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Urban Hotel Development Patterns in the Kumasi Metropolis, Ghana

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ABSTRACT *Knowledge of urban hotel development patterns is key to proper planning and management of urban destinations. However, there is a paucity of empirical studies on the development patterns of hotels within the African context. The purpose of this study was to analyse the hotel development patterns in the Kumasi Metropolis of Ghana. The study revealed that three main periods which coincide with the history of tourism development, characterised hotel development in the Metropolis. Again, it was revealed that higher rated hotels (one to four stars) were located in the core of the Metropolis whilst budget hotels dominated in the periphery. It was therefore concluded that hotel development is closely related to tourism development in the Metropolis.*

Introduction

Hotels are the most prominent and representative expression of urban tourism due to their physical prominence in the landscape and possibly being the sole urban component almost totally unique to tourism (Shoval and Cohen-Hattab, 2001). In previous decades, the quantity of materials on urban tourism and particularly hotel development have been increasing (Begin, 2000; Shoval, 2006; Gutierrez and Urtasun, 2006; Celata, 2008) emphasising the importance of gaining understanding into hotel development patterns. The increasing interests in the discussion on the interrelationships between commercial development, tourism and hotel distribution is important because hotels shape the patterns of urban tourism (Wall and Sinnott, 1980; Weaver, 1993; Hamilton, 2007). These spatial interrelationships between commercial districts, cultural and tourist activities particularly in tourist cities are imperative to destination planning and development. Establishing these interrelationships serves as a basis for projecting into future tourism development patterns.

Knowledge of hotel development patterns is an important component of destination planning and development. To effectively develop a destination, spatial coherence of various tourism-related activities is encouraged (De Bres, 1994; Begin, 2000). This

does not only decrease the time and cost of navigation through the destination, it also has the tendency to increase the spatial beauty and appeal of the destination.

Despite the importance of the knowledge of hotel development patterns, no detailed research into hotel development patterns has been documented in Ghana. Previous researches have focused on cities in the developed countries including Madrid in Spain (Gutierrez, 1977), Tel Aviv in Israel (Arbel and Pizam, 1977), Christchurch in New Zealand (Pearce, 1981), Toronto in Canada (Wall *et al.*, 1985), Vienna in Austria (Hofmayer, 1986) and London in UK (Page and Sinclair, 1989). Relatively recent writers such as Egan and Nield (2000), Shoval and Cohen-Hattab (2001), Shoval (2006) and Lee and Jang (2010) continued with the trend of focusing on cities in developed countries. There is therefore a dearth of information on hotel development patterns in Africa and Ghana. Due to this paucity of empirical works on hotel development patterns in the Ghanaian and African context, writers such as Asiedu (2002) and Akyeampong (2007) have concluded that the hotel development patterns in Ghana are similar to those observed in western countries. However, hotel development patterns are known to be products of other factors such as the core functions of the city, law enforcement, and dominant transport modes in the city as well as the general economic health of the environment in question (Celata, 2008). Given this research gap, it became imperative for a study of this nature to ask such questions as what is the spatio-temporal distribution of hotels in the Kumasi Metropolis. Through primary data collected from hotel owners, this paper discusses the spatial and temporal distribution of hotels in the Kumasi Metropolis. The discussion is made within the context of the Metropolis as well as national developments that may have impacted on hotel development in Ghana as a whole.

The motivation for this study is drawn from its ability to inform both practice and theory. From the perspective of practice, the study may be valuable to destination planners. A detailed analysis of the spatial distribution of hotels in the Metropolis may inform destination planners on the spatial patterns of hotels. This will be able to aid them detect any incoherent land use patterns as long as the distribution of hotels is concerned. Also, this may inform the city planners as well as other tourism stakeholders in the Metropolis such as the Ghana Tourist Board (GTA) on how to influence the distribution of hotels to suit desired patterns in order to enhance the spatial beauty and appeal of the Metropolis. Closely linked to this, the temporal analysis may serve as a guide to city planners to incorporate into future hotel development patterns in the Metropolis. Finally, this study may provide an empirical understanding into the spatial distribution of hotels in the context of Ghana and Africa. The field of urban hotel development within the African and Ghanaian context have been neglected by urban planners and tourism researchers. This study will therefore add to the body of knowledge in the area of urban hotel development in Ghana.

History of Hotel Development in Ghana

The history of hotel development in Ghana is closely tied to that of the sociocultural, economic and political developments. That is, aside from the demand of market forces, the ideological factors of ruling governments have strongly influenced the development of tourism in general and hotels in particular (Akyeampong, 2007). Here, the demand for hotels created through booming tourism activities has to exist in order to necessitate the supply of hotels (Asiedu, 2002). Evidence from the colonial era, thus before 1957, indicated the non-existence of demand for hotels since most Ghanaians did not travel for leisure activities except for visiting friends and relatives (Akyeampong, 2007). The hotel sector in Ghana (then Gold Coast) therefore saw very little investment.

In terms of the ideologies of Ghanaian governments, three main eras have been identified from when Ghana achieved political independence (1957) to date. These are: state activism (1957–1966), state passivism (1966–1985), and laissez-faireism (1986–to date). The period of state activism marked the post-independence era with a socialist inclined government led by Kwame Nkrumah (Ghana's first president). The socialist inclinations of the government affected tourism and hotel promotion in the country. The state was directly involved in the investment and promotion of tourism and hotels and hence encouraged no private participation. However, the state's investment in tourism and hotels was based on political and egalitarian reasons rather than for profit motive (Akyeampong, 2007). This was manifested in the fact that in some cases government intentionally built hotels to cater for guests of Pan-African and international conferences (Akyeampong, 2007).

From the period when the first post-independence government was ousted, to the mid 1980s represented the era of state passivism (1966–1985). Successive governments within this period were indifferent to tourism and hotel development. There was no addition to the stock of state-owned hotels, neither were there improvements in them (Akyeampong, 2007). Also, there were no attempts to encourage private investment. Perhaps the explanation to this lies in the spate of coups d'état that took place at the time. There were a total of five successful coups d'état and three unsuccessful coups d'état in Ghana within this period. This period has been described as the grimmest in the history of hotel development in Ghana. Also, the general insecurity created by these coups at the time deterred private investment in hotel development in Ghana.

The period from 1986 to date has been described as the golden age of Ghana's tourist accommodation sub-sector (Akyeampong, 2007) and represents the era of laissez-faireism. From 1985 when government declared tourism a priority sector, hotel and tourism development have seen tremendous improvements. This was triggered by the Structural Adjustment Programme (SAP) and the World Bank assisted Economic Recovery Programme (ERP). These two economic policies were aimed at growing the economy of Ghana and hence all areas that were deemed important to the economy (including tourism) received massive investment. The attendant transformation of the economy and the importance attached to tourism facilitated hotel development. This was coupled with the return to constitutional rule in 1993. The economy was liberalised and hotel development even attracted multinationals. The state was at this time promoting and encouraging tourism and hotel development through the market economy.

Theoretical Framework

To aid the understanding of the context within which this study was carried out, the spatial hierarchy of hotel model (Egan and Nield, 2000) was adopted (Figure 1). The model contends that in analysing the spatial distribution of hotels in cities it is possible to observe a hierarchy of hotels based on location. The model stipulates that higher rated hotels (which they referred to as luxury hotels) are located in the city centre or Central Business District (CBD) whereas the lower rated hotels (budget) are located in the periphery of cities (that areas outside the city centre or CBD). This scenario results from the attractiveness of the city centre to businesses in general and urban tourists in particular. However, it is possible for some budget hotels to emerge in the city centre due to poor planning regimes. Such budget hotels are usually not purpose built hotels but may have been converted from other uses into hotels.

In the context of the spatial hierarchy of hotel model (Egan and Nield, 2000) guiding the study, the Metropolis was partitioned in terms of the city centre or CBD and periphery.

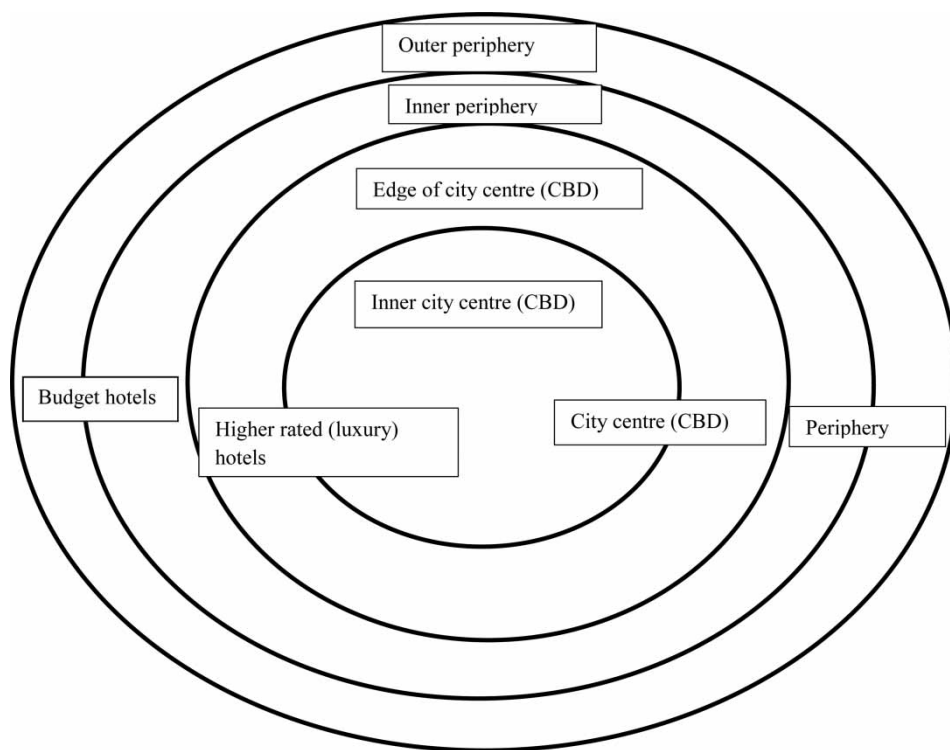


Figure 1. Spatial hierarchy of hotel.
Source: Egan and Nield, 2000.

The approximate radius of the core is 4 km. This is because in terms of hotel locations, it has been argued (Egan and Nield, 2000; Shoval and Cohen-Hattab, 2001; Shoval, 2006; Lee and Jang, 2010) that proximity effects last up to about 4 km from a central point in the CBD and so 4 km was used as a radius in delineating the core. This area is shaded deep grey (Figure 2) and covers suburbs such as Daban, Ahodwo, Bantama, Dichemso, Asokwa among others. The central point from which the 4-km radius was taken is the Kejetia Market. The 4-km radius was, however, adjusted in some parts to include the list of suburbs provided by the Town and Country Planning Department (TPCD) of KMA as being part of the core. The periphery refers to the area shaded light grey and includes all other areas that are not part of the core.

The Kumasi Metropolis

The city of Kumasi was founded in the 1860s by King Osei Tutu I to serve as the capital of the Asante Kingdom (KMA, 2010). Given its strategic location and political dominance, Kumasi developed into a commercial centre with all major trade routes in Ghana converging in the city (KMA, 2010). With time, the city began to expand, and it is currently rated second only to Accra (the national capital) in terms of land area, population size, social life and economic activity (KMA, 2010). Its strategic location has made it assume a pivotal role in the vast and profitable distribution of goods and services in the country and beyond (Figure 2).

The unique centrality of the city as a traversing point from all parts of the country makes it a special place for commerce and hence the provision of accommodation services to cater for

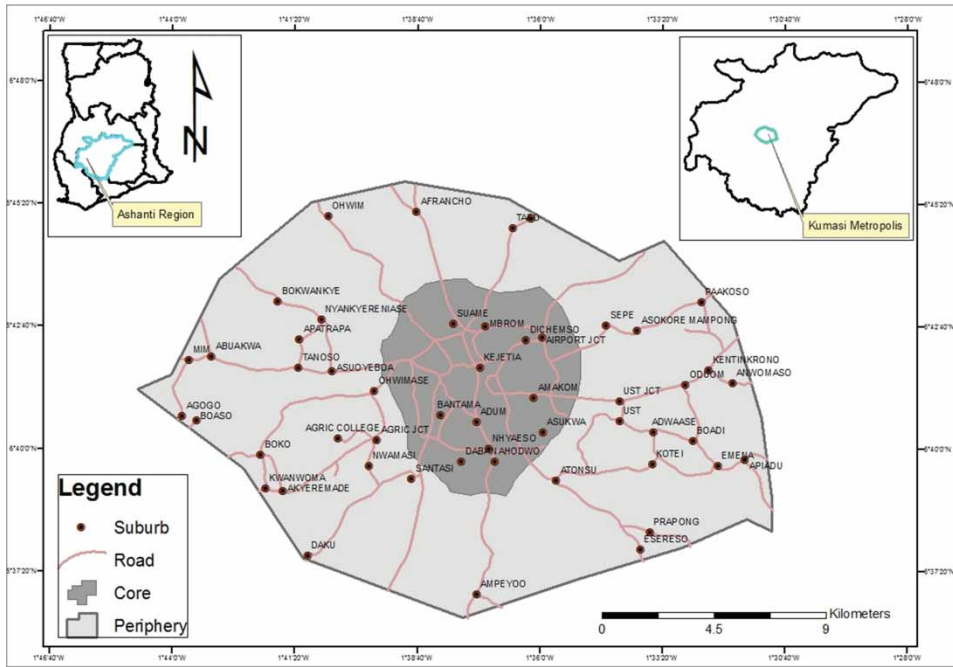


Figure 2. Map of the Kumasi Metropolis.
 Source: Cartography Unit, University of Cape Coast, 2010.

overnight travellers who are likely to make transit through the Metropolis. Also, the city’s beautiful layout and greenery has accorded it the accolade “Garden City of West Africa”. The major attractions in the Kumasi Metropolis include the Kumasi Zoological Gardens, Ghana National Cultural Centre, Armed Forces Museum, Komfo Anokye Sword Site, Kejetia Market, and the Manhyia Palace. The Metropolis has been described as the heart of Ghana’s cultural heritage and the main attraction in the city is centred on the rich Asante culture (GTA, 2010). Festivals such as Akwasidae and Akwasidae Kese are among the biggest cultural events. Cultural artefacts also abound in the city and the craft villages at Pankorono and Ntonso complement the tourist attractions of the city. Kumasi is also increasingly becoming attractive to business tourists (Akyeampong, 2007) in Ghana.

Study Methods

Data for the study was obtained from fieldwork that was conducted in September 2010. The study was based on a list of registered and licensed hotels in the Kumasi Metropolis as at September, 2010. The study design was descriptive in nature as it allowed for collection of quantitative data for the purposes of discussing the temporal as well as spatial inter-relationships and patterns of hotel development. The main instruments used in the study were Global Positioning System (GPS) hand held receivers. With is this equipment, the geographic coordinates of each of the hotels were captured. After a hotel’s coordinates had been picked, basic data on the hotel such the star rating or category of the hotel, the year of establishment, number of employees, number of rooms and the type of ownership of the hotel was entered in the GPS and matched with the coordinates. These data were taken from the various owners as well as the operators of the hotels. These

data (especially the year of establishment) were to enable an analysis of the temporal distribution of the hotels. The year of establishment and the type of ownership of the hotel were cross-checked with the hotel records as well as the records of the Ghana Tourism Authority (GTA) in order to authenticate it. Also, other important features such as the main attractions in the Metropolis were also mapped with the GPS in order to enable an analysis of the relative distribution of hotels in relation to the attractions. The geographic coordinates of the hotels and attractions mapped with the GPS were later download and analysed with the Arc Map version 9.3 software. This software was also used to produce the maps for this study.

The fieldwork lasted from 2 September to 27 September 2010. Three field assistants were involved in the study. Prior to their participation in the fieldwork, they were taken through a 4-day training exercise on the use of the GPS receivers. They were trained on how to capture coordinates and set the equipment.

Results and Discussion

Temporal Distribution of Hotels in the Kumasi Metropolis

Data on the year of establishment and the type of ownership collected from the field work were used as the basis for the discussion on the temporal distribution. The study revealed that modern hotel operations in the Kumasi Metropolis can be traced to 1960 with the emergence of two hotels namely City Hotel (now Kumasi City Golden Tulip) and Kumasi Catering Rest House. Both hotels were government owned. This is not surprising as the post-independence government led by Kwame Nkrumah was socialist inclined and therefore promoted state participation in economic activities including hotel development (Akyeampong, 2007) and hence was directly involved in hotel development. However, between 1961 and 1966 when the first government was in office, no new hotels were established in the Metropolis. This may be explained by the fact that the government's involvement in hotel development was for egalitarian reasons and there were no such reasons for building additional stock of hotels in the Metropolis within that period.

The hotel stock in the Metropolis remained unchanged till 1971 (Table 1). The military regime that took power was indifferent to tourism and hotel development (Akyeampong, 2007) and this might have partly explained why no new hotels were built in the Metropolis from 1966 to 1970. Another reason that seems plausible is residents' perception of hotel business as "immoral". It is a popular view among Ghanaians in general that hotels are

Table 1. Temporal distribution of hotels in Kumasi Metropolis

Period	Number of hotels	Ownership
1960–1970	2	State
1971–1975	12	Private
1976–1980	5	Private
1981–1985	6	Private
1986–1990	13	Private
1991–1995	17	Private
1996–2000	20	Private
2001–2005	57	Private
2006–2010	97	Private
Total	229	

places for prostitution and other defiant acts and hence this might have discouraged residents to invest in hotel businesses. Also, the general insecurity that prevailed under military regimes may have discouraged leisure travel and hence the demand for hotel accommodation may not have existed to encourage the supply of hotels.

A total of 12 new hotels were built between 1971 and 1975 (Table 1). These hotels were privately owned, perhaps due to a change in government's political ideology following the 1966 coup. From 1966 to date, Ghana's political ideology has shifted from state socialism practised by the first government to the market system where the private sector is the main investor. As a result, hotel development from that period (1966) to date has been led by the private sector. Of these 12 new hotels, seven of them were established between 1971 and 1972, while the rest were built between 1973 and 1975. Perhaps the democratic ideals and tenets introduced under the constitutional rule of the Second Republic (1971–1972) contributed to this sudden increase of hotels in the Metropolis, especially between 1971 and 1972. Traditionally, tourism and businesses in general usually flourish better under democratic governments than military regimes. Five additional hotels were established from 1976 to 1980, and six hotels from 1981–1985 (Table 1).

Hotel development in the Metropolis went up to 13 hotels from 1986 to 1990 (Table 1) from the six hotels of the previous 5-year period (1981–1985). The period between 1986 to the present day has been described as the “golden age” of Ghana's tourism sector and hotel industry in terms of its development (Akyeampong, 2007). The government in the mid 1980s declared tourism a priority sector which served as a boost to the hotel industry in the country (Akyeampong, 2007). This was augmented by the Structural Adjustment Programme (SAP) and Economic Recovery Programme (ERP) which were subsequently introduced and impacted positively on hotel development through the market system (Teye, 2000). These were economic policies introduced by the government of Ghana and the World Bank respectively to revamp the Ghanaian economy by targeting its key sectors including tourism. These policies might have partly accounted for the sudden increment in the number of newly established hotels in the Metropolis at this time.

From 1991 to 1995, the number of hotels that emerged in the Metropolis went up by four over the previous 5-year period to 17 hotels. By this time, the country had returned to constitutional rule in 1993 which might have impacted positively on tourist arrivals to the Metropolis and hence the need for more accommodation units. For instance, between 1992 and 1996 arrivals to the Armed Forces Museum in the Metropolis increased from 1,103 to 3,231 while that of the Kumasi Zoological Gardens went up from 1,241 in 1991 to 3,542 in 1995 (GTA, 2010). Similarly, the National Cultural Centre in the Metropolis had an increase in arrivals from 1,010 to 5,456 for the same period, while that of the Manhyia Palace (the seat of the Asante Kingdom) went up from 2,100 to 6,293. The increased arrivals may have been facilitated by the vigorous promotion of the country as a whole by the then newly established Ministry of Tourism in 1993 to formulate policies for the entire tourism industry.

From 1996 to 2000, 20 new hotels were built in the Metropolis. Together, the increasing tourist arrivals to the Metropolis and the entire country coupled with the sound economic and democratic policies created by government for private hotel investment might have contributed to the attractiveness of the hotel business in the Metropolis. Between 2001 and 2005, 57 new hotels were established in the Metropolis. Generally, tourist arrivals had begun to soar and perhaps created the necessary market. Also, the Metropolis was being vigorously promoted as the main hub of cultural attractions in the country.

The period between 2006 and September 2010 has seen the highest number of hotels (97) established in the Metropolis (Table 1). One reason that might account for this is the African Cup of Nations football tournament hosted by Ghana in 2008. Kumasi was one of the host cities, which perhaps created the necessary market for hotel investment

to cater for the expected visitors. This could have been ignited by reports in the media suggesting that there was shortage of accommodation facilities to cater for the expected one million visitors for the tournament (*Daily Graphic*, 2007).

Spatial Distribution of Hotels in the Kumasi Metropolis

Hotels in the Kumasi Metropolis tend to spread out from the core (Figure 3). The hotels spread to the north, south, and eastern parts of the Metropolis. Further, the study revealed that there is a lack of hotel concentration to the western part of the Metropolis (Figure 3). Perhaps, this is due to a lack of major economic activities as well as tourist attractions located to the western part of the Metropolis compared to the north, south and eastern sections.

The Metropolis is monocentric and as can be observed from the map in Figure 3; most of the hotels were concentrated in the core. Perhaps, the reason that accounts for the concentration of the hotels in the core is accessibility to the CBD (Bull, 1998; Aliagaoglu and Ugur, 2008). Traditionally, accessibility to businesses, functional urban centres, health centres, administrative places and the tourist attractions have been found to dictate hotel locations in cities (Aliagaoglu and Ugur, 2008). With specific reference to the Kumasi Metropolis, the Kejetia Market is found in the core of the Metropolis which might have been a factor in drawing the hotels to concentrate in the core. It is reported that almost 90% of all road trips to the Metropolis end in the core specifically the Kejetia Market (KMA, 2010) and the most dominant form of transport to and within the Metropolis is by road.

Distribution of Star-Rated Hotels

Most of the higher rated hotels (one star to four stars) were located in the core or CBD of the Metropolis and concentrated mostly in suburbs such as Adum, Asafo, Mbrom,

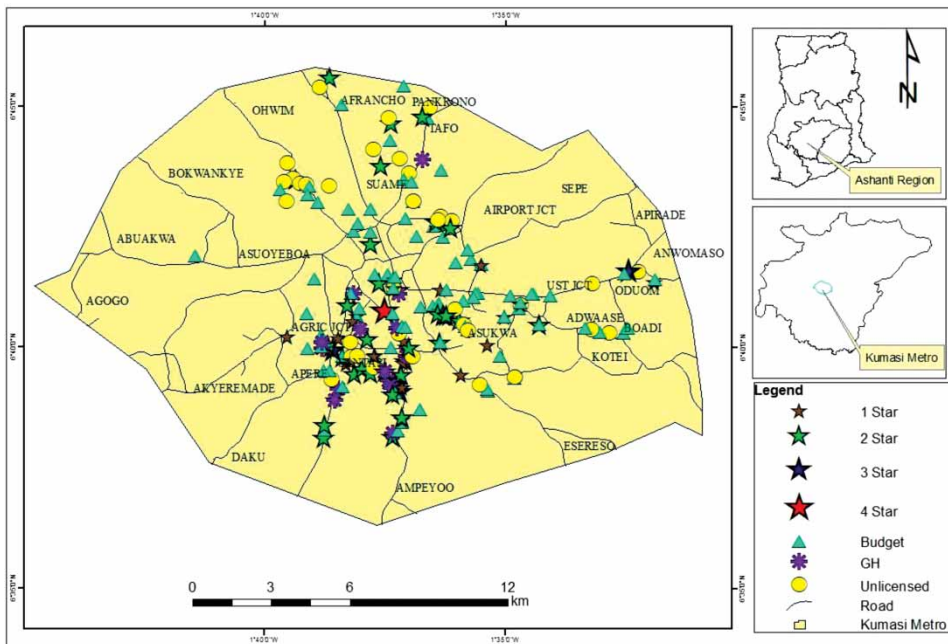


Figure 3. Spatial distribution of hotels in the Kumasi Metropolis.
Source: Fieldwork, 2010.

Dichemso, Bantama, Danyame, Ridge, Adiembra, Nhyaeso and Daban (Figure 4). This supports the spatial hierarchy of hotel location model by Egan and Nield (2000) that a spatial hierarchy of hotel location exists in cities with the core dominated by higher rated hotels. Also, Shoval (2006) and Lee and Jang (2010) observed that most luxury hotels in cities are found within the core or CBD. One reason that might have been responsible for this is the competition for urban space in the core which raises the land cost and profitability, hence luxury hotels outbidding budget hotels (Egan and Nield, 2000; Guteirrez and Urtasun, 2006).

Consistent with the framework guiding the study, few budget hotels and guest houses were found in the core (Figure 4). Investigations revealed that they were mostly converted facilities. This is consistent with the assertion made by Egan and Nield (2000) that the presence of some budget hotels in the core of cities are due to “unused” buildings and “old” buildings and also suitable planning regimes. In all, there were 67 star-rated hotels in the Kumasi Metropolis. This is made up of 27 one-star hotels, 36 two-star hotels, three three-star hotels and one four-star hotel.

Hotel distribution has been found to be related to the distribution and growth of tourism and tourist attractions which usually serve as demand generators (Ashworth and Tunbridge, 1990; Weaver, 1993; Begin, 2000). Understanding the major points in the Metropolis that serve as market generators for hotels of higher categories could help in urban land use planning as well as effective administration of tourism. For the purpose of this study, the major attractions according to the volume and value of visitors in the Metropolis were considered. These attractions include the Kumasi Zoological Gardens, Ghana National Cultural Centre (which also houses Prempeh II Museum, Ashanti Library and the offices of the GTA), Komfo Anokye Sword Site, Ghana Armed Forces Museum, the Babayara Sports Stadium, Kwame Nkrumah University of Science and

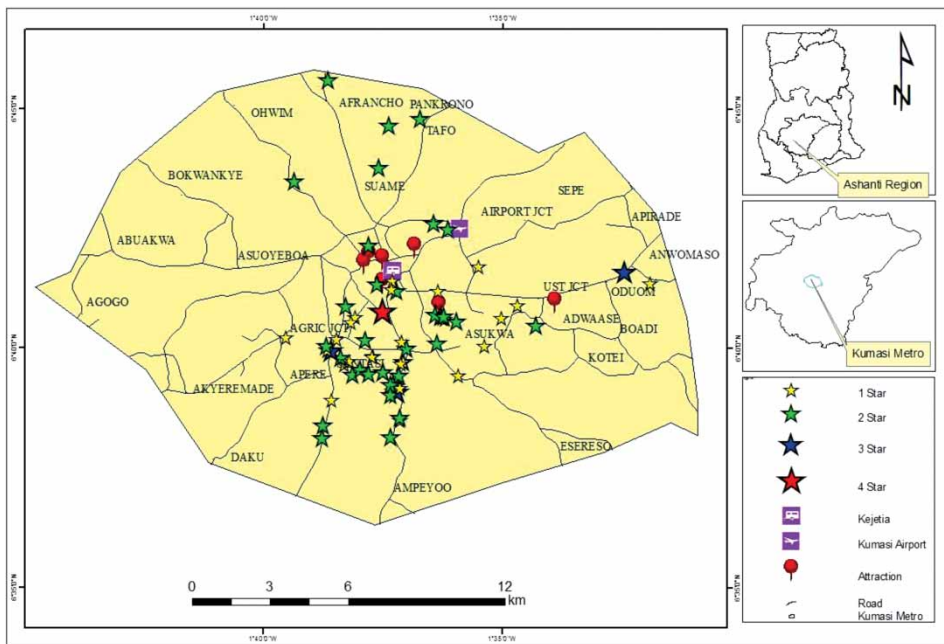


Figure 4. Spatial distribution of star rated hotels in the Kumasi Metropolis.

Source: Fieldwork, 2010.

Technology (KNUST), Kumasi Airport and the Kejetia Market. The Kejetia Market used to house the terminal of the old rail lines in the Metropolis.

The results of the study suggest that Kumasi Airport has not attracted hotels close to it except the only two two-star hotel (Figure 4). This is contrary to the popular view that airports attract hotel concentrations. This scenario may be due to the function of the airport within the country. Kumasi Airport only serves domestic flights which are generally few. Also, domestic flights are expensive which deters most visitors from using the airport; hence hotels may not view it as profitable to locate close to it.

The Kejetia Market, together with the other attractions, has not been able to attract star-rated hotels to concentrate around them (Figure 4). The concentration of star-rated hotels is, however, towards the southern part of the Metropolis away from the attractions. This finding contradicts the general notion that hotels in general are located near tourist attractions. Perhaps the higher rated hotels are attracted by other factors such as land cost, as observed by Egan and Nield (2000). Further, the star-rated hotels are not generally located along the road network in the Metropolis (Figure 4). However, in the southern part of the core, a few of the two-star and one-star hotels can be found along some of the roads, especially those that lead into the city centre. A concentration of a few two-star and one-star hotels can be observed around the Baba Yara Sports Stadium in the suburb of Asokwa. The concentration of the star-rated hotels tend to be in areas away from where the attractions were located perhaps giving an indication that the distribution of the star-rated hotels is related to that of the attractions.

Distribution of Budget Hotels

Budget hotels constitute the majority of all hotel categories in the Metropolis. There were 108 hotels in this category in the Metropolis. The budget hotels spread from the core of the Metropolis through to the periphery as indicated in (Figure 5).

Only a few (26) of the budget hotels were located in the core of the Metropolis (Figure 5) whereas the majority of them (82) were located in the periphery. Almost all of the budget hotels in the core of the Metropolis were converted facilities, hence accounting for their location. Further investigations revealed that these were buildings built for residential purposes and later converted to hotels either because the owner has built a new home in a new peripheral location or the death of the parent(s) of the owner whom the building was meant for. The spread was also towards the north, south and eastern parts of the Metropolis in the periphery. To the northern part of the Metropolis, the budget hotels spread out to the borders of the Metropolis. This is also the same to the eastern part of the Metropolis (Figure 5). Most of these budget hotels in the periphery were purpose built, which conforms to Egan and Nield's (2000) model on spatial hierarchy of hotel location guiding the study.

With regard to budget hotels and attractions, the budget hotels were sparse around Kumasi Airport. Only five budget hotels were located close to the airport. However, some of the few converted budget hotels were located around the attractions in the core. The Kejetia Market, which also doubles as the main converging and departure point for most travellers in the Metropolis, might have contributed to attracting such pockets of budget hotels in order to cater for the accommodation needs of overnight travellers and traders who cannot afford the relatively expensive star-rated hotels.

Also, the distribution of budget hotels did not conform to the pattern of the road network in the Metropolis as suggested by Ashworth and Tunbridge (1990). The only exception to this is the road from Oduom through to KNUST junction to the city centre which has a few budget hotels located along it (Figure 5). This is not surprising as it is a major road that

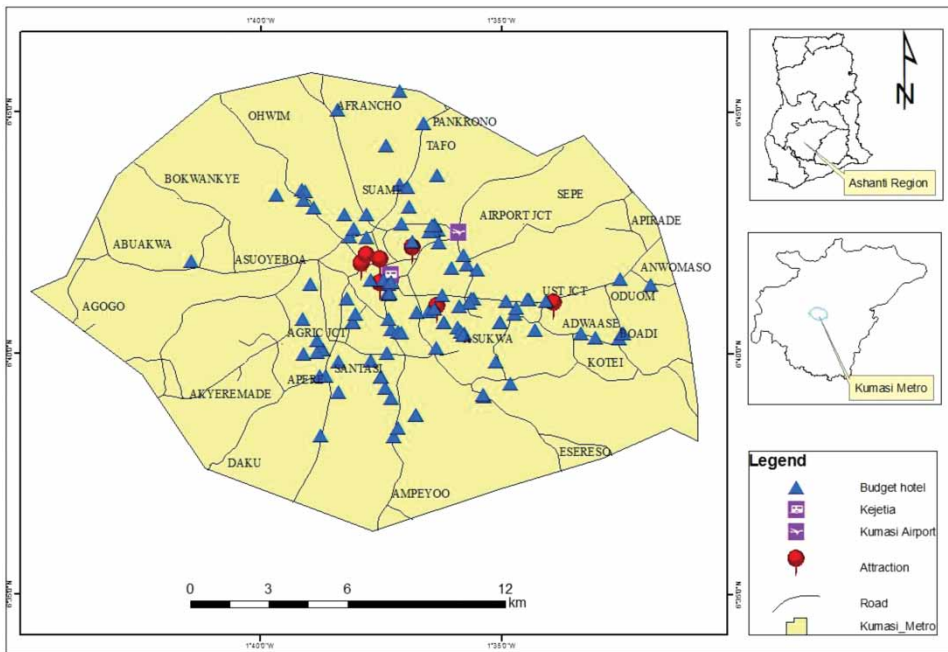


Figure 5. Spatial distribution of budget hotels in the Kumasi Metropolis.

Source: Fieldwork, 2010.

links the Metropolis to the national capital (Accra) and hence the busy nature of the road may have attracted those few budget hotels as they can easily be seen by travellers. The Baba Yara Sports Stadium was also successful in attracting a cluster of converted budget hotels to the south-eastern part of the core (Figure 5). This may be explained by the fact that spectators and fans of sporting teams may require moderately cheap overnight accommodation and hence created the necessary market for the development of budget hotels. The KNUST to the eastern part of the Metropolis was not successful in attracting budget hotels (Figure 4).

Distribution of Guest Houses

Only one of the guest houses was located to the north of the Metropolis. Four of the guest houses were located in the core (Figure 6). Investigations revealed that all these four guest houses were converted facilities. This probably explains why they are located in the core of the Metropolis as otherwise they may not have been able to compete with the higher rated hotels and other land uses (Egan and Nield, 2000). The rest of the guest houses were located to the southern part of the Metropolis in the periphery.

Generally, the guest houses in the Metropolis were located in the periphery, mostly to the southern part of the Metropolis. This might be due to the fact that the southern part has a major road which links the Metropolis to the central and western regions of Ghana. This finding is in conformity with the assertion made by Egan and Nield (2000) and Lee and Jang (2010) that smaller hotels of sizes similar to the budget hotels tend to locate outside the core in the periphery just like the budget hotels.

The guest houses were not located closer to the attractions (Figure 6). Neither Kumasi Airport nor Kejetia Market nor any of the attractions seem to have influenced the pattern of

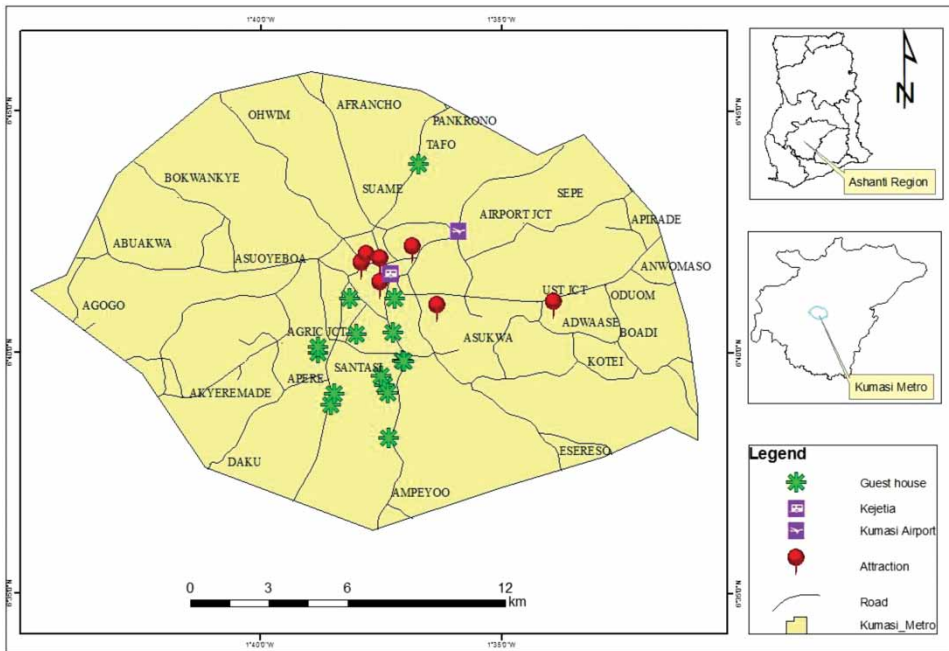


Figure 6. Spatial distribution of guest houses in the Kumasi Metropolis.

Source: Fieldwork, 2010.

distribution of the guest houses. Only one guest house was located closer to one of the attractions in the southern part of the Metropolis (Figure 6). The guest houses were located in the southern part while the attractions were centred in the core to the north of the guest houses. The guest houses were also not located along the road networks in the Metropolis.

Conclusions

Hotel development patterns in the Metropolis are closely related to tourism development in the Metropolis and Ghana. The study has shown that in periods when tourism has flourished in Ghana and the Metropolis, new hotels were developed in the Metropolis. This scenario is not new as Akyeampong (2007) had contended that the history of hotel development is closely associated with the history of tourism development. In fact, in most cases the history of tourism development has been closely discussed along the lines of hotel development.

The study has further demonstrated that hotel development in particular seems to flourish under democratic and politically stable regimes. In periods where military governments have taken control of the country, hotel development in the Metropolis was at a low, whereas in cases where democratic governments have been in control, hotel development in the Metropolis has been on the increase. This implies that hotel development within individual destinations does not occur in isolation from national political developments. In this sense, hotel development can be encouraged in other parts of Africa by instituting democratic governments. This will in turn increase the appeal of the country as a destination as well as heighten investor confidence to invest in individual cities in such a country.

Hotel development in the Metropolis is associated with both market forces and ideological factors of ruling governments (Akyeampong, 2007). In the Metropolis, the supply of

hotels was in response to increase in demand created through stable political environments as has been demonstrated in the study. In instances where tourism development has flourished, the number of hotels in the Metropolis has increased.

Spatially, it can be concluded that higher rated hotels developed in the core of the Metropolis while budget hotels and guest houses (lower rated hotels) developed in the periphery. This conforms to the spatial hierarchy of hotel location model (Egan and Nield, 2000) that guided this study. The model contemplates that due to the attractiveness of the core, the higher rated hotels that have higher bidding power emerge in the core whilst the budget hotels emerge in the periphery due to their low bidding power. The study therefore indicates the utility of the spatial hierarchy of hotel location model (Egan and Nield, 2000) in the context of the Kumasi Metropolis.

Notes on Contributor

Issahaku Adam is a Principal Research Assistant at the Department of Hospitality and Tourism Management at the University of Cape Coast, Ghana. He holds a Bachelor of Science (Tourism) and Master of Philosophy (Tourism Management) degrees from the University of Cape Coast in Ghana. His research interests include urban tourism, destination planning and management, sustainable tourism, ecotourism, tourism management and leisure studies. The author welcomes any research collaboration in such areas as well as available PhD positions.

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