culture of Ghana to participants

from Africa and abroad. This gives visitors the opportunity to sample some of Ghana's tourism products and services which they could return to enjoy as holiday visitors at a later date. PANAFEST also gives foreign visitors the opportunity to promote Ghana by word of mouth as they share their experiences upon their return to countries of origin. Domestic participants from other regions also have the opportunity to sample the tourism products of the Central region. Hence, as a special cultural event, PANAFEST has the potential to become a vehicle for the promotion of international (including regional) and domestic tourism.

### **1.1 Problem statement**

Although pronounced as a success, PANAFEST'94 was characterised by a number of shortcomings. First, the festival was held in December, even though this was in the peak season especially for tourists from the Temperate regions, December is not the main tourist season for international visitors especially North Americans and Europeans who travel mostly in July and August. The second problem was the multi locational concentration of festival events in five regional capitals namely Cape Coast, Accra, Koforidua, Kumasi and Ho. Since significant distances separate these venues it created logistic problems and led to low attendance by both residents and

international participants. The Mirror of 28<sup>th</sup> October 1995, aptly captured the problems as follows,

".....the shortcomings of PANAFEST last year, include the inconvenient December timing , too many events spread over too many venues, inadequate in-country publicity, managerial lapses and high admission fees.....".

To address these problems, a number of changes were made to PANAFEST'97. The first was a change in the month from December to late August and early September 1997, to coincide with the summer tourist season and the FETU AFAHYE festival of the people of Cape Coast. The second was limiting the venues of the festival to only the Central Region and the cities of Cape Coast and Elmina in particular. The third change was in the funding of the festival. Whereas central government bore the full cost in the two previous festivals, private investors were invited to finance PANAFEST'97. It was hoped that through this latter point, the sponsorship net would be widened to cover the international community, which would in turn give the festival its true international character.

In spite of these changes to PANAFEST'97, it was speculated that some problems may exist. For example, the late August start of the festival

was mainly to coincide with the annual traditional AFAHYE festival of the people of Oguaa Traditional Area. However, for most European and North American visitors, that period was the end of their summer vacation season. To institutionalise the festival, it is important to find out if these changes have improved the overall quality of the festival from the point of view of the international participants. Furthermore, there is the need to find out if PANAFEST indeed is or can become a tool for tourism development and promotion in Ghana. Additionally since no study has been done on PANAFEST, the present study would serve as a baseline study for future exercises of this nature.

Studies in Special Events have different facets and most of these are in developed countries with little in developing countries. With time, as Special Events are incorporated in tourism, there is the need for more of these studies in developing countries. This void in Special Event studies in Africa needs to be filled and this underscores an important need for the study.

## **1.2 Objectives**

The broad objective of the study was to do an evaluation of PANAFEST'97. Specifically, however there were a number of objectives. The first was to find out the reasons or motivations of foreign visitors for attending PANAFEST. The second was to evaluate foreign visitors' perceptions of the

various activities and event components of PANAFEST in order to identify overall strengths and weaknesses of PANAFEST'97. The third was to compare the perceptions of participants from the key market segments such as the African, North American, Caribbean and European. The fourth objective was to examine the potential of PANAFEST as a tool for the promotion of cultural tourism in Ghana. Finally, the study aimed to find out the perceptions of international participants of selected tourist attractions and services in the Central Region.

### **1.3 Purpose**

The purpose of the study was to assess the perceptions of international participants at PANAFEST'97 in order to identify strengths and weaknesses of major PANAFEST activities. Of particular interest is the perception of the African American market, which constitutes a segment that Ghana has targeted in its tourism development plans. From this, recommendations will be made in order to strengthen future PANAFEST events to enhance the establishment of PANAFEST as the premier festival of international recognition capable of attracting a large number of both international and domestic visitors.

## **1.4 Hypotheses**

The study tested the following hypotheses:

1. There is no significant difference in the perception of PANAFEST'97 among participants from different racial (for example Africans and non Africans) backgrounds.
2. There is no relationship between participants' racial background and their decision to recommend Ghana to friends.
3. There is no relationship between participants' racial background and their decision to revisit Ghana

## **1.5 Significance of the study**

The study is significant in many ways. It is clear that “ special events which is a particular form of tourism has experienced considerable growth in recent years and has been given considerable attention in the academic literature bordering on tourism” (Light 1996, p 183). In developing countries on the whole, very little work has been done on participants' perceptions of special events as an area of study. Specifically, no study was done to examine the first and second PANAFESTS. Given the major changes introduced into PANAFEST'97, it is important to conduct the study on participants' perception of PANAFEST and how well PANAFEST can become a major



tool for tourism development. Ghana has an inventory of some 100 or more major traditional festivals (though this figure can be stretched to over 250) spread throughout the year across the length and breadth of the country (appendix 4) . This study provides a framework for studying not only future PANAFESTS but also these other festivals. The study also forms a baseline study to which future studies can be compared to keep track of changing perceptions of PANAFEST.

### **1.6 Definitions**

**ATTRACTION:** Positive or favourable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities and culture.

**EVENT:** Cultural, artistic, sporting, or other special or unique activity that is organised to attract and can be attended by the general public, free of charge or for a fee.

**FESTIVAL:** Day or period of time set aside to commemorate or ritually celebrate events or time periods (such as agricultural, religious or socio-cultural) that give meaning and cohesiveness to individuals and their community.

**HALLMARK EVENTS:** Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and

profitability of a tourist destination in the short and / or long term. Such events rely for their success on uniqueness, status or timely significance to create interest and attract attention. (Ritchie,1984).

**PERCEPTION:** Process whereby sensory stimulation is translated into organised experience. That experience or perception is the product of the stimulation and the process itself.

**WORD - OF - MOUTH:** People influencing each other during their face-to-face conversation.

**PARTICIPANT:** Anyone who attends PANAFEST'97 to either perform, watch and / or take part in activities of the festival.

**INTERNATIONAL PARTICIPANT:** Anyone who does not reside in Ghana prior to the festival and attends PANAFEST'97 to either perform, watch and / or take part in activities of the festival.

## **1.7 Summary**

This chapter has described the purpose of this thesis, beginning with an introduction to the study, PANAFEST as a tourism activity in general and the significance of the study in developing and promoting PANAFEST as well as the need for such a research to be done. The objectives of the study, the purpose and hypothesis tested in the study were also stated.

The rest of the thesis is divided into five chapters. Chapter 2 reviews the literature and presents the conceptual framework. Chapter 3 looks at the fieldwork and issues emerging from the fieldwork. Chapters 4 and 5 deal with the analysis and discussion of the data collected from the fieldwork, and the 6<sup>th</sup> and final chapter gives a summary of the study, implications, recommendations and conclusion.

## CHAPTER TWO

### LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### 2.0 Introduction

This chapter defines special events and hallmark events, and describes their relevance to tourism. Secondly, it reviews recent studies in the field of special events and finally, it provides a conceptual framework in the area of perception and information processing, which is a major focus of this study.

#### 2.1 Tourist Attractions

Tourist attractions are essential ingredients for successful tourism destination development. Gunn (1972), is of the opinion that without attractions, both inferred and developed, there would be no need for other tourism services. Walsh Heron and Stevens (1990) add that attractions are designed to attract, being the prime motivators for visiting a destination or a resort. A tourist attraction can be said to be a feature, natural or built in a place that is a focus of activity. An attraction therefore sets, to among other things, do the following:

- i attract visitors;
- ii provide fun, pleasure, experience as well as an enjoyable way for customers to spend their leisure time;

- iii provide an appropriate level of facilities and services to meet and cater to the demands, needs and interests of its visitors; and,
- iv may or may not charge admission for entry (Walsh-Heron and Stevens, 1990, p2).

Attractions can be used as the basis or grounds for developing and staging special events. For example, the Cape Coast and Elmina Castles are attractions in their own right, however during PANAFEST, they are used as sites for some of the activities of the festival. Certain tourist destinations noted as prime destinations and attractions are also used as venues for certain events in order to add further value to the event. The URTNA musical awards are held yearly in the Sun City of South Africa which is in itself a prime tourist attraction, receiving numerous visitors each year.

It is also possible for events to develop on their own without having any relationship with any existing attraction. Depending on the development and planning approach, such an event could with time develop such that the venue and structures put up to stage the event become attractions.

## 2.2 Special Events

Special events are activities organised to attract people to a focal point for a short period of time, in which visitors may participate, watch, view, learn from and enjoy themselves. Events can be cultural, artistic, sporting, or other special or unique activities that are organized to attract the general public, free of charge or for a fee (Metelka, 1990). Thousands of special events are staged throughout the world every year that go unnoticed by millions of people who do not happen to be in the immediate vicinity of the event being held or because it is an event for a select few and as such are not advertised. There is yet another group of special events that draw the attention of millions of people worldwide, either because they have achieved worldwide recognition from carefully planned and staged marketing campaigns or because they are purposely held to draw such big audience. These are hallmark events. Special events as a field of tourism has experienced immense growth in recent years basically because of their ability to impact socio-economically on the immediate economy. Events are temporary and short-lived, as opposed to attractions, which are of a more permanent nature.

In recent times, however, it has become a little difficult to distinguish between some events and attractions. This is because organizers of certain

events such as the Calgary Stampede of Canada have acquired permanent places for their events and developed the area. The infrastructure put up for the events are in themselves attractions that draw visitors in times when the events are not being held (Walsh-Heron and Stevens 1990). In addition, certain events have become so prolonged that some may see them as attractions rather than events. For example, the World Expo is an event but stretches for a full 6 months. From this discussion, it can be seen that special events cover a broad range of events and activities such as The Miss World or Miss Universe beauty contests and their allied and related preliminary contests like Miss Ghana which is the basis for selecting ladies to compete for the international contests. In Ghana the following broad range of special events are staged or held:

- i. Traditional festivals like the Homowo of the Ga people in Ghana; enstoolment or enskinment of chiefs; funerals; rites of passage such as the Dipo of the Krobo people in Ghana and the National Festival of Arts and Culture (NAFAC).
- ii. Exhibitions of works of art and fashion shows or beauty pageants such as the Miss Ghana competition, Ablade Glover's Artists' Alliance, Arts Critics and Reviewers Association of Ghana (ACRAG) awards, Sports Writers Association of Ghana (SWAG) awards and the International Children's Arts festival (KIDDAFEST).

- iii. Sporting events like the inter-schools sports festival, Mobil Athletics competition, and Milo tennis championships.
- iv. Unique historical commemorative activities like Independence Day and remembrance of the 28<sup>th</sup> February Christiansborg shooting incident, Farmer's Day celebration; or commissioning of development projects.

The above are all Ghanaian (national) events, which if well developed and marketed to achieve international prominence, would easily be classified as hallmark events.

### **2.3 Hallmark Events**

There is another category of special events of world significance and reputation known as Hallmark events. According to Ritchie (1984), these are major one-time or recurring events of limited duration developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/ or long term. Such events rely for their success on uniqueness, status or timely significance to create interest and attract attention. Ritchie (1984) goes further to classify Hallmark events into:

- i. World fairs and expositions such as the Expo'67 in Montreal and 1986 in Vancouver both in Canada; 1992 in Seville, Spain; 1998 in Lisbon, Portugal and 2000 to be held in Hanover, Germany;
- ii. Unique carnivals and festivals like the Mardi Gras in New Orleans, Oktoberfest in Munich, Reggae Sunsplash in Jamaica, Cannes Film festival in France, Technotronics (love parade) in Germany, URTNA



- in Sun City, South Africa, Taste of Chicago in the United States of America and The Running of the Bulls in Pamplona, Spain;
- iii. Significant cultural and religious events including the Papal coronation in Rome, the Royal Wedding in London, Emancipation Day in Jamaica, or the Annual Hajj to Mecca by Moslems;
  - iv. Historical milestones such as the United States Bicentennial, the 40<sup>th</sup> independence anniversary of Ghana and the 50<sup>th</sup> anniversary of the United Nations;
  - v. Major sports events like the Summer Olympics, World Cup Soccer, the Davis Tennis Cup, the Goodwill Games, World Baseball Series and The Commonwealth Games,
  - vi. Classical commercial and agricultural events like wine auctioning in France, and Keukenhof Botanical Gardens festival in Amsterdam; and
  - vii. Major political personage events like presidential inauguration and funerals of heads of states and public icons like President Kennedy of the United States of America, Princess Diana of Britain or Yitzshak Rabin of Israel.

In their article "The Party's Great, but What About the Hangover? The Housing and Social Impacts of Mega Events with Special Reference to the 2000 Sydney Olympics", Hall and Hodges (1996) looked at the scope and definition of mega-events and why they are held. They also examined the housing and social impacts of mega-events on housing cities and regions using the scheduled 2000 Sydney Olympics as a case study. The writers concluded that the focus on the economic dimension of events is often at the

expense of social, environmental and political analyses. They also stated that hallmark or mega-events are undoubtedly political and some interests are served at the expense of others.

From the review of Special events and Hallmark events, PANAFEST seems to fit the category of unique cultural festivals such as the carnival of Rio de Janeiro in Brazil. This is because it is a celebration of a people's culture which incorporates their history, music and way of life intended to bring together the peoples of Africa with their ethnic "brothers" and "sisters" in the Diaspora as well as any persons interested in African culture.

#### **2.4 Relevance of Special Events to Tourism**

Most special events are staged for specific reasons, sometimes not primarily to promote tourism. Ultimately, however, they have become instruments for tourism development and promotion. Firstly, they may help to extend the tourist season, designed as marketing tools to publicise and promote an area or attraction, and stimulate demand by attracting extra visitors, new visitors or repeat visitors. Secondly, events can be used to generate extra revenue for an area or an attraction. Thirdly, they can be used as educational tools such as those which celebrate historical occasions or themes. Fourthly, they can be used to encourage community involvement and to foster links between a tourist attraction and its local community.

(Light 1996; Getze 1994,). It is important to add that events are varied and that each would have its specific objectives, depending on the character, size and location of the event (Light 1996).

Special events have tremendous implications for various destinations for a number of political and economic reasons. Politically, it puts the country and destination on the world stage by creating awareness, attention and recognition. Economically, it benefits the transportation sector through airlines that carry participants to the destination. Local transportation also benefits in the form of ground transportation services provided for the participants by taxis, car rentals, and public buses. In addition, the hotel industry benefits by housing guests and providing food and beverages for the guests or participants. Merchandising of gifts and souvenirs bring in quite substantial revenue to boost the local economy.

The development of infrastructure such as telecommunication, electricity, water and roads as well as general beautification of the environment are all significant benefits to the destination hosting the events. For example, the three previous PANAFESTS contributed to infrastructural developments which include (1) the partial improvement in the road network in Cape Coast and the major trunk road between Cape Coast and Accra, development of telecommunication with the introduction of international

direct dialing (IDD) and (2); the construction of Center for National Culture (CNC) at Cape Coast, renovation and painting of major buildings in the township, and general beautification of the town are other developments. There is also the proposed Airport project to link the Central Region to Accra (the national capital). These developments did not only provide employment for the people of Cape Coast and its environs but the benefits of these developments continued to be enjoyed long after the festival had taken place. Participants to events also had the opportunity to visit various tourist attractions and sample the kind of tourist services being offered.

## **2.5 Recent studies in special events**

A number of studies in special events and tourism have recently appeared in tourism and specialised events journals such as Festival Management and Event Tourism and Special Events Report. These studies cover different geographical areas as well as subject areas. They focus on classification of impacts, education /training and curriculum development, database/promotion and marketing, attendance motivations, scope and definition, and profile of audience. Some of these are examined below.

*2.5.1 Classification of impacts.* In his article "Assessing the impact of Hallmark Events: Conceptual and Research Issues", Ritchie (1984) proposed classification of hallmark events including events, which would

usually not be seen as hallmark events. This is in spite of the fact that these events involve some amount of travel and tourism activity. He focused on the positive and negative impacts of events and then proposed a classification of the various types of impact that can be associated with Hallmark events. These include economic, tourism/commercial, physical, social/cultural, psychological and political impacts. He gave examples of both positive and negative aspects of each of these different types of impacts. For economic impacts, he argued that a positive impact would be increased expenditure, while a negative impact would be price increases during the event. For example increased awareness and recognition of tourism destination is a positive example of a tourism/commercial impact while acquisition of poor reputation as a result of inadequate facilities or improper practices is an example of negative impact. Positive physical impacts include construction of new facilities and a negative impact is environmental damage. Positive socio-cultural impacts may be increase in permanent level of local interest and participation in type of activity associated with the event and the negative side being commercialisation of activities, which may be of a personal or private nature. An example of positive psychological impacts is increased awareness of non-local perceptions and a negative example is a tendency towards defensive

attitudes concerning host regions. Enhanced inter-regional recognition of the region and its values is a positive political impact and economic exploitation of local population to satisfy ambitions of political elite is a negative political impact.

The classifications provide guidelines on future study and research areas for PANAFEST. If the full impact of the event on the Ghanaian economy and the lives of Ghanaians is to be understood and the festival is to be marketed to maximise the benefits and minimise the costs, then this broad range of research opportunities should be utilised.

Writing on “ How Special are Special Events? The Economic Impact and Strategic Development of The New Zealand Masters Games” Ritchie (1996), investigated the role of a long-duration, multi-venue event in the economic activity and tourism product of a peripheral city (Dunedin). The event has been strategically used during the peak tourist season by the city of Dunedin to attract high-spending, longer staying visitors who, because of the mature stage of their life cycle, have significant discretionary income. The study estimated that visitors spent NZ\$ 2,334,104 which also generated NZ\$ 4,434,796 of total economic activity for the Dunedin economy in 1996. This, according to the writer, shows that these special event visitors to Dunedin have a specialised impact. Still on benefits of events, Walo et al. (1996),

investigated the economic benefit of a small special event that operated within the existing resource capacity of a local economy. The authors were of the view that revenue is retained in the local area from the staging of the game. Another benefit was the efficient use of existing capacity and the cost-free provision of volunteer labour which is a feature of most local special events.

The article provides a guide for measuring the actual economic impact of an event like PANAFEST on Cape Coast and its surrounding settlements. A study of the economic impact of PANAFEST, would bring home to the residents of the area the importance or otherwise of PANAFEST to their livelihood. It would enforce the need for individuals to contribute in their own small way to ensure the success of PANAFEST and its institutionalisation. This is an area for future research.

*2.5.2 Education/Training and Curriculum Development.* Perry et. al. (1996) writing on "Events Management An Emerging Challenge in Australian Higher Education" noted that a postgraduate certificate course in event management was the most favoured option for the education and training of event managers. They also indicated that there were five perceived requisite knowledge domains for an event manager. These include legal and financial management, public relations and marketing, economic

and analytical, and ethical and contextual. Two themes emerged from a focus group discussion for the study. The first was that the subject content needed to be highly applied with a case-based problem-solving approach. The second was that an events manager needs to be a generalist manager with an industry specialisation. In addition, a government-funded multimedia project that guides programme users through the problematic path of planning and running a major hypothetical festival is suggested.

Given that the tourism industry in Ghana is a young one that is yet to benefit from its full compliment of requisite manpower and qualified personnel, it is important that a study be done on the kind of manpower needs that have to be provided. The same applies to the various sub-areas of the industry and the event sub-sector is no exception. There is the need to find out the peculiar training needs of top level personnel required to develop and manage the event industry in Ghana.

2.5.3 *Database/promotion and Marketing.* Ryan et. al. (1996) conducted a study entitled "Creating a Data Base of Events in New Zealand; Early Results", which reported on the early stages of the establishment of an events data base in New Zealand, to be used as a promotional tool and a planning mechanism. The project initiated by the New Zealand Tourism Board was to create a computerised database of attractions and



accommodation that could be assessed by offices of its visitor information network within New Zealand. Initial results of the database showed that sports and the arts are very important attractions, and also a concentration of events in areas of high population. In addition, it was discovered that many of the events were new and have a history of less than a decade. The authors conclude that though the database has already proved to be useful, for example by permitting some events to attract sponsorship, it might never be complete. This is because while some events are deliberately designed to attract large numbers of people, and would rightly be included in the database, others are not.

As indicated earlier in chapter 1, Ghana has quite a collection of events and if event tourism is to be developed to be an integral part of tourism, then there is the need for such a data base on events in Ghana. Given the fact that sponsorship of PANAFEST is being pushed to the private sector, the creation of such a database would be timely. The present thesis could be the beginning of such a database and help a number of renewed and old events (festivals) in Ghana attract not only sponsorship but also attention.

2.5.4 *Attendance Motivations.* Schneider and Bäckman (1996) investigated the cross-cultural equivalence of festival motivations among attendees of an Arabic cultural festival in Jerash, Jordan. They suggest that

the motivational scale developed among festival attendees in North America readily transfers to festivals of Arabic origin. A similar group of five motivational factors emerge from the investigation similar to those obtained from the researchers in North America. However, the importance of these factors varied within the studies. Family togetherness and socialisation are two motivations consistently important.

This article limits itself to only the motivations for attending a cultural festival in Jordan. This enables the authors to explore in depth the reasons and motivations for attending the said festival. Though this thesis looks at perceptions, a section deals with motivations for attending PANAFEST. This might not be as in-depth as that by Schneider and Backman, but it gives an idea of the reasons for attending PANAFEST and can be used as a basis for a more in-depth study.

*2.5.5 Profile of Audience.* Another study compared the characteristics of visitors on event and non-event days at a heritage site that specialised in historical re-enactment. Light (1996) in “Characteristics of audience for ‘event’ at a heritage site”, noted that the event did not have any particular appeal to families. He also noted that there were no differences in terms of socio-demographic characteristics between visitors on event days and non-event days.

Light's article compares attendees on event and non-event days at an attraction. A similar but somewhat different approach for such a study on PANAFEST would be to compare the characteristics of domestic and international participants to PANAFEST. Such a study would not only look at their socio-demographic characteristics but also motivations for attending PANAFEST.

According to Light (1996) an aspect of research, which has received little attention, concerns the "consumer" of events and their motivations, experiences and benefits. He further states that little is known about such people, "consumers". This is because this particular group is highly mobile compared to resident population and as a result, getting them as respondents for a research is more difficult and expensive.

Carey (1994) suggests that qualitative information to be gathered from the customer or consumer may be categorised as follows: (1) overall satisfaction; satisfaction with components such as food, merchandising employees, or rides, satisfaction with aspects such as cleanliness, signage, lay-out, or public announcements; (2) pricing; (3) intent to return; and (4) best and least liked features. If budget and time permit, psychographic characteristics of the customer should also be collected to ensure qualitative data.

## 2.6 Perception studies

Perception, the process by which an individual selects, organises, and interprets information to create a meaningful picture of the world, is very important in the development and management of tourism destinations and attractions. This is because a positive perception of tourism is considered to be one of the most effective tools for advertising.

A crucial aspect of the present study is the perception of events and its applicability to PANAFEST'97. This section of the literature review therefore examines some studies in visitors' perception in order to provide a conceptual framework for the current study.

Perception studies in tourism have looked at both visitors and permanent residents of the area in which tourism takes place (Belisle and Hoy 1980). Studies that have looked at permanent residents' perceptions are used as a tool for understanding most populations' perceptions of both positive and negative impact of tourism. They are also used to reveal discrepancies between 'actual' impact and 'perceived' impact of tourism. For example, Belisle and Hoy (1980) looked at the 'perceived impact of tourism by residents in Santa Maria, Columbia'. The study examined the

positive and negative aspects of tourism as perceived by the residents, and the influence of certain selected variables on residents' response.

The Central Region and Ghana for that matter, appear to be making greater efforts to promote tourism which brings with it costs and benefits to the surrounding economy. A study of residents' perception of PANAFEST would bring into focus the negative perceptions of the residents, which can then be corrected or managed before they develop into negative behavioral traits against tourists. These negative perceptions and behaviors if left untracked and unchecked can hurt the tourism industry and also influence international visitors' perception negatively.

From the customers' perspective, perceptual mapping has been used in tourism studies as a marketing tool in product positioning, new product planning, advertising development and strategic planning. Applying this to tourism, in his study "consumer perceptions of tourist attractions", Fodness (1990) used the techniques of customer interchange, cluster analysis and multidimensional scaling to show how tourists evaluate alternative attractions. The writer used the method to clearly show tourist perceptions of the various attractions in Florida. The resulting insights of the tourist perceptions are of interest to marketers concerned with product positioning, location and promotion.

Customer interchange is another approach used mostly in retailing, but has been applied in tourism by managers of attractions to identify other attractions visited by their customers. This helps to identify competition, evaluate market opportunities and develop marketing strategies among others. Multi-dimensional scaling is used in marketing research to identify key dimensions, which underlie consumer perceptions of products, or brands (Green 1975). Multi-dimensional scaling like customer interchange may help the researcher to determine which products or brands are most highly competitive with one another (Fodness 1990).

The article is interesting and very relevant given the highly competitive nature of the tourism industry. The application of the methodology in the event industry in Ghana is necessary. Such a study could provide an insight into tourists' perception of the various events in Ghana and Africa as a whole. This would provide event managers in Ghana an understanding of who their competitors are outside the country. This is essential for an international festival like PANAFEST.

Another use of perception studies in tourism is perceptual blueprinting where in the search for quality service delivery, a snap shot picture of "fail points" in a service delivery system is taken from both customers and employees delivering the service. A customer is asked about the various

experiences he goes through from the time of arrival at a service organisation to the time of departure. This represents an individual blueprint. An aggregation of such blueprints of customers, gives a snapshot picture of the service delivery experience from the point of view of the customers' perspective. Providers of the service are also asked what in their perception were the experiences that the customer went through. This is then aggregated to get a snapshot from the perspective of the service provider. The combination of the two snapshots gives a master blue print which is then used to identify areas where the service fell below expectation. The main thrust of this technique is to allow for exploration of both customer and employees perceptions of the service delivery system and therefore be better able to identify potential and actual fail points in the systems (Teare in Teare et al., 1994).

With reference to information sources used by consumers, personal experience and advice from family, friends and relatives are preferred and highly used, in contrast to advertisement and articles found in mass media formations (Vogt, 1993). Word of mouth is the most powerful information source for consumers because it typically involves friends viewed as trustworthy. According to Berkowitz et al (1997), research shows that when asked what most influenced their buying decisions, 37% of consumers

mentioned friends recommendation and 20% said advertising. However while satisfied buyers inform 8 other people about their experience, dissatisfied buyers complained to 22 other people. Much of the work done on perception has been on residents' perception. A thorough search by the present author is yet to reveal any study on visitor's perception of a Special Event.

## **2.7 Information Processing**

In their model on information processing for consumer decision making, Hawking et al. (1989) viewed information processing as going through four major steps or stages: Exposure, Attention, Interpretation, and Memory. As illustrated in Figure 2.1. The first three stages culminate in what is generally known as perception. Information is made up of all facts, estimates, predictions, and generalised relationships, that affect a decision-maker's perception of the nature and extent of a given consumer problem or opportunity.

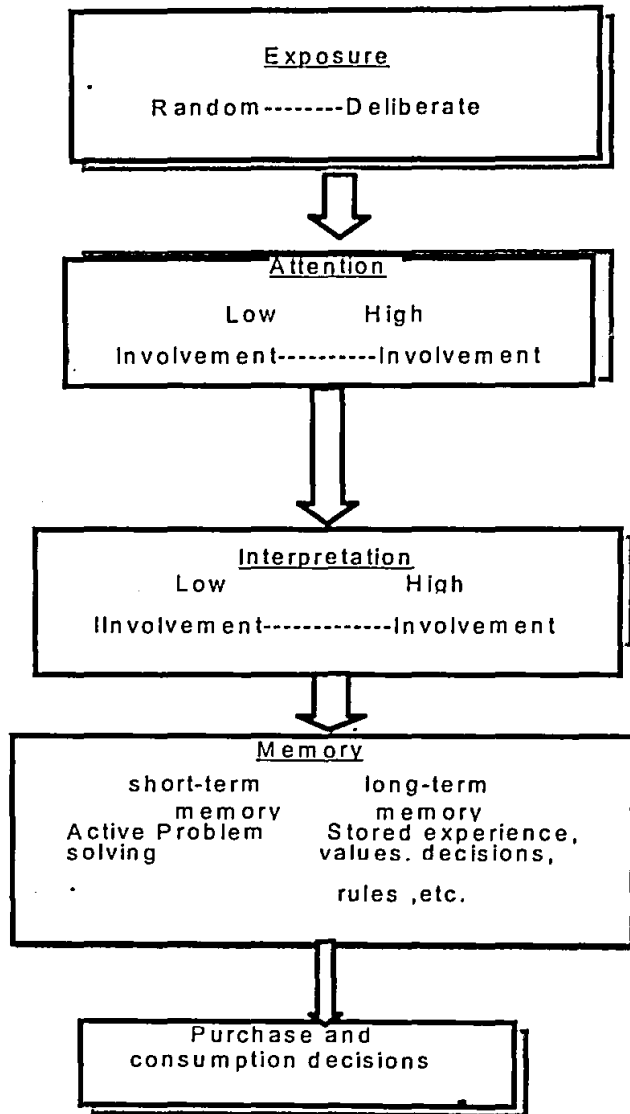
In the model, exposure occurs when a stimulus comes within range of a person's sensing receptor nerves. This requires that the stimulus be placed within the person's relevant environment. The consumer can either be randomly exposed to stimulus in the course of day to day activities or



deliberately select the type of stimuli he or she wants to be exposed to. The individual is usually exposed to more information than he or she can cope with at any given time and therefore needs to be selective. Generally, people learn to seek information or stimuli that they think will help to achieve one or more goals.

Attention occurs when the stimulus activates one or more sensory receptor nerves, and the resulting sensations go to the brain for processing. Attention depends on the stimulus and the individual, and always occurs within the context of a situation. The same individual therefore may devote different levels of attention to the same stimulus in different situations.

**Figure 2.1**  
**Information processing**  
**for Consumer Decision Making.**



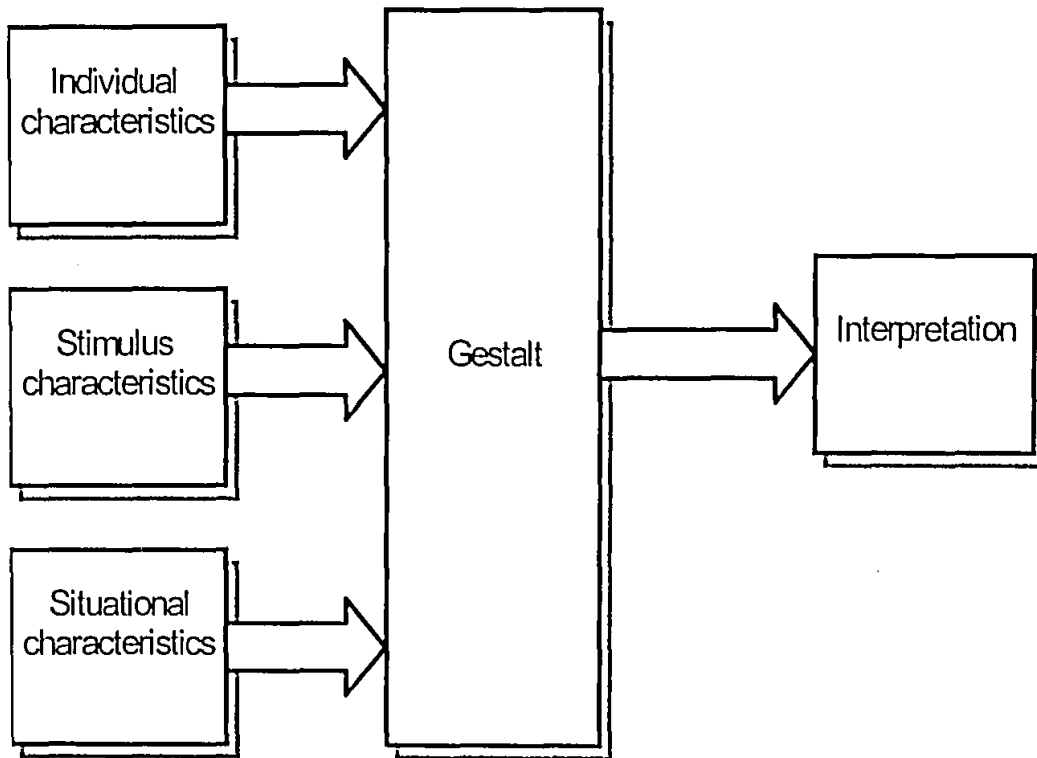
Source: (Hawkins et al 1989).

The third segment Information Interpretation, is very decisive and would be looked at separately in Figure 2.2 Interpretation is the assignment of meaning to stimuli that have been attended to and the process whereby stimulus is placed into existing categories of meaning. It is a function of Gestalt or pattern formed by the characteristics of the stimulus and the individual as shown in Figure 2.2

Gestalt is a school of thought that proposes that behaviour can only be understood in terms of the 'whole' aspect, and that breaking down behaviour into smaller units detracts from their appreciation. Interpretation, which leads to perception, is therefore a function of the characteristics of the individual, the stimulus and the situation within which the experience takes place. Individual characteristics such as income, education, occupation, age, marital status and culture or ethnicity affect how the individual perceives any stimulus that comes within range of the sensory receptacles.

Individual Characteristics constitute the cultural, lifestyles, personality and psychological factors in the background that influence behaviour (Kotler et al. 1996). Culture influences the meaning that people give to stimuli. Although consumers from different countries may have some things in common, their values, attitudes and behaviour often vary dramatically

**Figure 2.2**  
**Determinants of Interpretation**



Source: (Hawkins et al 1989).

(Kotler et al. 1996). Culture can determine how a consumer perceives a product.

Social class indicated by factors such as occupation, source of income, education and wealth is another personal characteristic that influences perception. This is because people within a given social class tend to exhibit similar behaviour. Social classes show distinct product and brand preferences in purchasing items such as food, travel and leisure activity.

Preferences for leisure activities, travel destination and entertainment are age related (Kotler et al. 1996). Mature travellers for example place great importance on grab bars in the bathroom, night-lights, legible visible signs in hallways, extra blankets, and large printing on menus (Kotler et al. 1996). Consumers in different age groups look out for certain specific facilities and amenities, the presence or absence of which affects their perception of the destination.

Situational characteristic refers to the environment that the individual finds him or herself in at the time when the information received is being processed. The physical characteristics of the situation such as temperature, humidity, number and characteristics of other people present at that particular time and their general behaviour and moods affect the mood of the individual. The mood of the individual and other temporary individual

characteristics such as being with friends or relatives, being hungry or lonely, sad, happy or joyful all work together in an intricate and complex interaction to influence perception of stimulus.

Stimulus Characteristics on the other hand, is what sets the basic structure to which an individual responds. The stimulus characteristics such as the structure and nature of the product, packaging, advertisement or sales presentation have a major impact on the nature of the mental process that is assigned the message. The combination of all these variables influence the way a customer sees or perceives any given stimulus. A change in any of these variables can change how the same individual perceives particular stimuli at different times. The memory plays a critical role in the perception process and serves as the storage organ or receptacle of experiences, values, decisions, rules etc. in addition to aiding active problem solving.

## **2.8 Conceptual Framework**

A modified version of the model by Hawkins et al. (1989) is used as the framework for the study. As seen from Figure 2.3 (Page 43), it is a combination of stages one to three of their information processing model and determinants of interpretation, which is basically how information or stimulus is perceived. The adapted model is in five stages and is examined below.

(a) Exposure. Applying this to special events and a festival like PANAFEST, potential participants are exposed to the existence and essence of the festival through advertisements, brochures, friends and relations etc. These exposures could be random or deliberate during day to day activities in their countries of origin, on visits to other tourism destinations or on previous visits to Ghana. Next, participants are provided with a programme of activities (stimulus) that make up the festival. These activities are listed in the PANAFEST programme, which is included as Appendix 1.

(b) Attention. From the programme, depending on the time available to the visitor and the reasons why the visitor decided to participate in PANAFEST, a number of activities are selected. Participants to PANAFEST have different reasons for attending the festival. Some would be interested in the general programme, while others may be more interested in specific ones such as the colloquium, theatre or musical performances. Depending on the individual participants' reason or motive for attending PANAFEST, a choice is made as to which activities to attend or participate in during the festival. The selected programmes are then given attention in the form of attendance and participation. The attention given the programmes or activities participated in gives the visitor the chance or opportunity to interpret the information thus received. It is expected

therefore that not all participants would give equal attention to all these activities.

(c) Interpretation and Perception. As PANAFEST is a cultural activity, it is expected that the cultural background of all participants would play a critical role in influencing their perceptions. Participants with an African cultural background may find it easier to understand and comprehend what the festival is about.

For the various participants such as Africans from Europe, Africans from America, Africans from the Caribbean, Europeans and White Americans, the festival could be one big party, a bore or a novelty experience. The way these people see the festival may eventually influence their perception of what overall constitutes PANAFEST. Participants to PANAFEST'97, had various reasons or motives for attending the festival. As a result of these diverse motives, participants may attend different activities that make up the festival. Based upon what is seen and experienced at these selected activities, and the general atmosphere at the festival grounds, different perceptions may emerge.

The preference for different activities that make up the festival is also related to age, gender and lifestyle. There are specific activities for children,



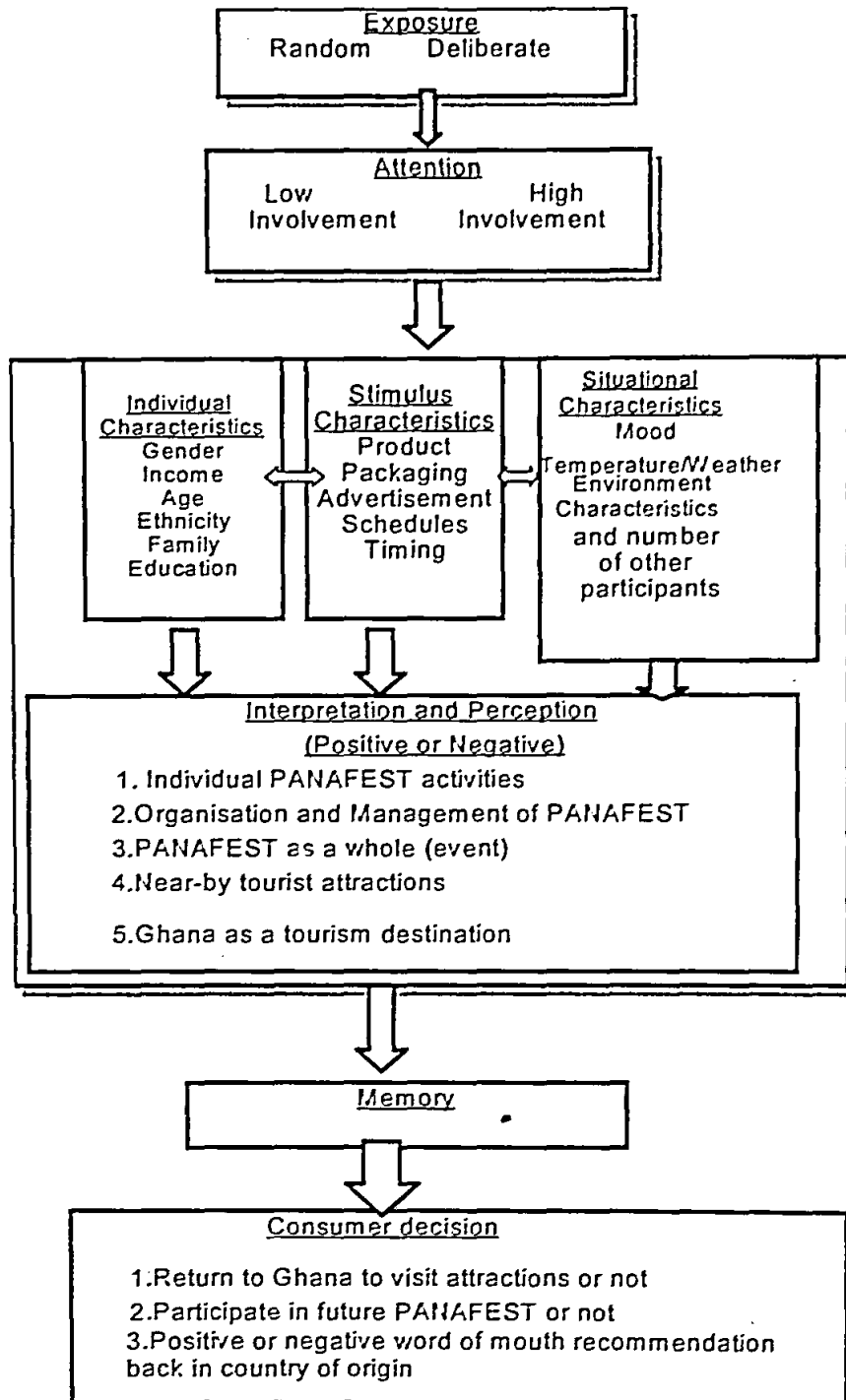
the youth and women. Families may perceive PANAFEST differently because of these activities that cater for the different people in the family.

Previous travel history of participants to other cultural festivals elsewhere, previous PANAFEST, or to Ghana, would also influence their perception of PANAFEST'97. This is because this provides a basis of comparison or an idea of what to expect in Ghana and at PANAFEST.

Characteristics of activities such as their packaging, schedules, keeping to times indicated on the programme and quality of output and performances are factors that come into play in determining how visitors perceive the activities and the event as a whole. These fall under stimulus characteristics. The kinds of activities that make up the PANAFEST programme, the scheduling of activities to enable participants attend as many activities as they can, the ease with which participants can move from one venue to another will also affect the kind of perception participants have at the end of the festival. The beginning of activities on time and keeping to the schedule in the programme of activities will also affect their perception of PANAFEST.

Situational characteristics such as the number and characteristics of other participants of the festival, the atmosphere, environmental conditions, auxiliary services from hotels, tour agents, nearby attractions, health and

**Figure. 2.3**  
**Model for visitors' perception.**



Source: Adapted and modified from Hawkins et al. 1989.

security services also influence the kind of interpretation given to the festival by visitors, hence their perception of the festival.

The mix of people of different cultures and races during the PANAFEST and how they interact with one another during the festival would also influence participants' perceptions. Africans in the Diaspora who have strong emotional and religious links with the festival could even be disappointed with the presence of Europeans. The kind of message sent out during the performances, speeches and how Ghanaians and other Africans dress and behave could affect how an international participant especially Africans from the Diaspora perceive the festival.

The matrix formed by the combination and interaction of the above factors (individual, stimulus, and situational characteristics) would result in visitors interpreting events and the festival on a continuum from very interesting to boring.

(d) Memory. The resultant interpretation given the various aspects of the festival is then stored in the memory. The information processed is stored in the short and long term memory and is the basis upon which future travel decisions are made.

(e) Consumer decision. If the visitor should decide to come for the next PANAFEST, revisit Ghana or recommend PANAFEST and Ghana to

friends and relatives, it would depend on the interpretation (perception) he or she has given to the stimulus received from PANAFEST ' 97 which is stored in the memory. PANAFEST is therefore not complete without an evaluation of the festival from the point of view of the organisers and participants (local and international). This study evaluates the perception of PANAFEST from the point of view of the international participants. However, it should be noted that despite the influence of all these variables, it is not impossible for people to perceive stimuli in the same way

## **2.9 Summary**

This chapter defined and described the scope of Special Events and Hallmark Events, and their relevance to tourism. It also reviewed recent studies in Special Events and perception studies in tourism. Next, the chapter provided the conceptual framework for the study based on the information-processing model by Hawking et al. (1989). Special Events as a field of study, is a relatively recent phenomenon and a subject area with many facets. Perception studies in Special Events are few and far in between and this is especially so for studies on Visitors' perception because of the highly mobile nature of this group of tourists. Perception, an important marketing tool is a result of a complex matrix formed by the individual, stimulus and situational characteristics. The next chapter discusses the method of data

collection and factors affecting data collection.

## **CHAPTER THREE**

### **METHOD OF DATA COLLECTION**

#### **3.0 Introduction**

This chapter discusses the sources of data, survey instrument which was a questionnaire, type of data collected, data collection method, factors affecting data collection and validation of the primary data collected.

#### **3.1 Data Sources**

Data for this research were obtained from two main sources. Primary data were gathered from a field study. Whilst the secondary data on tourist arrivals, receipts and the promotion of cultural tourism were obtained from the Ministry of Tourism (MOT). Some information was also collected from the Central Regional Development Commission (CEDECOM and the Regional Tourism Development Plan (CRTDP). Information on the organisation, promotion and management of PANAFEST was obtained from the PANAFEST Secretariat. Journals, periodicals, newspapers, pamphlets, handouts and books provided information relevant to the study such as promoting and developing tourism, cultural tourism, perception studies and special events.

### 3.2 Survey instrument

Primary data were collected through the development and administration of a self-completed questionnaire which was in three parts. Part one focused on data on travel characteristics of visitors. Questions asked included previous visits, group size, travel arrangements and length of stay. Part two looked at perception of specific PANAFEST events and the festival in general. In addition, there were questions on perception of certain services and tourist attractions. A likert scale ranging from 1 (Very interesting) to 5 (Very boring) was used for the questions on PANAFEST activities to measure respondents' level of satisfaction with the activity. For tourist attractions, a likert scale of 1 (Very good) to 5 (Very poor) was used to measure perception of the tourist attractions and services.

Part three concentrated on visitors' socio-economic and demographic characteristics. Questions on gender, age, marital status and ethnic background were asked. A section for respondents to provide a summary on positive and negative experiences, problems, recommendations and/or observations on PANAFEST and Ghana was provided. A final copy of the questionnaire that was administered in the field is attached as Appendix 2.

### **3.3 Fieldwork**

The festival began on Friday 29th August, 1997 ending on Sunday September 7, 1997. The first four days of the festival were used to study the pattern of movement of participants and to give them some time to experience what was going on. The actual survey lasted 10 days from the 2nd of September to 12<sup>th</sup> September. However, a few visitors stayed on beyond 7th September hence the extension of the survey to 12th September. Six research assistants were engaged to help in the collection of the data. Questionnaires were distributed at all venues where festival programmes were held and also at places accommodating guests during all times of the day.

### **3.4 Sample frame**

The sample frame was all foreign visitors to PANAFEST '97 and above 18 years of age. PANAFEST '94 attracted an estimated 4,000 foreign visitors, and it was expected that PANAFEST '97 would attract 25% more visitors, thus a projected total of 5,000 visitors. Based on this, a sample size of 10% or about 500 respondents was estimated.

The purposive sampling method was chosen for the exercise because there was no register or list of visitors to PANAFEST available from which



a structured random sample could be drawn. In addition, visitors to the festival were made up of both locals and foreigners and as the research was on foreign visitors' perception, it was necessary to deliberately pick out foreign visitors from the overall population at the festival.

### **3.5 Response rate**

Post-event estimates indicate that PANAFEST'97 attracted only 2000 foreign visitors (PANAFEST Secretariat). As a result fewer questionnaires were given out and subsequently received. In all 250 questionnaires were given out during the 10 days that the research was conducted. Out of the 250 questionnaires given out, 188 completed questionnaires were retrieved, representing 9.4% of all foreign visitors to the events and 75% of the 250 questionnaires sent out.

### **3.6 Factors affecting data collection**

The low sample figure of 188 was due to a number of factors that were encountered during the research, some of which were not anticipated. Firstly, the survey instrument was in English and as a result potential respondents from French-speaking countries who did not speak English could not be included in the sample. Ghana (an English speaking country) is surrounded by French speaking countries (Togo, Cote d'Ivoire and Burkina

Faso) and a few of the international participants to PANAFEST were from these countries. This problem had been anticipated. However, due to the limited resources available to the researcher and inadequate logistical support, the questionnaire was not translated into French nor were French speaking research assistants available to be used.

Secondly, was the refusal of some visitors from the Caribbean to take part in the research because the study was on "foreign visitors' perception". They resented being referred to as "foreign" or "visitors" because they held the view that Ghana was their homeland and as such they should not be considered as visitors. No amount of explanation or coaxing could make them change their mind.

The third factor was the erratic nature of visitors' movement and their accommodation pattern. Some visitors did not stay for the whole period of the festival; as some were arriving others were departing. The PANAFEST programme was so loaded that respondents had little time to complete questionnaires on the spot and had to do so at their places of residence. This coupled with their erratic movement resulted in some visitors leaving without completing their questionnaires and others going away with their questionnaire. By Friday, (5th September) when the reunion concert was

held, quite a number of visitors had left the Cape Coast/Elmina area, and quite possibly had left the country.

Fourthly, it was realised that there were three parallel studies being conducted at the same time using visitors to PANAFEST as the sample population. The result was that when potential respondents were approached they said they had already completed one set of questionnaires. It was later realised that the Ghana Tourist Board (GTB) was also conducting a research to find out how visitors got information about PANAFEST and how much they were spending during the event. There was another research which was a perceptual blue printing exercise looking at visitors and hotel staff perception of service delivery in certain hotels in Cape Coast.

Fifthly, the aggressive marketing techniques used by vendors at the bazaar made visitors weary and quite suspicious of any "unknown" face or person that approached them. This problem was anticipated but efforts to get the PANAFEST Secretariat to help in this direction by allowing the use of PANAFEST tour guides as research assistants failed. This was in spite of an official letter to this effect being sent to the Secretariat long before the event began and many follow-up checks to have the application endorsed.

Finally some respondents, especially those who came in groups (particularly those from the African continent), were not comfortable with completing questionnaires and often directed research assistants to the head of their various groups.

### **3.7 Validation of data**

Notwithstanding these problems, the response rate of 75% is considered very high. All returned questionnaires were found to be usable and provided input data for the study. More importantly, these problems have been quite educative in that they helped the researcher to understand as well as appreciate some of the problems of conducting fieldwork in tourism and in particular carrying out a study on special events which have short durations.

### **3.8 Summary**

This chapter has looked at sources of data for the fieldwork, survey instrument, sample frame and response rate. In addition, it described factors that affected the collection of the data and validation of the data. It was realised that data collection on visitors to events can be challenging given the highly mobile nature of travel patterns. In addition, there is the need to

be politically correct in addressing visitors from various backgrounds who are present at the festival. The next chapter would deal with the analysis of the data collected and discuss the results of the analysis.

## **CHAPTER FOUR**

### **SOCIO-DEMOGRAPHIC AND TRAVEL CHARACTERISTICS OF PARTICIPANTS**

#### **4.0 Introduction**

This chapter describes and discusses respondents' socio-demographic characteristics such as age, marital status, ethnicity and occupation. Next the travel characteristics of respondents including visit arrangement, group size, number of previous visits to Ghana and accommodation types used by them are outlined. Their reasons for visiting Ghana and participating in PANAFEST'97 and their sources of information on Ghana and PANAFEST are also discussed.

#### **4.1 Socio-demographic characteristics of respondents**

Respondents were from 25 countries with the United States of America accounting for the highest number of 40 followed by Nigeria (36), Barbados, Switzerland, Cote d'Ivoire and Trinidad and Tobago contributed the lowest number of respondents, with a single respondent coming from each of these countries (Table 4.1.1). Jamaica, Suriname and Great Britain contributed 10, 14 and 17 respondents respectively. Interest in PANAFEST is in North America, Europe and the rest of Africa, but people in several

countries where people of African descent currently reside provide an opportunity for cultural tourism marketing especially during PANAFEST.

**Table 4.1**

**Source country of respondents.**

Country	Number	Country	Number
U S A	40	Denmark	3
Nigeria	36	Holland	3
Great Britain	17	Togo	3
Suriname	14	Brazil	2
Jamaica	10	Cameroon	2
Burkina Faso	7	Egypt	2
Canada	6	Puerto Rico	2
France	6	Zimbabwe	2
Germany	6	Barbados	1
Israel	6	Cote d'Ivoire	1
South Africa	6	Switzerland	1
Australia	5	Trinidad & Tobago	1
Austria	4	No response	2

Source: Field survey, 1997

Table 4.2 contains comparative figures of participants' countries of origin obtained from PANAFEST sources and the present study. The Americas and Caribbean accounted for 40.8% of respondents of the study which compares with the 39% recorded by the PANAFEST Secretariat for participants from the same region who registered for the festival (Table 4.2). Participants from Africa constituted 31.7% of respondents and 36% of registered participants at the festival. Europe and the Middle East accounted for 21.5% and 3.2% respectively for respondents and 19% and 5% of

registered participants. The Americas and the Caribbean appear to be the major market and these are mostly Africans in the Diaspora. So far as the development of Ghana's cultural tourism is concerned, the Americas and the Caribbean should be targeted followed by the rest of Africa and Europe.

**Table 4.2**  
**Origin of participants**

Origin	PANAFEST ( in %)	Current Study (in %)
Africa	36	31.7
Europe	19	21.5
Middle East	5	3.2
America & Caribbean	39	40.8
Australia	1	2.68
Total	100.0	100.0

Source: Field survey, 1997

Of the 185 respondents who answered the question on gender, 111 or 60% were males while 74 or 40% were females.

Majority of respondents to PANAFEST'97 were within the 30-49 age group (65.8%) as is shown in Table 4.3, with 3% or 5 respondents aged 60 years and above. The 18-29 age group accounted for nearly 11% of the sample, while for the 50-59 age group it was 20%. The age group 30-59 made up 85% of the total and this is not surprising given that this constitutes mature adults who are most likely to be economically active or have good



jobs that are able to support their travel to Ghana. This is the age group, that should be targeted in marketing Ghana.

**Table 4.3**

**Age of respondents.**

Age	Frequency	Percentage
18-29	18	10.8
30-39	53	31.7
40-49	57	34.1
50-59	34	20.4
60 +	5	3
Total	167	100.0

Source: Field survey, 1997

It was also found that 46% of the 184 respondents who answered the question on marital status had been married at one time or the other (Table 4.4). Approximately 36% were still married when they came for PANAFEST'97. Divorced respondents constituted about 5%, while single respondents accounted for nearly 54% of the sample.

**Table 4.4**  
**Marital status**

Marital status	Frequency	Percentage
Single	99	53.8
Married	66	35.8
Separated	10	5.4
Divorced	9	4.8
Total	184	100.0

Source: Field survey, 1997

Of the 184 respondents who answered the question on level of education completed, about 82% had completed at least college/ university education, while 3% and 16% respectively had completed primary and middle/high school education (Table 4.5).

**Table 4.5**  
**Educational level of respondents**

Educational level	Frequency	Percentage
Primary	5	2.7
Middle/ High school	29	15.8
College/ University	94	51.1
Post graduate	56	30.4
Total	184	100.0

Source: Field survey, 1997

A total of 185 respondents answered the question on employment. Respondents who were in full time employment were 105 or 56.8% (Table

4.6). Self-employed respondents were 33 or about 18% of the sample. Students made up nearly 12% and those in self-employment were about 18%, Pensioners/ retired respondents on their part numbered only 3 (1.3%). One would have expected the number of students to be a little higher, but the lower number could be explained by two reasons. First, is the timing of the festival (late August to early September) when most students would be ending their summer holidays and preparing for the new academic year. Secondly, it could be that the festival was too expensive for students who are mostly not income earners and as a result do not have enough financial resources to cope with the cost.

**Table 4.6**  
**Employment Status**

Type.	Frequency	Percentage
Fulltime	105	56.8
Unemployed	8	4.3
Student	22	11.9
Part time	14	7.6
Self employed	33	17.8
Retired/ pensioner	3	1.6
Total	185	100.0

Source: Field survey, 1997

A look at income levels of respondents reveals that about 44% of them had annual incomes of below \$20,000 (Table 4.7), with 21% having incomes within the \$ 20,000-29,999 bracket. Generally, nearly 65% of the

respondents earned incomes below \$30,000. A corresponding 28 respondents or 20.5% earned above the \$ 50,000 level. The first three categories (from below \$20,000 -\$39,999) constitute 73% and the income level for this large group appears to be low. This is because the figures represent annual household income rather than individual income and also were totals before taxes. Another plausible explanation is that most of these people are from Africa and the Caribbean where incomes are generally low compared to those from the United States of America or Europe.

**Table 4.7**  
**Income Levels**

Income	Frequency	Percentage
Below 20,000	60	43.8
20,000-29,999	29	21.1
30,000-39,999	13	9.5
40,000-49,999	7	5.1
50,000-59,999	10	7.3
60,000-69,999	2	1.5
70,000-79,999	8	5.8
80,000-89,999	3	2.2
90,000-99,999	2	1.5
100,000 & above	3	2.2
Total	137	100.0

Source: Field survey, 1997

The data also revealed that an overwhelming 97% of the 178 respondents believed in cultural preservation with just a little over 2%

believing otherwise. Interestingly however, only 55% of respondents indicated that they make regular donations to the arts and culture.

When asked if they had attended any international festivals in the last five years, 45.2% of the 188 respondents said they had while 103 or 54.8% of them indicated that they had not attended any international festival in the last five years (Table 4.8).

**Table 4.8**  
**Participation in international festivals.**

Response	Frequency	Percentage
Attendance	85	45.2
Non attendance	103	54.8
Total	188	100.0

Source: Field survey, 1997

## 4.2 Travel characteristics

The travel characteristics of the respondents were explored. It emerged that, about a third (30%) of the sampled respondents arranged their own visit. Travel agents and tour operators accounted for 13.7% and 8.7% respectively of how visitors planned and arranged their trips (see Table 4.9). Travel arrangement by participants themselves and their friends together accounted for 41% of participants to PANAFEST. The data seem to indicate that Tour Operators outside Ghana who are not significantly involved in arranging trips to Ghana, might not be aware of Ghana as an up and coming tourist destination and/or did not receive information from the PANAFEST secretariat.

**Table 4.9**  
**Type of Visit Arrangement**

Type	Frequency	Percentage
Tour Operator	16	8.7
Travel agent	25	13.7
Self	56	30.6
Airline	22	12.0
Friends	20	10.9
Others	44	24.0
Total	183	100.0

Source: Field survey, 1997

For 70% of the respondents, the trip to PANAFEST'97 was their first visit to Ghana, with 30% having a history of at least one previous visit to Ghana. Nearly 62% of the respondents indicated that they travelled in a

group. While 72 respondents or approximately 39% of them travelled individually.

When asked if they came to PANAFEST with their families, about 81% of the respondents indicated that they did not. Only 20% said they came with their families. This could be because for most (70%) of the respondents, PANAFEST'97 was their first time in Ghana and it might have been a scouting expedition to find out about the festival at first hand and conditions in Ghana. It is possible that on subsequent trips, they would be accompanied by their families. On the other hand it seems that PANAFEST does not have any particular appeal for families.

Of the 187 sampled respondents, approximately 83% indicated that their movements around town were by taxis/ trotro and tour buses (Table 4.10). A small proportion either used bikes (1.6%) or walked (0.5%).

Commercial transport operators can therefore be said to have benefited from the event. Given the large proportion of participants who used commercial transportation during the festival, transport owners and their drivers can play an important role in influencing perception and as such the Ghana Private Road Transport Union (GPRTU) should be involved in planning the event. Drivers should be involved and be made aware of details of the programme of activities. They should also be educated on the history

and objectives of the festival and trained to provide good quality service and desist from charging “foreigners” beyond permitted rates.

**Table 4.10**  
**Mode of movement in Ghana.**

Type	Frequency	Percentage
Tour bus	54	28.9
Car hire	28	15.0
Taxi/ trotro	101	54.0
Bike	3	1.6
Foot	1	0.5
<b>Total</b>	<b>187</b>	<b>100.0</b>

Source: Field survey, 1997

Accommodation patterns of respondents indicated that 62.5% of them stayed in hotels or the University of Cape Coast halls of residence (Table 4.11). Participants who stayed or lodged with friends and relatives accounted for 16.5% of the sample while 3.5% stayed in rented rooms.



**Table 4.11**  
**Type of Accommodation used.**

Accommodation type	Frequency	Percentage
Hotel	58	30.9
Motel	6	3.2
Guest house	27	14.4
Friends & relatives	31	16.5
Rented rooms	7	3.5
University hall	59	31.5
<b>Total</b>	<b>188</b>	<b>100.0</b>

Source: Field survey, 1997

With respect to their source of information on Ghana, slightly more than 41% of the respondents said it was through friends and relatives. Thus, word of mouth can be said to be playing a very important role in Ghana's tourism promotion efforts. Another 21% indicated that the PANAFEST secretariat was their source of information on Ghana, while just 3% and 9% respectively indicated that TV/video and the Internet / WorldWide Web were their sources of information (Table 4.12).

**Table 4.12**  
**Sources of information on Ghana.**

Information source	Frequency	Percentage
Friends and relatives	77	41.4
TV/Video	5	2.7
WWW/Internet	17	9.1
Magazines	30	16.1
Travel & tour agents	5	2.7
PANAFEST Sec	39	21.0
Others	13	7.0
Total	186	100

Source: Field survey, 1997

Similarly, about 39% of respondents indicated that their sources of information on PANAFEST were from friends and relatives (Table 4.13). The internet/ World Wide Web and magazines together also accounted for 39% of the sources of information utilized by respondents. Television / videos and foreign government agencies were used by only 8.1% of respondents. It is not surprising that close to 40% said word of mouth was their source of information on Ghana and PANAFEST, since organisers of the festival did not have an overseas office or representative to act as a promotional agency. The result was that most of these people obtained their information from friends and relatives. Even though there was information on the Web, perhaps only a small number of people were aware. The

similarity between the sources of information on Ghana and PANAFEST is important because it tells one that people who come to Ghana and to PANAFEST become an important and powerful promotional tool in our tourism promotional activities by word of mouth. This brings into play the importance of the kind of perceptions that visitors take back with them.

**Table 4.13**  
**Source of information on PANAFEST.**

Information Source	Frequency	Percentage
Friends & Relatives	72	38.7
TV /Video	3	1.6
Internet/ WWW	25	13.4
Magazines	29	15.6
Travel &Tour agent	15	8.1
Government agencies	12	6.5
Others	30	16.1
<b>Total</b>	<b>186</b>	<b>100.0</b>

Source: Field survey, 1997

When asked what were their reasons for visiting Ghana, nearly 52% of the sampled respondents said PANAFEST was their reason for coming to Ghana (Table 4.14). Another 18.7% respondents were in Ghana for cultural reasons while 15% were for business. A fairly small proportion, 6% of respondents felt their being in Ghana was a homecoming. In all about 70% were in Ghana for reasons that could be linked to cultural tourism and this is a good signal for the promotion of cultural tourism in the country.

**Table 4.14**

**Motives for visiting Ghana. (n=182)**

Reason	Frequency	Percentage
PANAFEST	94	51.6
Home coming	11	6.0
Culture	34	18.7
Visiting	16	8.8
Business	27	14.8
Total	182	100.0

Source: Field survey, 1997

On their reasons for participating in PANAFEST'97, 33% of the respondents referred to the African and Ghanaian culture (Table 4.15). The belief in the idea of Pan-Africanism accounted for nearly 22% of the participants in PANAFEST. Music and business, on the other hand, accounted for 3.4% and 9.5% respectively of the reasons why visitors participated in the festival. Participants who were at PANAFEST as performers accounted for about 18% of the respondents (Table 4.15). It appears that a substantial number of visitors are interested in Ghana and the African culture. Cultural and ethnic tourism development/promotion in Ghana can benefit from this and become an important component of the tourism industry in Ghana as there seems to be a ready market for it. More information should be provided on other festivals, history and music.

**Table 4.15****Reasons for participating in PANAFEST**

Motives	Frequency	Percentage
Music	6	3.4
Culture	59	33
Leisure	13	7.3
To Perform	33	18.4
Visiting	13	7.3
Pan Africanism	38	21.2
Business	17	9.5
Total	179	100.0

Source: Field survey, 1997

### 4.3 Summary

This chapter has described the travel and socio-demographic characteristics of respondents who attended PANAFEST'97. It looked at the travel history, group size, travel arrangement, age, incomes, gender, marital status and educational background of respondents among others. The data showed that participants to PANAFEST'97 were, (1) mostly of African descent (60%); (2) travelling in a group which was not necessarily on a family basis and; (3) on their first visit to Ghana. The majority of participants were males between the ages of 30 and 49 years; they were single; had completed college/ university education; and believed in cultural preservation. This is the market segment that Ghana should target its tourism promotional efforts.

The major reasons for attending PANAFEST were cultural and the belief in Pan-Africanism. Taking into consideration the fact that 33% of the participants at PANAFEST'97 were there for cultural reasons, and that over 90 of them were willing to return to Ghana and / or recommend Ghana as a tourism destination, it is possible to conclude that PANAFEST, if properly developed and marketed can be a powerful promotional tool for cultural tourism in Ghana. Given also the fact that quite a substantial number of participants patronised services of the private sector ( taxis/trotro and hotels /Guest houses ), it can be said that service providers have the potential to play a very important role in tourism development. They need to be educated on how to give information about Ghana on dressing, attractions, prices, and distances. Their skills also need to be upgraded so that they can provide quality service.

The next chapter, will deal with participants' perception of the festival, some selected attractions and services. The chapter will also test the research hypothesis and discuss the results.

## **CHAPTER FIVE**

### **PARTICIPANTS' PERCEPTION OF PANAFEST AND SELECTED TOURIST SERVICES AND ATTRACTIONS**

#### **5.0 Introduction**

This chapter describes participants' perception of PANAFEST'97 and selected tourist attractions and services. The analysis is mainly descriptive but some analysis of variance ( ANOVA) was run to find out if participants perception of PANAFEST'97 differed with some socio-demographic variables.

#### **5.1 Visitors' perceptions of PANAFEST'97**

This section looks at international participants' perceptions of the individual PANAFEST activities, some selected tourist attractions and services in and around Cape Coast and Elmina, the venues of the festival. Participants were asked to rank the 22 PANAFEST activities on a 6 - point likert scale ranging from 1 (very interesting) to 5 (very boring) with the last scale 6, for those who did not attend or take part in a particular event. This provides an idea of participants' perception of PANAFEST'97. The same is done for the selected attractions and services, however, in this case the likert scale was from 1 (very good) to 5 (very bad) and the last scale for those who

did not visit these attractions or enjoy these services. The results are presented in the form of tables in percentages

All the cultural activities scored above 78% of respondents indicating that they were interesting as can be seen from Table 5.1. For cultural activities, such as the Community Akwaaba Night, Official Opening Ceremony, Traditional Music Presentations, Asafo Carnival, Bakatue Regata, Afahye Durbar and Visit to the House of Chiefs, more than 80% of the respondents indicated that they found these aspects of the festival interesting (Table5.1). Traditional Music presentations had the highest positive ratings (92%) and no respondent indicated that the traditional music presentations were uninteresting (negative responses). Visit to the Village Community and the Church Service had below 80% positive ratings. Ghana's cultural heritage is seen to be a very important tourism resource and attraction.



**Table.5.1**  
**Summary of visitors' perception of cultural activities in percentages.**

Activity	Very interesting (%)	Interesting (%)	Neither Interesting Nor Boring (%)	Boring (%)	Very Boring (%)	N (%)
Community Akwaaba Night	39	41.3	16	0	3.4	88
Official Opening Ceremony	47.5	38.5	9.83	3.27	0.81	122
Traditional Music Presentations	55.26	36.84	8.60	0	0	114
Asafo Carnival	38.70	45.16	8.06	1.61	6.4	62
Bakatue Regata	37.7	42.62	16.39	1.63	1.63	61
House of Chiefs Visit	38.63	47.72	9.09	4.54	0	44
Visit to Village Community	43.83	35.61	17.80	0	2.73	73
Afahye Durbar	62.50	27.08	8.33	0	2.08	48
Church Service	42.30	34.6	7.69	0	5.38	26
PANAFEST	35.71	56.34	7.93	0	0	126
Mean	44.11	40.57	10.97	1.10	2.24	

Source: Field survey, 1997

For activities that could be classified as educational in nature, the Visual Arts Exhibition, 300 years of Bonwire, Slave Routes Exhibition and Youth Day activities all scored above 80% positive responses (Table5.1.2). The Youth Day activities recorded the highest number of positive responses (92%) and no one indicated that they found this activity to be uninteresting. The Colloquium sessions and Women's day activities recorded below 80%

positive ratings. The latter activity actually recorded the highest number of negative ratings (9.16%). Over 90% of the respondents indicated that they found the festival to be interesting on the whole (Table5.2).

**Table.5.2**  
**Summary of visitors' perception of educational activities in percentages.**

Activity	Very interesting (%)	Interesting (%)	Neither Interesting Nor Boring (%)	Boring (%)	Very Boring (%)	N (%)
Visual Arts Exhibition	35.8	46.2	16.4	1.4	0	134
300 Years of Bonwire	28.2	59	12.8	0	0	134
Slave Routes Exhibition	45.2	43.3	9.4	0.9	0.9	106
Colloquium Sessions	26.66	50.47	16.19	2.85	3.80	105
Women's Day	28.84	46.15	15.38	9.16	0	104
Youth Day	50	40	9.5	0	0	42
PANAFEST	35.71	56.34	7.93	0	0	126
Mean	35.77	48.78	12.51	2.0	.06	

Source: Field survey, 1997

All activities under the category of entertainment recorded more than 80% of respondents rating them as interesting. The State Dance for instance, attracted over 90% positive ratings (Table5.3). It also recorded the highest number of negative ratings (5.7%). The Musical Performances and the

Reunion Concert recorded the lowest number of positive ratings of 85% each.

**Table.5.3**  
**Summary of visitors' perception of entertainment activities in percentages.**

Activity	Very interesting (%)	Interesting (%)	Neither Interesting Nor Boring (%)	Boring (%)	Very Boring (%)	N (%)
Performances Theatre	44.1	44.82	9.65	1.37	0	145
Performances Music	48.9	36.7	12.24	0.68	1.36	147
Beach Party	44.3	43.2	11.3	1.03	0	97
Reunion	67.34	18.36	12.24	2.04	2.08	48
State Dance	42.85	48.57	2.85	2.85	2.85	35
PANAFEST	35.71	56.34	7.93	0	0	126
Mean	46.57	41.33	9.35	1.32	0.89	

Source: Field survey, 1997

For selected attractions in and around Cape Coast, an average of 85% of the respondents rated them as being good (Table 5.4) while 3% indicated that they were poor as tourist attractions. On the individual level, the Kakum National Park, Cape Coast and Elmina Castles and Brenu Beach all had above 80% respondents indicating that they were good. Fort st. Jago had the lowest positive rating of 78.37% and the Elmina Castle had the highest negative ratings of about 8%. The Elmina and Cape Coast Castles had at

least 50% very good ratings. These are definitely tourism resources worth developing and promoting.

**Table. 5.4**  
**Summary of Participants Perception of Some Selected Attractions.**

<u>Attractions</u>	<u>Very Good (%)</u>	<u>Good (%)</u>	<u>Average (%)</u>	<u>Poor (%)</u>	<u>Very Poor (%)</u>	<u>N</u>
Kakum National Park	49	38	11	2	0	100
Elmina Castle	53.93	32.72	5.4	1.81	6.06	165
Cape Coast Castle	50	38.51	8.10	1.35	1.35	148
Fort ST. Jago	31.08	47.29	18.91	2.70	0	74
Brenu Beach	49	34	16	1	0	100
Mean	46.60	38.10	11.88	1.77	1.48	

Source: Field survey, 1997

For selected services, only hospitality of Ghanaians stood out with 83% respondents indicating that it was good (Table 5.5). The positive ratings for other services ranged from 30% good for Tourist Information Services to 54% for Security Services. Nightlife, Tourist Information Services, Value for Money and Health Services all had less than 50% positive ratings. This is an indictment on the Ghana Tourist Board and The Ministry of Tourism that there remains a lot to be done on the quality of service delivery.

**Table 5.5****Summary of Participants Perception of Some Selected Services.**

<u>Services</u>	<u>Very Good (%)</u>	<u>Good (%)</u>	<u>Average (%)</u>	<u>Poor (%)</u>	<u>Very Poor (%)</u>	<u>N</u>
Services in Hotels	11.11	45.18	35.55	8.14	0	135
Night Life	10.25	37.60	30.76	16.23	5.12	117
Tourist Information Services	6.83	23.07	35.04	21.36	13.67	117
Hospitality of Ghanaians	45.67	37.65	10.49	4.32	1.85	162
Value For Money	15.56	31.73	32.93	17.96	1.79	167
Services of Tour Operators	18.8	31.68	36.63	7.92	4.95	101
Security Services	20.37	33.33	31.48	10.18	4.62	108
Health Services	13.58	34.56	37.03	11.11	3.70	81
Mean	28.43	34.35	31.23	12.14	4.46	

Source: Field survey, 1997

## 5.2 Visitors' experiences

This section describes the positive and negative experiences of Participants. In addition, it looks at suggestions for improving future PANAFESTS from the point of view of international participants. This provides the strengths and weaknesses of the festival and what can be done to enhance the festival to ensure its continuity.

When asked about their positive experiences during the festival, 58% of the respondents stated the hospitality of Ghanaians (Table 5.6). Below is a sample of some of the responses,

“ the people here are very friendly and also hospitable as well”,

“I felt very much at home and would like to repeat the visit”

and

“warm reception and rich culture”.

The cultural experience was a positive one for 33% of the respondents. The following are a sample of what some said.

“ My family and I were able to experience first hand the type of life our ancestors experienced”,

“Being home with family I was separated from”,

“ The traditional dressing is admirable, hair do etc”.

Only about 2% of respondents mentioned value for money as being a positive experience.

**Table: 5.6**  
**Positive experience**

Type	Frequency	Percentage
Attractions	7	6.8
Culture	34	33
Hospitality	60	58
Value for money	2	1.9
Total	103	100.0

Source: Field survey, 1997

Despite the seemingly positive perception of PANAFEST'97, 33% of the respondents felt the festival was poorly planned and organized (Table 5.7). Some responses were

“ poor timing of events”,

“Plan!!! Plan!!! Plan!!!”,

“ some of the guides I moved with were not competent enough”,

“ there was no space for those of us in the Diaspora when we arrived. When we got confronted with mother Africa, the emotions were too big and nobody could answer the many questions I had. I was totally confused”,

“ lateness( perpetual)”and “ every thing begins late”.

Again 24% of the respondents indicated that service culture was a negative experience. The complaints included the following,

“the accommodation price is too high”,

“ most traders and drivers are not warm enough”,

“hotels need to upgrade services i.e. trained staff, toilet paper, telephone in rooms and room service”,

“it is not easy to get information about tourism areas”

and

“exhibitors sell their wares above what it really costs to foreigners”.

Approximately 15% of the respondents complained that the festival was Eurocentric, these were mostly Africans in the Diaspora. Some of the responses were :

“the present PANAFEST is very Eurocentric”,

“ seeing too many whites and the way some of the Ghanaians treat them like royalty and kissed up to them. Especially to see them in the Castle, where they don't have the right to be while we are there”,

“ I notice that while we in the Diaspora are trying to be more African, Ghanaians are trying to be like the white. They dress and act like Americans” and

“ the people calling you Obronni everywhere you go”.

Not surprisingly, African residents on the continent also made similar but somewhat different complaints. These included

“ double standards in your treatment of participants, you lean too much towards our brothers in the Diaspora”.

Of the sampled respondents, just 8% complained about the sanitation in and around the festival grounds, hotels and Cape Coast in general. A



small number of them said the level of infrastructure development was a negative experience, while 6% mentioned value for money as being their negative experience. Here is what one respondent said,

“ my negative experience about Ghana is that of currency. The money sounds big for some of us that are visitors, but at the end of it all, one sees just a few items”.

Another indicated that

“ it seems everybody is interested in \$!!!”.

A little over 4% of respondents mentioned the low standard of living of some locals as a negative experience.

**Table 5.7**  
**Negative Experience.**

Type	Figure	Percentage
Planning & organization	33	33.3
Eurocentric	15	15.15
Sanitation	8	8.08
Infrastructure	1	1.01
Service culture	24	24.24
Security	6	6.06
Language	2	2.02
Low standard of living	4	4.04
Value for money	6	6.06
<b>Total</b>	<b>99</b>	<b>100.00</b>

Source: Field survey, 1997

On suggestions for improving future PANAFEST events, nearly 49% of the sampled respondents said there should be better planning and organization of the festival, (see Table 5.8). Some respondents said,

“ work on the organization”,

“the programme should be well distributed otherwise we will not know what is going on”,

“they should make publicity so large that the whole world will hear about the festival and attend it”,

“ punctuality should be looked upon again concerning the start of programmes thus erasing *blackman time*”.

About 16% of the respondents said there was the need to support the PANAFEST secretariat. Examples of the responses were

“ the secretariat obviously needs support from within”,

“ direct support for John Darkey” (Director of PANAFEST) and

“ there should be a strong campaign to raise funds for future PANAFESTS”.

It also emerged that 10% of the respondents indicated the need to increase participation in the festival.

The need to improve service culture as well as service delivery was mentioned by nearly 13% of the respondents. Interestingly, while 4% of them said there should be an increase in activities, 1% also advocated for a decrease in the number of activities that make up the festival. A local Ghanaian food fair and sports competitions were also suggested.

**Table 5.8**  
**Suggestions for improving future PANAFEST.**

Suggestion	Number	Frequency
Better planning and organization	47	48.45
Support for the Secretariat	16	16.49
Sanitation	4	4.12
Increase in activities	3	3.09
Decrease in activities	1	1.03
Home stays	1	1.03
Improve services	12	12.37
Improve infrastructure	3	3.09
Increase participation	10	10.30
Total	97	100.00

Source: Field survey, 1997

### **5.3 Analysis of variance (ANOVA) on visitors' perception.**

A series of ANOVA statistics were run on participants' perception of the 20 PANAFEST activities and their overall perception of PANAFEST'97 using various socio-demographic characteristics as independent variables. This was to see if these socio-demographic variables influenced perception. The ANOVA method was chosen because it allows the comparison of any number of groups. The groups to be compared which constitute the independent variable are nominally scaled, while the characteristic upon which they are to be compared, the dependent variable is intervally scaled. The analysis is interpreted by comparing the computed F ratio with the theoretical F ratio. If the computed F ratio is greater than the theoretical F ratio, then the null hypothesis is rejected, which means the difference among the means are significant. If the computed F ratio is less than the theoretical F ratio, the null hypothesis is not rejected, which means that the differences among the means is not significant.

Having concluded by rejecting the null hypothesis that there is a significant difference in the treatment means, interest centers on determining which of the means are different. A posterior or post hoc test is then done to determine which means are significantly different.

ANOVA enables one to determine if there is any significant difference in the perception of PANAFEST among the various groups.

Only activities with sub-means different at the 0.05 level of significance are included in the tables and discussion below. Sub-means which were identified as being significantly different using the post hoc test have letters written by them.

Using marital status of participants as an independent variable an ANOVA statistic was run on participants' perception. The results showed that only two activities (Beach Party and Traditional Music presentations) had sub-means significantly different at the 0.05 significant level. In both cases, the significant difference was between the single and married participants (Tables 5.9a & 5.9b). Single participants averaged closer to 1 (very interesting) than married participants. Single participants on the average found these activities to be more interesting than their married counterparts. The average response for each group, however, was close to 1. In the case of the Beach Party, while singles averaged 1.14, those married averaged 1.52. Singles therefore found the Beach Party to be more interesting than the married participants. In the case of Traditional Music presentations, singles averaged 1.06 while that of their married counterparts was 1.36. Here again, singles on the average found this activity to be more

interesting than their married counterparts. For these two activities, the picture that seems to emerge is that singles tend to be more favorably disposed to them than their married counterparts.

On the whole it can be said that perception of the various activities was not influenced to any significant degree by the marital status of participants. However for the Beach Party and Traditional Music presentations, being married or single influenced perception with participants who were single being more favourably disposed to these activities than their married counterparts. These activities appeal more to single participants than married participants.

**Tables 5.9 a & b.**  
**Analysis of variance (ANOVA) of perception of PANAFEST'97 by international participants using marital status as the independent variable.**

**Table 5.9a**

<u>Activity</u>	<u>Independent Variable</u>	<u>N</u>	<u>Mean</u>	<u>Standard Deviation</u>
	Marital status			
Beach Party	Single	59	1.14a	.51
	Married	29	1.52a	.87
	Separated	4	1.00	.00
	Divorced	4	1.00	.00
	Total	96	1.26	.67
Traditional Music Presentations	Single	64	1.06a	.35
	Married	39	1.36a	.78
	Separated	6	1.00	.00
	Divorced	3	1.00	.00
	Total	112	1.16	.55

**Table 5.9b**

	<u>Between Groups</u>			<u>Within Groups</u>			F	SIG
	S.S.	D.F.	M.S.	S.S.	D.F.	M.S		
Beach Party	3.333	3	1.111	36.157	92	.393	2.827	.043
Traditional Music Presentations	2.383	3	.794	30.724	108	.284	2.792	.044

Source: Field survey, 1997

The ANOVA statistics was run again, this time using the level of education completed as the independent variable. Sub-samples of the Akwaaba night activity were found to be significantly different at the 0.05 level of significance (F= 2.684). This is presented in Tables 5.10a and 5.10b. For the Akwaaba night activity, participants who had completed only the primary level of education had a mean response of 2.20 significantly different from all others. A look at Table 5.10a reveals that it is only for participants with primary school level of education who had means greater than 1.4. All others had their mean perception close to 1 (which represents very interesting from the likert scale). While all other educational groups found the Akwaaba night activity to be very interesting, participants with only primary level education found it to be interesting. The reason for this could be that those with a higher than primary school level of education better appreciated what the Akwaaba night activity was about because they were more enlightened than those with only primary school level of education.

The Akwaaba night activity is the only activity that had participants level of education influencing their perception of the activity and the difference was mainly between participants with only primary level of education and participants with above primary level of education.

**Table 5.10a & b**  
**Analysis of variance (ANOVA) of perception of PANAFEST'97 of international participants, using education as the independent variable.**  
**Table 5.10a**

<u>Activity</u>	<u>Independent Variable</u> Education	<u>N</u>	<u>Mean</u>	<u>Standard Deviation</u>
Akwaaba night	Primary	5	2.20a	1.10
	Middle/High school	15	1.27a	.59
	College/University	44	1.36a	.78
	Postgraduate	24	1.21a	.59
	Total	88	1.35	.74

**Table: 5.10b**

	<u>Between Groups</u>			<u>Within Groups</u>			F.	SIG
	<u>S.S.</u>	<u>D.F.</u>	<u>M.S.</u>	<u>S.S.</u>	<u>D.F.</u>	<u>M.S.</u>		
Akwaaba Night	4.206	3	1.402	43.873	84	.522	2.684	.052

Source: Field survey, 1997

When employment status was used as the independent variable to run the ANOVA statistics, three activities were found to have their sub-means significantly different at a significant level of 0.05. These were the Musical performances, Asafo Carnival and Reunion Concert. Here again, sub-means which were found to be different at the 0.05 significance level using the post hoc test have common letters by them. This is presented in Tables 5.11a and



5.11b. A picture that seems to emerge from this particular analysis is that consistently, the average for those in full-time employment and self-employed differed at the 0.05 significance level. For the Musical performances, those in full time employment averaged 1.09 (very interesting from the likert scale) which was found to be significantly different from those employed part-time who averaged 1.83 and self employed 1.48 ( $F=4.167$ ). Participants in full time employment found the Musical performances to be more interesting than participants in self or part time employment. With the Asafo Carnival, the difference was again between those in full time employment and those self employed. Participants employed full time again found the Asafo Carnival to be more interesting than self employed participants. There was also a difference in the sub-means of students (1.00) and the self employed (1.75). Students found the Asafo Carnival to be more interesting than the self employed. Comparing the sub-means for the Reunion Concert, those in full time employment stood out as having their sub-means significantly different from those employed part time, as well as students and the retired/pensioners ( $F = 2.799$ ). Those in full time employment averaged 1 (very interesting from the likert scale), the most favourable response for the activity. Students, part time employees and retired/pensioners found the Reunion Concert less interesting than full time

employees. Consistently for the three activities, those in full time employment had their sub-means different from those in self employment and their sub-means were closer to 1 (very interesting) than that of those in full employment.

The employment status of participants influenced their perception of three activities, namely the musical performance, Asafo Carnival and Reunion Concert. In this instance, the main difference was between participants in full time employment and those in part time employment. Participants in full time employment had a more positive perception of these activities than their counterparts in part time employment. This is deduced from the table, which shows that full time employed participants averaged closer to 1 (very interesting) than those in part time employment, for the three activities. A possible reason for this could be that participants in full time employment were on paid holidays and did not have tight budgets like their part time counterparts.

**Table 5.11a &b**  
**Analysis of variance (ANOVA) of perception of PANAFEST'97 by**  
**international participants using employment status as the independent**  
**variable.**

**Table 5.11a**

<u>Activity</u>	<u>Independent Variable</u>	<u>N</u>	<u>Mean</u>	<u>Standard Deviation</u>
Musical Performance	Full time	87	1.09a	0.39
	Unemployed	5	1.40	0.89
	Student	13	1.31	0.75
	Part time	12	1.83a b	1.03
	Self employed	27	1.48a b	0.85
	Retired/ Pensioner	2	1.00	.00
	Total	146	1.25	0.65
Asafo Carnival	Full time	31	1.13a	0.43
	Unemployed	2	1.00	0.00
	Student	8	1.00b	0.00
	Part time	7	1.29	0.76
	Self employed	12	1.75a b	0.87
	Retired/Pensioner	2	1.00	0.00
	Total	62	1.24	0.67
Reunion Concert	Full time	25	1.00a	0.00
	Unemployed	2	1.00	0.00
	Student	2	1.00	0.00
	Part time	7	1.57a	0.98
	Self employed	11	1.64a	0.92
	Retired/ Pensioner	2	2.00a	1.41
	Total	49	1.27	0.67

**Table 5.11b**

	<u>Between Groups</u>			<u>Within Groups</u>			F	SIG
	<u>S.S.</u>	<u>D.F.</u>	<u>M.S.</u>	<u>S.S.</u>	<u>D.F.</u>	<u>M.S</u>		
Musical Performance	7.982	5	1.596	53.641	140	.383	4.167	.001
Asafo Concert	4.209	5	.842	17.162	56	.306	2.746	.027
Reunion Concert	5.291	5	1.058	16.260	43	.378	2.799	.028

Source: Field survey, 1997

When the ANOVA statistic was run using age as the independent variable, only the visual arts exhibition emerged to have sub-sample means significantly different at the 0.05 significant level (Tables 5.12a & b). Here, participants in the 30-39 age group had their mean perception of 1.61 significantly different from those in the 18-29 and 40-49 age groups who averaged 1.14 and 1.11 respectively ( $F= 2.763$ ). The 30-39 age group found the Visual Arts Exhibition to be less interesting than other age groups. However, the difference in perception was significant for only the 28-29 and 40-49 age groups.

Age influenced participants' perception of only the visual arts exhibition, and all other age groups were more favourably disposed to the exhibition than the 30-39 age group (young adults).

**Table 5.12a&b**

**Analysis of variance (ANOVA) of perception of PANAFEST'97 by international participants using age as the independent variable.**

**Table 5.12a**

Activity	Independent Variable	N	Mean	Standard Deviation
Visual arts Exhibition	Age			
	18-29	14	1.14a	0.53
	30-39	41	1.61a	0.92
	40-49	36	1.11a	0.46
	50-59	26	1.27	0.67
	60& above	4	1.50	1.00
	Total	121	1.33	0.73

**Table 5.12b**

	Between Groups			Within Groups			F	Sig
	S.S.	D.F.	M.S.	S.S.	D.F.	M.S.		
Visual arts Exhibition	5.636	4	1.406	59.141	130	.510	2.763	.011

Source: Field survey, 1997

#### **5.4 Testing of Hypothesis**

This section tests the research hypothesis using the Chi square statistic and analysis of variance. For the Chi square tests, participants were divided into two groups, comprising those of African descent wherever they may be domiciled (within the continent and without), and other participants. The Chi square test was employed to measure the degree of association between participants racial background and their decision to either recommend Ghana as a tourism destination or revisit Ghana. The Chi square statistic was

considered appropriate because of the non-parametric nature of the data. For the analysis of variance, participants were divided into three groups, namely Africans on the mother continent, Africans in the diaspora and other participants.

To test the hypothesis that: there is no relationship between participants' decision to recommend Ghana to friends and their racial background, a Chi square test was done using the figures in Table 5.13 below.

**Table 5.13**  
**Recommend Ghana by RACE (Market) Crosstabulation N= 184**

**Race \* RECOMMEND GHANA Crosstabulation**

		RECOMMEND GHANA		Total
		YES	NO	
Race	Africans	Count 110	7	117
		% within Race 94.0%	6.0%	100.0%
	Others	Count 01	0	07
		% within Race 91.0%	0.0%	100.0%
Total		Count 171	13	184
		% within Race 92.0%	7.1%	100.0%

Source: Field survey, 1997.

The resulting calculated value for the chi-square ( $\chi^2$ ) value was 0.573, which was significant at 0.226. Since the calculated value of 0.573 is less than the critical value of 3.84 at 0.05 significant level, the null hypothesis that there is no relationship between participants decision to recommend

Ghana to friends and their racial background is not rejected. From the Table (5.4.1), it is seen that 171 (92.9%) of the respondents said they would recommend Ghana to friends and relatives while 13 said they would not recommend Ghana as a tourism destination to friends and relatives. Of the 117 respondents of African descent, 94% indicated that they would recommend Ghana as a tourism destination while 6% said they would not. This compares closely with the 91% for other visitors who indicated that they would recommend Ghana and 9% who said they would not. It can be concluded that the decision to recommend Ghana as a tourism destination is not related to the racial background of participants to PANAFEST'97. It can also be concluded that participants are willing to recommend Ghana as a tourism destination to friends and relatives back home and that this decision is irrespective of racial background.

To test the hypothesis: there is no relationship between participants' decision to return to Ghana and their racial background, a Chi square test was run and the results are presented in Table 5.14.

**Table 5.14**  
**Revisit Ghana by RACE**

Race \* REVISIT ATTRACTIONS Crosstabulation

			REVISIT ATTRACTIONS		Total
			YES	NO	
Race	Africans	Count	111	7	118
		% within Race	94.1%	5.9%	100.0%
	Others	Count	57	7	64
		% within Race	89.1%	10.9%	100.0%
Total		Count	168	14	182
		% within Race	92.3%	7.7%	100.0%

Source: Field survey, 1997

The resulting chi square value ( $\chi^2$ ) was 1.464 which was significant at a level of 0.226. Since the calculated value of 1.464 is less than the critical value of 3.84 at a level of 0.05 significance, the null hypothesis that there is no relationship between participants' decision to return to Ghana and racial background is not rejected. From the table (5.14), it is clear that 168 or 92.3% of the 182 respondents indicated their willingness to return to (revisit) Ghana. A total of 111 (94.1%) of the 118 respondents of African descent indicated their willingness to return to Ghana, while only 5.6% or 7 said they would not revisit Ghana. This compares to the 89.1% (57) of the 64 respondents of other racial backgrounds who indicated that they would revisit Ghana as opposed to 10.9% who said they would not be coming back to Ghana. It is concluded that participants are willing to return to Ghana to



see other attractions and this decision is irrespective of their racial background.

To test the hypothesis that foreign visitors' perception did not differ with their racial background, an analysis of variance (ANOVA) was done on the 22 PANAFEST activities, using race as the dependent variable. One way analysis of variance was performed to test whether the means of the sub-samples are significantly different from each other. Activities found to have their sub-means different at a significant level of 0.05 are presented in Tables 5.15a & b. Sub-means which were found to be significantly different have similar letters written by them. From the table, it can be seen that only the exhibition on slave routes had sub-means significantly different at the 0.05 level of significance. Looking at the table, it is seen that sub-means for the following groups differ: African Americans and Africans, African Americans and Europeans, and African Americans and African Caribbeans. This particular analysis presents an interesting picture where African American participants averaged 1.67 (closest to 2, interesting), and was significantly different from the others ( $F = 3.552$ ). All other groups had their sub-means lower than 1.4 (very interesting), with Africans from the Caribbean averaging a perfect 1 (very interesting). African Americans who have been generally described as being twice removed, first from Africa to

the Caribbean and then to the United States of America may have higher expectations and possibly tend to expect more when issues of the slave trade come up. It seems Africans in the Caribbean are more open minded on the issue of their slave history and are more ready to deal with it.

**Table 5.15a&b**

**Analysis of variance (ANOVA) of Participants' perception of PANAFEST'97 using ethnicity as the independent variable.**

**Table 5.15a**

Activity	Dependent	N	Mean	Standard
	Variable			Deviation
	Ethnicity			
Exhibition on the Slave Routes	African	39	1.10a	.45
	European	19	1.11b	.46
	White American	19	1.32	.67
	African American	15	1.67a b c	.98
	African Caribbean	14	1.00c	.00
	Total	106	1.21	.60

**Table 5.15b**

	<u>Between Groups</u>			<u>Within Groups</u>			F	SIG
	S.S.	D.F.	M.S.	S.S.	D.F.	M.S		
Slave Route	4.616	4	1.154	32.818	101	.325	3.552	.009

Source: Field survey, 1997

## 5.5 Summary

This chapter has examined visitors' perception of PANAFEST'97 and from the discussion, it can be concluded that participants to PANAFEST'97 found the festival to be interesting and as such met their expectation. The positive perceptions of participants include the hospitality of Ghanaians in general and that of the people of the Cape Coast and Elmina areas in particular. The cultural experience afforded the participants was another positive perception of the festival.

There were, however, some negative perceptions in the form of complaints which were mainly directed at the planning and organisation of the festival. This was said to have fallen short of expectation. In this regard, some participants felt that it was due mainly to the lack of support (material and financial) for the secretariat.

On suggestions for improving future PANAFEST events, majority of respondents (65%) said there was the need for better planning and organisation (beginning programmes on time and scheduling activities so that participants can attend as much as they would like) and support for the secretariat (resources to adequately plan, promote and organise the festival to draw as many people as possible and make it worth attending). The next

was that the service culture or quality of service delivery left much to be desired. Africans in the Diaspora complained that the festival was Eurocentric and this particular complaint could in future be a cause for social conflict.

The selected attractions and services were generally perceived as being good though there were complaints about the service culture. Tourism information services, value for money spent and health services were generally not seen as being of good quality.

Majority of respondents (92%) were of the view that PANAFEST'97 was interesting and socio-demographic characteristics had little influence on their perception of most activities. This could, however, be due to the fact that PANAFEST is a relatively new festival and therefore expectations of participants were not very high and participants were willing to understand that there would be teething problems. It can also be concluded that PANAFEST does have the potential to serve as a promotional tool for the tourism industry in Ghana, given the proportion of respondents who were willing to recommend Ghana, back home and come back to visit Ghana themselves.

It is realised that as suggested in the model, elements of the individual, stimulus and situational characteristics played a role in

influencing the perception of various activities. However, what has not been done and was not an objective of the study, was how much these variables contribute to the overall perception of PANAFEST. A few activities had individual characteristics significantly influencing their perception. It has, however, been pointed out that the short history of the festival could be a reason for this, as participants mostly came with an open mind ready to accept almost anything. The next and final chapter, provides the summary, implications, recommendations and conclusions of the study.

## CHAPTER SIX

### SUMMARY, IMPLICATIONS, RECOMMENDATIONS AND CONCLUSIONS.

#### 6.0 Summary

The purpose of the study was to assess the perceptions of international participants to PANAFEST'97. This was to help identify the major strengths and weaknesses of the festival in order to be able to strengthen future PANAFEST. A more enhanced PANAFEST should establish PANAFEST as a premier festival of international repute attracting a large number of both domestic and international visitors.

Data for the study was collected from two main sources. Primary data was gathered through the administration of a self-completed questionnaire to 188 participants during the period of the festival. This figure represents 9.4% of the estimated 2000 foreign participants to PANAFEST'97. The data collection was affected by a number of factors namely, (1) the survey instrument being in the English language, (2) the refusal of most visitors from the Caribbean to complete the questionnaire because they felt they were not visitors, (3) other studies being conducted, using the same target population and (4) the erratic movement and accommodation patterns of

visitors. Despite these problems, the response rate was 75%, and this it was felt was quite high and returned questionnaires proved useful for the study. Secondary data was gathered from journals books and publications related to the study.

The analysis of the data collected was mainly descriptive using tables and frequencies. However there were a series of ANOVA tests run using a number of socio-demographic variables as independent variables to find out if these influenced perception. Some Chi square tests were also run to test the hypothesis. These provided an insight into participants' perception of PANAFEST'97.

From the analysis, it emerged that Participants to PANAFEST'97 were mostly middle aged men on their first visit to Ghana, single with at least college/ university level of education and travelling in a group which was not necessarily part of their family. They were at PANAFEST'97 because of their interest in African and Ghanaian culture and Pan-Africanism. On the average, 85% of respondents found the festival to be interesting with 2.9% finding it boring. At the individual level, three activities (Traditional Music presentations, youth day celebrations and state dance) had at least 90% of respondents rating them as interesting. On the other hand, six activities (Colloquium, Women's Day, Bakatue Regatta, visit

to village community, Reunion Concert and Church Service) had less than 80% positive ratings.

Given that 92% of respondents are willing to recommend Ghana as a tourism destination to friends and relatives back home and are willing to come back themselves to visit Ghana, it can be concluded that PANAFEST if well planned and promoted can be a tool for cultural tourism development.

For the selected tourist attractions and services, the Kakum National Park, Elmina and Cape Coast Castles, Brenu Beach and hospitality of Ghanaians, were rated by over 80% of respondents as being good. However for Night Life, Tourism Information Services, Value for money spent, Services of Tour Operators, and Health services, less than 50% of respondents rated them as good. Not surprisingly, these services had more than 10% of respondents rating them bad with Tourism Information services topping the list with about 45% respondents rating it as poor.

From the findings of the research, there was no reason to reject the research hypotheses that:

1. There is no significant difference in the perception of PANAFEST'97 among participants from different racial (for example Africans and non Africans) backgrounds.



2. There is no relationship between participants' racial background and their decision to recommend Ghana to friends.

3. There is no relationship between participants' racial background and their decision to revisit Ghana

This is not surprising given the fact that over 85% of respondents had the same perception (positive) of the festival. If participants' perception had been spread across the spectrum (very interesting to very boring), then the racial background could have accounted for the different perceptions. For the second and third hypotheses, over 92% of respondents were of the same view, and therefore, racial background did not significantly influence their decision to either come back to Ghana or recommend Ghana as a destination to friends back home. It is to be noted that despite the influence of race, it is not impossible for people of different races to perceive certain things in the same way.

The suggested model has proved useful in helping to analyse participants' perceptions of PANAFEST'97. The three major characteristics (individual, stimulus and situational) in various ways influenced individuals perceptions of PANAFEST as was suggested in the model. At the activity level, it was realized that the individual characteristics of participants influenced their perception of certain activities as has been suggested by Kotler et al. (1996).

Situational and stimulus characteristics also influenced perception as was seen from the positive and negative experiences of participants. Comments from participants on their positive and negative experiences and recommendations for improving PANAFEST, give an indication of their perception of the planning and organization of the festival, quality of services in/around Cape Coast and Elmina and near by tourist attractions. For the festival as whole, participants virtually agreed that it was interesting. From the analysis however, it would seem that racial background of participants did not influence perception very much. On the basis of their experiences and perceptions formed at PANAFEST'97, participants were willing to recommend Ghana to friends and relatives in their countries of origin and revisit Ghana at a later date. This was the decision taken for future consumption behavior. As has been said earlier, PANAFEST is a relatively young festival and is yet to create an identity of its own as a cultural event. This could be the reason for the race not influencing perception very much. It could also be that irrespective of their racial background, most participants found the festival to be interesting.

## **6.1 Implications and Recommendations**

The main objective of the study has been to examine visitors perception of PANAFEST'97, and to find out if PANAFEST can be used as

a tool to market Ghana as a tourism destination. In addition, it was to provide a framework for the collection of data on future events of this nature.

From the findings of the study, it can be concluded that PANAFEST'97 was successful from the point of view of international participants. PANAFEST has the potential of becoming a powerful tool for marketing Ghana, if efforts are made to ensure that participants leave with positive experiences. Advertising by word of mouth should not be underestimated.

The study also brought to light the issues involved in conducting such a study on a transient population and under conditions where the study population has little time available. These are critical to any future studies of this nature in Ghana.

As at the time of writing, the decision had been made to change the time of holding the festival from late August to early September (when the holiday season would be almost over), to late July to early August. This would make PANAFEST not only coincide with the peak tourist season, but also the Emancipation Day activities. This, it is hoped, would make PANAFEST even more attractive to Africans in the Diaspora. It is to be noted that Ghana is the only country in Africa to hold Emancipation Day activities

Inspite of the positive perceptions of the festival, a number of lapses were perceived. Some were the poor planning and organisation of the festival, sanitation and poor service culture. In order to improve the quality of PANAFEST events and tourism in Ghana, the following are recommended.

- The misgivings and negative perceptions of the participants be addressed. The issue of the poor planning and organisation of the festival, which resulted in late starting of activities, among others, needs to be looked at.
- There might also be the need to widen the planning committee of the festival to include influential Africans both on the continent and in the Diaspora to increase support (financial and otherwise) to the secretariat.
- There is the need to reconceptualise the Womens' Day activity to make it more interesting or delete it from the programme of activities for the festival. This is because this activity had the least number of positive ratings.
- It is also suggested that in future, during the festival, a desk be set up at the Kotoka International Airport to receive, welcome and answer the questions of all visitors particularly Africans in the Diaspora who might

be on their first trip to Africa. This is because for quite a number of them, the emotions that they experience are beyond their understanding and control. The desk should be manned by Ghanaians and Africans in the Diaspora now back home and well versed in the history of Africans to understand what the newcomers go through.

- For future data collection, the following are suggested. This study needs to be replicated for subsequent PANAFEST events, as a basis of gathering data for trend analysis. To do this effectively, the PANAFEST secretariat should inform participants of such an exercise and seek the co-operation of participants. Though it would be easier and more convenient to use PANAFEST guides, to distribute and retrieve questionnaires, in order to remove any element of bias, trained outsiders should be used to assist in data collection. These field assistants should be well trained to deal with Africans in the Diaspora. As a result, the use of such words as “foreigners” or “visitors” should be discouraged. Instead the use of participants should be encouraged. Field assistants should be able to speak at least two international languages. The preferred international languages should be English and French, as Ghana, an English speaking country is surrounded by French speaking countries. The help of hotels and places of accommodation should be sought in administering of

questionnaires and maybe a raffle draw for returned questionnaires to increase the response rate.

- A replication of the above study on the major festivals of the country is suggested to provide a database of festivals in the country. This could be the start of an exercise that could later be broadened to look at other aspects such as how much socio-demographic variables contribute to the perception of these festivals and how Ghanaians themselves see these festivals. Areas of future research which are of interest include planning and organising the festival, residents perception of PANAFEST, Impact of PANAFEST on the surrounding environs and visitors perception of quality of service during the festival.
- The Cape Coast and Elmina Castles were identified as very good tourist attractions and should be marketed vigorously to attract more visitors to Ghana.
- Health Services and Tourist Information Services, which were identified as being poor need to improved.
- It is suggested that the Ghana Tourist Board in collaboration with the department of Geography and Tourism (University of Cape Coast) should mount training programmes and short courses for staff of

auxiliary tourism establishments. This is because visitors to events do patronise the services of auxiliary tourism operators such as hotels, restaurants and tourism information offices. The quality of service delivery of these outfits, influence how these events are perceived. There is therefore the need for the Ghana Tourist Board to strictly supervise these establishments and maintain high standards of service delivery.

- Environmental problems as well as sanitation need to be given critical consideration. The fact is when tourists talk of security, it includes their health and they would think twice before going where they think their health would be put at risk. In addition, it is not a pleasing sight to see rubbish everywhere. That some participants complained about environmental conditions at the Bazaar grounds is something that should not be taken lightly. During the Central Expo'98, held at the same grounds as the PANAFEST Bazaar, it was noticed that the environmental conditions at the grounds were bad with litter and rubbish lying about. In addition, the grounds are too close to the main Trans West African highway and speeding vehicles pose a danger to life. This, it is hoped will not be a feature of PANAFEST'99 and subsequent events. It is suggested that the grounds as a matter of urgency be moved from the present location to a more suitable one.

- To promote Ghana and PANAFEST, it is recommended that tourism desks be set up in all Ghanaian embassies (outside) and certain international tour agencies be contracted to promote Ghana with the provision of the necessary marketing literature.
- There might also be the need to use airlines in distributing brochures on Ghana and the national airline (Ghana airways) can be made to screen a 10 minute documentary on tourism in Ghana on all its international flights.
- The Ministry of Tourism and the PANAFEST Secretariat have to work harder to get Tour Operators outside Ghana interested in Ghana and organise tours to Ghana. These tour agencies need to be given the necessary information on attractions and events in Ghana to enable them to organise tours to coincide with these events.

## 6.2 Conclusion

The main objective of the study has been to examine visitors' perception of PANAFEST'97 and find out if PANAFEST can be used as a tool to market Ghana as a tourism destination. In addition, the



study was to provide a framework for the collection of data on similar and future events of this kind.

From the foregoing, it can be concluded that PANAFEST'97 was successful from the point of view of foreign participants and can, indeed, if well-managed and promoted be used as tool for marketing Ghana. However, the relatively short history of the festival could account for this seeming success and it is believed that if steps are not taken to address the misgivings of the participants, perception of the festival might turn negative after the initial euphoria and novelty associated with the new and young event.

The study has also shown the challenges involved in conducting such a study, given the length of stay and hectic time schedules kept by visitors to festival events. A lot of ingenuity and incentives would be needed to convince such tourists to participate in these researches.

The main model (information processing for consumer decision making Hawkins 1989) proved useful in analysing participants' perception. There was however the need for some modification to bring out the salient variables that influenced perception and adapt it to the specific event (PANAFEST). What the model does not do and

was not part of the study was to find out how much each of these salient variables contributed to perception. A study to find out which of the Individual, Situational or Stimulus characteristics contributed most to the perception formed would be an appropriate follow up to the present study.

The following areas are suggested for future research on PANAFEST and other events in Ghana, (1) the economic impact of PANAFEST, (2) residents' perception of PANAFEST, (3) attendance, motivations of PANAFEST and (4) marketing of PANAFEST.

Appendix 1: Programme of activities for PANAFEST'97.

DATE	TIME	EVENT	VENUE	REMARKS
THURS 28Aug	-  8:00pm	Arrival Registration of Participants  Community "Akwaaba" Night	Cape Coast & Elmina  Elmina	Cape Coast Theatre & Elmina Assembly Hall  Performances, Messages etc,
FRI 29Aug	11am- 1:00pm  3:00pm  4:00 - 6:00pm  8:00pm    Midnight	Memorial & Remembrance Day. Uniting the African Family - Traditional Welcoming Ceremony <i>Procession &amp; Wreath laying</i> <i>Atonement Rites</i> <i>Akwaaba - (Traditional</i> <i>Welcome Ceremony)</i>  Moslem Worship and Prayers for PANAFEST '97  <u>Opening Ceremony of:</u> [a] PANAFEST Bazaar [b] Pan-African Visual Arts Exhibition [c] Celebration of 300 Years of Bonwire Kente [d] Exhibition on Slave routes of Northern Ghana  Traditional Music Presentation & Live Band Performances  Reverential Night  Inauguration of the flood- lighting of Cape Coast & Elmina Castles and Fort St. Jago	Frontage, Elmina Castle    Forecourt, Cape Coast Theatre  Forecourt, Cape Coast Theatre  Cape Coast  Cape Coast Castle	From the Regions of Ghana  Symbolic lighting of torch at Elmina Castle & Candle light procession from Mfantsipim junction thro' Victoria Park to Cape Coast Castle & Slave dungeons  Flood-lights will come on simultaneously at the three monument

<p><b>SAT</b> 30 Aug</p>	<p>6:00-1:00am  9:00am  10:00am  7:30pm  7:30pm</p>	<p>Carnival &amp; Float  Opening of the Exhibition on the building history of the Cape Coast Castle  Durbar of Chiefs &amp; Official Opening of PANAFEST '97  Performances [Theatre]  Performances  Performances [Musical]</p>	<p>Elmina &amp; Cape Coast  Cape Coast Castle  Victoria Park, Cape Coast  Cape Coast Theatre [Indoor]  Elmina Castle  Forecourt, Cape Coast Theatre</p>	<p>Thro' Ceremony streets</p>
<p><b>SUN</b> 31 Aug</p>	<p>9:00 - 11:00am  11:30 - 1:00pm  1:30 - 6:00pm  7:30pm  7:30pm</p>	<p>Inter-Denominational Church Service  Canoe Regatta  Beach Party  Performances [Theatre]  Performances  Performances [Musical]</p>	<p>Frontage, Elmina Castle  Benya Lagoon, Elmina  Brenu Akyinmu Beach  Cape Coast Theatre, [Indoor]  Elmina Castle  Forecourt, Cape Coast Theatre</p>	

MON 1 Sept.	6:00 - 8:00am	Asafo Carnival	Cape Coast/Elmina	
	9:30am	Opening ceremony of 5-day Pan-African colloquium	University of Cape Coast	
	2:30 - 6:00pm	Pan-African Colloquium Sessions	University of Cape Coast	
	3:00pm - 5:30pm	Traditional Music Presentations	Forecourt, Cape Coast Theatre	
	7:30pm	Performances [Theatre]	Cape Coast Theatre [Indoor]	
	7:30pm	Performances [Musical]	Elmina Castle Forecourt, Cape Coast Theatre	
TUES 2 Sept.	<b>WOMEN'S DAY</b>			
	7:00 - 9:00AM	Carnival & Women's Day Float	Cape Coast	Float begins in Elmina and Cape Coast and ends at Cape Coast Theatre.
	10:00 - 6:00pm	Women's Day' Symposium, Performances & Exhibition	Cape Coast Theatre	Morning sessions of Pan-African Colloquium at Women's Day Programme.
	2:00 - 6:00pm	BAKATUE ( <i>Canoe regatta</i> ) ( <i>Oguaa Fetu Afahye Programme</i> )	Fosu Lagoon, Cape Coast	
	2:30 - 6:00pm	Pan-African Colloquium Sessions	University of Cape Coast	
	3:00pm - 5:30pm	Traditional Music Presentations	Forecourt, Cape Coast Theatre	
	7:30pm	Performances [Theatre]	Cape Coast [Indoor]	
	7:30pm	Performances	Elmina	
7:30pm	Performances [Musical]	Forecourt, Cape Coast Theatre		
9:00pm				

<b>WED</b> 3 Sept.	6:00 - 8:00am	Carnival	Elmina	<b>Traditional Ceremonies</b> <ul style="list-style-type: none"> <li>. Naming Ceremony</li> <li>. Puberty Rites</li> </ul>
	10:00am - 5:00pm	Children's Programme	Cape Coast Theatre	
	10:00 - 12:30pm	3rd Day of Pan-African Colloquium	University of Cape Coast	
	3:00pm - 5:00pm	Visit to the Central Region House of Chiefs & Traditional Interaction	Central Region House of Chiefs	
	7:30pm	Visit to Village Community & Traditional Get-together	Ampenyi & Dampoase-K.E.E.A. District	
	7:30pm	Performances [Theatre]	Cape Coast Theatre [Indoor]	
	7:30pm	Performances [Musical]	Elmina Castle	
	9:00pm		Forecourt, Cape Coast Theatre	
<b>THURS</b> 4 Sept.	<b>YOUTH DAY</b>			
	6:00 - 9:00am	Rehabilitating the Environment	Elmina/Cape Coast	
	10:00 - 1:00pm	4th Day of Pan-African Colloquium	University of Cape Coast	
	10:00 - 6:00pm	Youth Day Symposium and Funfair	Cape Coast Theatre	
	2:00 - 6:00pm	Workshop on Traditional Dance	Town Hall, Cape Coast	
	2:30 - 6:00pm	Pan-African Colloquium Sessions	University of Cape Coast	
	7:30pm	Performances [Theatre]	Cape Coast Theatre [Indoor]	
	7:30pm	Performances [Musical]	Elmina Castle	
9:00pm		Forecourt, Cape Coast Theatre		

FRI 5 Sept.	1:00 - 1:00pm	<b>OMAN PURIFICATION</b> ( <i>Oguaa Fetu Afahye Programme</i> )	Cape Coast	
	10:00 - 12:30pm	Pan-African Colloquium Sessions	University of Cape Coast	
	2:30pm	Closing Ceremony of 5-day Pan-African Colloquium	University of Cape Coast	
	4:00 - 5:30pm	Traditional Music Presentations	Forecourt, Cape Coast Theatre	
	7:30pm	Performances [Theatre]	Cape Coast Theatre [Indoor]	
	7:30pm	Performances	Elmina Castle	
	9:30pm - 6:00am	The "Reunion" Concert	Forecourt, Cape Coast Theatre	
SAT 6 Sept.	10:00am	Oguaa Fetu Afahye Durbar Day	Victoria Park, Cape Coast	
	8:00pm	Afahye State Dance Performances	Cape Coast Theatre Elmina	
	8:00pm			
SUN 7 Sept.	9:00am	Oguaa Fetu Afahye Church Service	Cape Coast	
	1:00pm - 5:30pm	Live Band Performances	Forecourt, Cape Coast Theatre	
	8:00pm	Official Closing of PANAFEST '97 - Awards Night & Festival Dance	Cape Coast Theatre [Indoor]	

**Appendix 2: Research instrument.**  
**SURVEY OF VISITORS' PERCEPTIONS OF PANAFEST '97**

This study is for a Masters thesis, being conducted in the Department of Geography and Tourism at the University of Cape Coast. The study is based on a sample and therefore your participation is very critical and your completion of this questionnaire would help us to understand your perceptions towards PANAFEST'97.

You are kindly requested to answer all questions. Thank you very much for your time.

**PART ONE; GENERAL INFORMATION**

1. I am a national of ..... ( name of country)
2. I am resident in ..... ( name of country)
3. How did you arrange your visit to Ghana? Through, (check all that apply)
  - i. Tour operator
  - ii. travel agent
  - iii. self
  - iv. airline
  - v. through friends
  - vi. others

Please specify.....
4. Is this your first time in Ghana? Yes  No
5. If no, how many previous trips have you made to Ghana?.....
6. Are you travelling in a group? Yes  No
7. If yes, how many are you in the group? .....
8. Are you travelling with your family? Yes  No
9. How do you move about while in Ghana? (Check one or all that apply)
  - i. tour bus/coach
  - ii. car hire/rental
  - iii. taxi/trotro
  - iv. bike
10. What kind of accommodation facility are you using while in Ghana?(Check one or all that apply)
  - i. hotel
  - ii. motel
  - iii. guest house
  - iv. staying with friends/relatives
  - v. rented rooms/homes
  - VI. university hall



11. What was your source of general information on Ghana?  
(Check one or all that apply).
- i. friends/relatives
  - ii. television/ video
  - iii. Internet /World Wide Web
  - viii. others  (specify).....
  - ix.
  - iv. Newspapers/magazines
  - v. travel and tour agent
  - vi. Panafest organisers
12. What was your source of information on PANAFEST '97? (Check one or all that apply)
- i. friends/relatives
  - ii. television/video
  - Internet/WorldWideWeb
  - iv. newspapers/magazines
  - v. travel and tour agent
  - vi. others
  - iii.

(Please Specify).....

13. What are your reasons for visiting Ghana? .....
- .....
14. What are your reasons for attending PANAFEST? .....
- .....
- .....
15. In which month do you think future PANAFEST should be held?
- .....
- .....

16. When did you register for Panafest ?
- i. less than 2 weeks ago
  - ii. 2-4 weeks ago
  - iii. 1-3 months ago
  - iv. 4-6 months ago
  - v. over 6 months ago

17. When did you receive the final Panafest programme?
- i. less than 2 weeks ago
  - ii. 2-4 weeks ago
  - iii. 1-3 months ago
  - iv. 4-6 months ago
  - v. over 6 months ago

18. Which other International festivals have you attended in the last 5 years?

	Name	Country
1.	.....	.....
2.	.....	.....
3.	.....	.....

## PART TWO: PERCEPTION OF PANAFEST ACTIVITIES

Please rank your level of satisfaction with the following major PANAFEST Activities that you have attended, using a scale of 1-5 where 1 represents VERY INTERESTING(VI), 2 represents INTERESTING(I), 3 represents NEITHER INTERESTING NOR BORING(N) , 4 represents BORING(B) and 5 VERY BORING(VB) with a last scale 8 representing DID NOT PARTICIPATE or ATTEND (NA).

	VI	I	N	B	VB	NA
1. Community Akwaaba Night	[1]	[2]	[3]	[4]	[5]	[8]
2. PANAFEST Bazaar	[1]	[2]	[3]	[4]	[5]	[8]
3. Pan African Visual Arts Exhibition	[1]	[2]	[3]	[4]	[5]	[8]
4. Celebration of 300 Years of Bonwire	[1]	[2]	[3]	[4]	[5]	[8]
5. Exhibition on Slave Routes of Northern Ghana	[1]	[2]	[3]	[4]	[5]	[8]
6. Official Opening Ceremony	[1]	[2]	[3]	[4]	[5]	[8]
7. Performances(theatre)	[1]	[2]	[3]	[4]	[5]	[8]
8. Performances(musical)	[1]	[2]	[3]	[4]	[5]	[8]
9. Beach Party	[1]	[2]	[3]	[4]	[5]	[8]
10. Colloquium Sessions	[1]	[2]	[3]	[4]	[5]	[8]
11 Womens Day Activities	[1]	[2]	[3]	[4]	[5]	[8]
12. Traditional Music Presentations	[1]	[2]	[3]	[4]	[5]	[8]
13Asafo Carnival	[1]	[2]	[3]	[4]	[5]	[8]
14.Bakatue(Canoe Regatta)	[1]	[2]	[3]	[4]	[5]	[8]
15.Visit to Regional House of Chiefs	[1]	[2]	[3]	[4]	[5]	[8]
16.Visit to Village Community	[1]	[2]	[3]	[4]	[5]	[8]
17.Youth Day Activities	[1]	[2]	[3]	[4]	[5]	[8]
18.Reunion Concert	[1]	[2]	[3]	[4]	[5]	[8]
19.Oguaa Fetu Afahye Durbar	[1]	[2]	[3]	[4]	[5]	[8]
20.Afahye State Dance	[1]	[2]	[3]	[4]	[5]	[8]
21.Afahye Church Service	[1]	[2]	[3]	[4]	[5]	[8]
22.On the whole Panafest Was	[1]	[2]	[3]	[4]	[5]	[8]

Next please rank your perceptions of the following tourist attractions and services on a 1-5 scale where 1 represents VERY GOOD (VG), 2 represents GOOD (G), 3 represents AVERAGE (A), 4 represents POOR (P) and 5 VERY POOR (VP) and 8 NO OPINION(NP).

	VG	G	A	P	VP	NP
1. Kakum National Park	[1]	[2]	[3]	[4]	[5]	[8]
2. Elmina Castle	[1]	[2]	[3]	[4]	[5]	[8]
3. Cape Coast Castle	[1]	[2]	[3]	[4]	[5]	[8]
4. Fort St Jago	[1]	[2]	[3]	[4]	[5]	[8]
5. Brenu Beach	[1]	[2]	[3]	[4]	[5]	[8]
6. Services in Hotels and Restaurants	[1]	[2]	[3]	[4]	[5]	[8]
7. Night Life	[1]	[2]	[3]	[4]	[5]	[8]
8. Tourist Information Services	[1]	[2]	[3]	[4]	[5]	[8]
9. Hospitality of Ghanaians	[1]	[2]	[3]	[4]	[5]	[8]
10. Value for Money spent	[1]	[2]	[3]	[4]	[5]	[8]
11. Services of Tour Operators	[1]	[2]	[3]	[4]	[5]	[8]
12. Security Services	[1]	[2]	[3]	[4]	[5]	[8]
13. Health Services	[1]	[2]	[3]	[4]	[5]	[8]



11. Which of the following categories best describes your average household annual income (before taxes)? (Please check one)

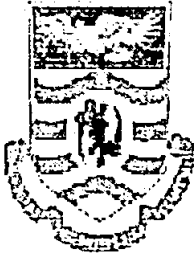
- |                        |                          |                         |                          |
|------------------------|--------------------------|-------------------------|--------------------------|
| i. Less than \$20,000  | <input type="checkbox"/> | vi. \$60,000-\$69,999   | <input type="checkbox"/> |
| ii. \$20,000-\$29,999  | <input type="checkbox"/> | vii. \$70,000-\$79,999  | <input type="checkbox"/> |
| iii. \$30,000-\$39,999 | <input type="checkbox"/> | viii. \$80,000-\$89,999 | <input type="checkbox"/> |
| iv. \$40,000-\$49,999  | <input type="checkbox"/> | ix. \$90,000-\$99,999   | <input type="checkbox"/> |
| v. \$50,000-\$59,999   | <input type="checkbox"/> | x. \$100,000 & above    | <input type="checkbox"/> |

Or please state (i) Amount.....  
ii) Currency.....  
iii) Country.....

Please feel free to use the space provided below to tell us about your:

- a. Positive experience.....  
.....  
.....
- b. Negative experience.....  
.....  
.....
- c. Suggestions for improving future PANAFEST events.....  
.....  
.....
- d. Activities or events that should be added to future PANAFESTS.....  
.....  
.....
- e. Suggestions for improving Tourism in Ghana.....  
.....  
.....

Thank you very much we hope you will enjoy the rest of your stay in Ghana and do come back another time.



**UNIVERSITY OF CAPE COAST  
CAPE COAST, GHANA**

**DEPARTMENT OF GEOGRAPHY & TOURISM**

UNIVERSITY POST OFFICE, CAPE COAST, GHANA, WEST AFRICA

Phone 34072 (Head of Department), Telex 2552, UCC, GH.

Fax 233-42-33173/32086, E-mail GEOTOURISM@ucc.gn.apc.org / csucc@ghana.com (Geotourism)

Your Ref.:.....

Our Ref. **GTD.5**.....

**August 22**.....19**97**.

Dear Sir/Madam,

**TO WHOM IT MAY CONCERN**

The holder of this letter Mr. Edem K. Amenumey is a M.Phil student of M.Phil Tourism in the UNIVERSITY OF CAPE COAST, Faculty of Social Science. He is required to carry out a research study on a topic in Tourism.

The research topic of this student is:

Foreign Visitors' Perceptions of PANAFEST'97:  
A study In Special Events Tourism

I shall be very grateful if you will offer him any facilities and help at your disposal by way of giving him access to any information you think will be useful to his work. By this letter we have authorised the holder to approach you with assurance that you will help in any way you can.

Thank you very much.

Yours Faithfully,

Prof L. A. Dei

Head of Department.

## Appendix :4 Calendar of major festivals in Ghana

Month	Festival	Region
January	Adae & Akwasidae	Ashanti Region
	Rice Festival	Volta Region
	Odwira	Ashanti Region
	Kpini-kyiu	Upper Region
	Danso Abiam Afahye	Brong Ahafo Region
	Ntoa Fokuokese	Brong Ahafo Region
	Kwafie Festival	Brong Ahafo Region
	Tenghana	Upper Regions
February	Dzawuwu	Volta Region
	Edina Buronya	Central Region
	Ramadan	Northern Region
	Rice Festival	Volta Region
	Ramadan	Upper East Region
	Odwira	Brong Ahafo Region
	Damba	Upper East Region
March	Apoo	Brong Ahafo Region
	Volo Festival	Volta Region
	Lekoyi Festival	Volta Region
	Kotokyiyi	Central Region
	Ogyapa	Central Region
	Kyiu- Sung	Upper Regions
	Golgu	Upper East Region
	Kurubi Afahye	Brong Ahafo Region
	Lalue Kledo	Eastern Region
	Bobun or Dipo	Eastern Region
Ngmyem	Eastern Region	
April	Wodomi or Kantangmle	Eastern Region
	Ohum Festival	Eastern Region
	Dam	Northern Region
	Bungum	Northern Region
	Dipo	Eastern Region

May

Aboakyer	Central Region
Don	Upper Regions
Donkyi Afahye	Brong Ahafo Region
Sallah	Northern Region
Chimii	Upper East Region

June

Nkyidwo	Ashanti Region
Apiba	Central Region
Ahoba Kuma	Western Region
(Hegira) Dzimbenti or Bungum	Upper Regions
Jemene Afahye	Brong Ahafo Region
Bungum	Northern Region
Fire	Northern Region & Upper Regions
Dongu	Upper East Region

July

Bakatue	Central Region
Yam Festival	Northern Region
Edjodi	Central Region
Wodom	Eastern Region
Bugumlobre	Upper Regions
Jimbanti	Upper East Region
Dzumbanti	Upper East Region
Afenorto	Volta Region

August

Asafotufiam	Greater Accra Region
Odambea	Central Region
Damba	Upper West Region
Akumasu	Central Region
Eguado To	Western Region
Ahoba Kese	Western Region
Bayere Afahye/Yam Festival	Brong Ahafo Region
Akwambo	Central Region
Ohum Festival	Eastern Region
Odwira	Eastern Region
Agbamevoza (Kente Festival)	Volta Region
Nkronu	Western Region



## September

Fetu Afahye	Central Region
Kobine	Upper West Region
Homowo	Greater Accra Region
Yam Festival	Volta Region
Afahye (Yam Festival)	Ashanti Region
Yam Festival	Ashanti Region
Akyempem, Bipo, Mataase & Mpafanmu	Ashanti Region
Okyir	Western Region
Black Stool Festival	Brong Ahafo Region
Fordwour Afahye	Brong Ahafo Region
Muru-Wukuda Adackese	Brong Ahafo Region
Afahye (Yam Festival)	Eastern Region
Odwira	Eastern Region

## October

Yam Festival	Ashanti Region
Yam Festival	Ashanti Region
Odwira	Ashanti Region
Boaram	Upper Regions
Daa	Upper Regions
Sebre Dance	Upper East Regions
Fijyijyna/ Mohemene Bayere	Brong Ahafo Region
Fofie Afahye	Brong Ahafo Region
Odumasi Taa Yaw Afahye	Brong Ahafo Region
Mfodwo	Eastern Region
Adwe-Fiada	Eastern Region
Nmayem Festival	Eastern Region
Akonedo Festival	Eastern Region
Munufie Afahye	Brong Ahafo Region

## November

Sasabonbirim	Brong Ahafo Region
Hogbetsotso	Volta Region
Yam Festival	Ashanti Region
Essumeja, Santimanso & Bohyemhou	Ashanti Region
Atweaban	Ashanti Region
Afahye	Ashanti Region
Afahye	Ashanti Region
Odumase Taa Yaw Afahye	Brong Ahafo Region
Taa Akwasu Fodwuor	Brong Ahafo Region
Yango	Upper East Region
Boaram	Upper East Region

December

Akyempem, Bipoa Mataase  
& Mpanfamu  
Afahe  
Afahe  
Odwira  
Fao  
Kwabena Afahe  
Kpini (Guinea Fowl)  
Fiok

Ashanti Region  
Ashanti Region  
Ashanti Region  
Ashanti Region  
Upper East Region  
Brong Ahafo Region  
Northern Region  
Upper East Region

Source: GTB.

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