UNIVERSITY OF CAPE COAST

A STUDY OF INBOUND TOURIST'S EXPENDITURE BEHAVIOUR IN THE

CENTRAL REGION OF GHANA

BY

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Management

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DECLARATION

Candidates Declaration

I hereby declare that this thesis is the result of my own original research and no part

of it has been presented for another degree in this university or elsewhere.

Candidate' Signature…………………………………. Date…………………..

Name: Lydia Gyimah Kumi

Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis was supervised

in accordance with the guidelines on supervision of thesis laid down by the

University of Cape Coast.

 Supervisor's Signature…………………………. Date……………………

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ABSTRACT

Tourist expenditure forms an integral part in the analysis of the impact of tourism. It is the goal of various tourism stakeholders to maximize tourism expenditures in order to increase the benefits of tourism. These goals can only be achieved if the stakeholders become aware of the factors that cause tourists to spend at the destination and the several expenditure categories (e.g. expenditures on accommodation, transports, and food and beverage, etc.) that lead to their total expenditure since that will enable them to identify effective strategies to achieve their goals. The main objective of the study was to examine the spending behaviour of inbound Tourists in the Central Region of Ghana. 260 respondents were conveniently sampled for the study. Questionnaires were used for data collection. From a theoretical perspective, this study contributes to the body of literature in relation to tourists' expenditure by examining how tourists' characteristics shape their consumer behaviour at the destination. This study found that, length of stay and travel party size were the travel characteristics that have relationship with tourist's expenditure in the Central Region. It is recommended that tourism marketers and management organizations should segment their target market and develop better strategic marketing tools that will satisfy and fulfil those tourists' needs in order to get them to spend more.

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DEDICATION

To my Beloved mother Olivia Asantewaa and my siblings, Emmanuel, Maame

Saah and Prince.

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CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism is one of the main sectors of the economy in both developed and developing countries and is, in many cases, the economic activity which earns the greatest income for countries (Castro, Molina, & Pablo,2013; Massidda & Mattana, 2013). According to Craggs and Schofield (2009), tourism has long been viewed as a tool for economic development because of its ability to generate substantial economic benefits. In 2016, Travel & Tourism directly contributed US$2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and induced impacts into consideration, the sector contributed US$7.6 trillion to the global economy and supported 292 million jobs in 2016. This was equal to 10.2% of the world's GDP, and approximately 1 in 10 of all jobs (WTTC, 2017).

Tourism has become a leading economic sector (UNWTO, 2015). This is because it generates economic benefits like employment, foreign exchange, income and tax revenue to host regions as well as the local communities. (Amira, Osmana, Bachoka and Ibrahima, 2015). According to Mitchell and Ashely (2009), tourism has a potential of reducing poverty in developing countries. During vacation times, most countries begin to market their potentials, thus their attractions and beautiful facilities and services in an attempt to stimulate more tourists and make profit from their spending which makes a significant impact on the growth of their economies and contribute widely to small local businesses. (Hosney, Lonescu, & Daniela, 2015).

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Goeldner and Brent (2006) indicated that, visitors are the generators of the economic impact of tourism for a city, state or country. This is done through their expenditures, and their multiplier effect. The visitors in this case are the tourists who travel long distances away from their usual environment to an unusual or unknown destination to undertake leisure activities and to gain new experiences.

According to the UNWTO Recommendations on Tourism Statistics (RTS), Tourist expenditure is defined "as the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at a destination". Tourist expenditure at a destination includes their spending on transportation, food, accommodation, entertainment, souvenirs and the various attractions for which they visited the destination.

In the view of Rusu (2011), tourism does not only create jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of the industry. According to WTTC 2017, the monies spent by tourists on the above-mentioned products go a long way to create jobs elsewhere in the country.

The multiplier effect of tourist expenditure, is how the money spent by a tourist circulates through a country's economy. Money spent in a hotel does not only help to create jobs directly in the hotel, but it also creates jobs indirectly elsewhere in the economy. The hotel, for instance, has to buy food from local farmers, who spend some of this money on fertilizers or clothes. The demand for local products also increases as tourists often buy souvenirs, which increases secondary employment Rusu (2011).

Tourist expenditure encompasses a wide variety of items, ranging from the purchase of consumer goods and services essential in travel and stay to the purchase

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of small durable goods for personal use and lastly, the purchases of souvenirs and gifts for family and friends (Laimer & Weib, 2006). Sanchez, Fernandez and Collado (2013) argued that information on expenditure sources and their proportions in every tourism activity and sector helps the host destination to better understand the structure of tourism demand and supply.

According to a report by Bonsu, (2015, p.5) "the potential for tourism growth in Ghana is huge. The country possesses considerable and diverse tourism assets that can be leveraged with tourism support services, infrastructure, marketing and Ghanaian hospitality to accelerate tourism growth and employment. Tourism has also received quite a significant attention in the economic development strategy of the country as the number of tourist arrivals and amount of tourists' expenditure keeps increasing (Enu & Dodzi, 2013). According to WTTC (2018), the total contribution of Travel & Tourism to Ghana's GDP was GHC12, 573.3 (USD2, 864.1), 6.2% of GDP in 2017. In addition, tourism directly supported 307,500 jobs (2.4% of total employment) and indirectly, it supported 5.3% of total employment (682,000 jobs). All these effects couldn't have been possible without the contribution of the expenditures of inbound tourists visiting the country.

Despite all the positive impacts of tourists and their expenditures, there are still some misgivings about the tourism industry due to some negative impacts they pose. Tourism development can lead to the loss of traditional jobs, when workers move from industries such as farming, forestry, mining and fishing into service jobs in tourism (Kumar, Hussain, Kannan, 2015).

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Leakages also can occur in tourism when money is lost from a destination area. It occurs when the monies paid by tourists at a destination, leaves the destination because of the involvement of foreign-based or multinational organizations like hotels , travel agencies and airlines (Meyer, 2006).

Meyer (2006) categorized leakages into 3 types, which are internal, external and invisible leakages. Internal leakages occur when tourists pay locally, but that payment or a part of it, is used to import some of the inputs used in tourism industry (Benavides, Diaz and Ducy, 2001). Thus when the products used to serve inbound tourists are not produced locally and so they have to be imported from foreign countries in order to meet tourists' needs thereby leading to a leakage into the foreign country.

External leakages are the total value added captured in tourist generating countries, due to the involvement of intermediaries (Meyer, 2006; Benavides, 2001). Thus when tourists make use of the services of tour operators who sell package tours to them. This leaves the destination with just the monies used for patronizing the accommodation facilities as captured in the study of Wong and Lau, (2001) that, "Sometimes the cash that reaches the destination is just enough to cover the local expenses incurred by the host resorts only, while the rest of tourism spending leaks away". Lastly Invisible leakages, involve the real losses or opportunity costs related to resource damage or deterioration, like, tax avoidance, informal currency exchange transactions, and offshore savings and investment (Meyer, 2006).

According to Hall (2001), negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as depletion of natural resources as well as local resources. There are also security threats on some host destinations as a result of terrorism in relation to tourism.

Frechtling (2006) indicated that tourism expenditure is the centre for analysis of the economic impact of tourism. This means that the analysis of individual tourist expenditure and of visitor spending behaviour can play a crucial role in achieving a better understanding of the economic benefits that a destination experiences when engaging in tourism (Disegna & Osti, 2016). Also, a lot of studies (Li, Song and Witt, 2005; Alegre and Pou, 2006; Sanchez, Fernandez and Collado, 2013; Ennew, 2003) have shown that tourist expenditure is one of the critical variables of analysis for tourist destinations, since it directly determines the tourism sector's profitability (Kastenholz, 2005), thereby causing it to attract the attention of researchers, marketers and the managements of the tourism industry. One of the main reasons for the increase in interest is the fact that today, as Decrop and Snelders (2005) noted, going on holiday has become an integral part of many people's lives and, from a theoretical point of view, the amount of money or budget designated to it and the way it is spent are seen as an important part of the holiday decision-making process.

However, Tourism studies on expenditures undertaken in African countries are very scarce, although international tourism in this continent has increased significantly in recent years (UNWTO, 2015).

Statement of Problem

According to (UNWTO, 2017) the number of international tourists has increased, as international tourist's arrivals worldwide grew by 6 percent in January-April of 2017 compared to the same period the previous year. However, higher numbers of tourists, does not necessarily mean an increase in the destination's tourism revenue (Alegre and Pou, 2008). Greater number of tourists may also have negative effects on destinations, exceeding their carrying capacity (Gracia and Servera, 2003; Burak *et al*, 2004; Alegre and Garau, 2010).

It has therefore been suggested that for tourism destinations to maintain a sustainable level of tourism, the objective ought not to be to increase the number of arrivals but rather tourism revenue (Urtasun and Gutiérrez, 2006). Consequently, these destinations need to focus their strategies on how they can attract high expenditures from tourists. This can be done by understanding the consumer behaviour of visitors at the destination since it will help management to know where to focus their marketing efforts in order to maximize financial gains from the tourism industry (Cannon and Ford, 2002).

According to Soteriades and Arvanitis (2006) research evidence indicates that there is a lack of supporting empirical work in tourism spending behavior and more research work is needed to better understand the expenditure patterns of specific tourism segments. There is also a need for a more in-depth understanding of spending patterns on holidays (Perez and Juaneda 2000).

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The expenditures of these international tourists is shaped by a lot of factors such as their socio demographics characteristics, travel characteristics, economic, and psychographics. Although, the literature on these determinants of tourism expenditure is expansive and growing (Thrane, 2014), most of the studies on tourist expenditure have focused on the macro level while less is known about individual visitors spending behavior and consumption preferences at the micro level (Brida & Scuderi, 2013; Craggs & Schofield, 2009; Fredman, 2008). It is therefore important to understand the distributions of inbound tourists' expenditure in order to know what tourism products they are spending on and what is influencing their expenditures. Again, knowing their consumption choices and the reasons behind these choices will help in decision making.

The Central region of Ghana has the highest number of attractions and receives the highest number of tourists (GTA, 2018), it is known to be the hot spot or hub for international tourists who visit Ghana (Akyeampong &Asiedu, 2008, Dayour, 2013). According to GTA, 2018, statistics on tourists' regional visitation to attraction sites in Ghana, the Central Region has been the most visited region in the country for 4years in a roll, since 2015. Yet little is known about the spending behaviour and expenditures of these tourists in the region, since the available statistics on expenditure proportions of inbound tourists is an aggregated data which looked at from bigger perspective (national).

This makes it imperative to examine the consumer behaviour of inbound tourists in the Central Region by identifying their expenditure distributions on the various tourism products available and their consumption preferences. Also Trip related characteristics affect tourism expenditures heavily (Loon & Rouwendal,

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2017. This is why this study seeks to explore how trip related together with socio demographic variables shapes inbound tourist' expenditure behaviour in the Central Region of Ghana.

Research Questions

- What are the consumption choices of inbound tourists in the Central Region?

- What is the expenditure patterns of inbound tourists in the Central region?

- What is the relationship between the travel characteristics of inbound tourists and their tourists and their expenditure?

Objectives of the Research

The main objectives of the study is to examine the expenditure behaviour of inbound Tourists in the Central Region of Ghana

The Specific Objectives are to;

- Assess the consumption choices of inbound tourists in the Central Region.

- Analyse the expenditure patterns of inbound tourists in the Central region.

- Examine the relationship between the travel characteristics of tourists and their expenditure.

Significance of the Study

The results of this study on the consumer behaviour of inbound tourists' expenditure in the Central Region will contribute to academic, scholarly and practical works.

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Most of the studies that have been undertaken on tourist expenditure look at it from the macroeconomic point of view, thus, the economic benefits that has been derived from the expenditures of international tourists at various destinations and even events. This research will   help to know and understand the dynamic nature of inbound tourist expenditures by tackling issues from the perspective of the tourist, thus how they can be influenced to spend by getting to understand their expenditure behaviours at a destination

Again, there has been an ongoing debate on the factors that influence international tourists to spend at a destination. A lot of studies, for instance, (Thrane et al, 2011; Loon et al, 2017, Frechtling, 2006; Disegna et al, 2016) have concluded that factors such as socio demographics, travel–related characteristic and income of these tourists influence them to spend, others have also concluded that international tourist's expenditures determinants are found in the destinations attributes, for instance, the location, availability of facilities, variety of goods and services and even the price of commodities. This study will contribute to this debate by drawing attention to how tourist's socio demographics and trip related characteristics shapes their expenditures at a destination.

This study will also provide information on the expenditure proportions of international tourists at the micro level. The available statistics on expenditure proportions of international tourists is an aggregated data which looked at from bigger perspective (national). This study will help uncover the strength of the Central Region in terms of inbound tourists' expenditures in relation to the various tourism products available. In practice, the information provided by the study will enhance managements' understanding of the structure of inbound tourists' demand,

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thus it will help them to know which segment of the tourism products is being demanded than the other so as to identify the problems or reasons causing these variations in order to plan effectively for the improvement of the inbound tourism markets in the country.

As mentioned by Jang and Ham (2009) travel expenditure patterns are vital to travel organizers and destination marketers. The results of this study will be essential for destination managers who wish to have a clear understanding of inbound tourist expenditure behaviour. This information provides destination managers and private tourism businesses with practical knowledge useful for the management of customer service and the strategic planning and packaging of accommodation, attractions and other tourism and non-tourism services. This study can also guide tourism planners in expanding their market share by seeking visitors who will spend money on as many services as possible at the destination.

Finally, this study will help tourism marketers to develop better strategic marketing tools to satisfy and fulfill tourist needs and understand certain reasons behind their spending patterns.

Limitations of the Study

It was impossible to use probability sampling techniques to select the tourists because there was no sampling frame from which the selections would have been done aside the hot spots (attraction sites) that the tourists were encountered for the study. Thus, accidental or convenience sampling procedure which is a non-probability sampling technique was used.

Organization of the Thesis

This thesis is divided into five chapters. Chapter one is the introductory chapter of the study which discusses the background to the study, the statement of the problem, research questions, objectives and justification for conducting this study. Review of literature on the tourism expenditure is presented in Chapter Two of the study. Relevant theories underpinning tourism expenditure and the conceptual framework guiding this work are discussed in this chapter. Areas that are covered include tourist expenditure determinants, multiplier effect of tourists' expenditure and tourists' expenditure distributions.

Chapter Three provides detailed information on the methodology adopted for this study. This includes information on the profile of the study area, study design, data sources, Sampling procedures, fieldwork issues, data analysis and presentations.

Chapter Four presents a detailed discussion of the results of the data analysis. The Fifth and final chapter presents a summary of the major findings arising from the study and goes further to make relevant recommendations.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter presents the relevant literature on the consumer behaviour (expenditure) of inbound tourists. The chapter examines the various definitions, types of tourist expenditure, the Characteristics of tourists and the degrees to which they shape their expenditure. It also provides discussion on the multiplier effect of tourist expenditures.

Tourism Expenditure

Expenditure is a key component that helps to understand the consumption behaviour of tourists (Legohérel and Wong, 2006). It has been recognized as an essential component of tourism analysis, and has therefore attracted quite a number of studies in the tourism sector (Brida & Scuderi, 2013, Ashley, 2006).

The World Tourism Organization defines tourist expenditure as "the total consumption expenditure made by a visitor or on behalf of a visitor for or during his/her trip and stay at a destination and which the expenditure is related to that trip and which the trip is undertaken outside the usual environment of the tourist" (UNWTO 1993), This indicates that tourist expenditure does not only include the items and services purchased by the tourists for their personal use but for others too.

Lamer and Weib (2006), in agreement with the UNWTO, added that tourist expenditure is the basic component of total tourism demand. Candela & Figini

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(2012) also defined tourist expenditure as the goods and services purchased by tourists during their trip and stay at a tourism destination. They further noted that tourist expenditure does not include the tourists' investment in durable goods such as holiday homes, boats, camping tents, camper vans, etc, neither does it comprise of the money paid to relatives and friends, which does not represent payments for tourism goods or services

With respect to the UNWTO's definition of expenditure, there are a number of tourist expenditure measurements, such as the mean daily expenditure, mean expenditure per person and mean stay, which focus on the spending, the period which the tourist spends in the destination and the number of tourists who visit the destination. The mean daily expenditure is the amount spent by tourists at the tourism destination in one day. However, the mean expenditure per tourist is the mean expenditure of each tourist who visits a destination for a specific period of time. The mean stay refers to the duration of accommodation in the tourism destination visited (Candela & Figini, 2012).

The concept of tourist expenditure comprises of the purchase of different kinds of goods and services, ranging from the purchase of consumer goods and services that are necessary for a tourist's travel and stay at a destination, to the purchase of small durable goods for their personal use, as well as souvenirs and gifts for family and friends. Mok and Iverson (2000) stated that tourist expenditure is a combination of expenditure on several components of the tourism industry such as transportation, lodging, food and beverage, gifts and souvenirs, entertainment and recreation.

According to Mihalic (2002), "tourism is an expenditure-driven economic activity". This makes tourism expenditure very necessary because "the consumption of tourism is the foundation of the economic impacts of tourism (Frechting, 2006). Thus, when tourists stay at hotels, eat at restaurants, visit sites and rent cars at a destination, their payments go a long way to create jobs for the locals, and generate income to the government and local businesses. Legohérel and Wong (2006) also pointed out that expenditure is a key component that helps to understand the consumption behaviour of tourists. It is the expenditure of tourists that will help in knowing the tourism products that tourists prefer to purchase and why they consume more of a product than the other.

In the view of Eurostat (2002), the acquisition of goods and services can take place in different places, for this reason, expenditure must be broken down into three types, namely: *expenditure at origin, expenditure in the destination and total expenditure*. Expenditure at origin is the total amount spent on goods and services and which are paid for before the trip. Thus the purchases made by the tourist with regards to the trip that are done before the trip for instance the purchase of tickets. Expenditure in the destination, on the other hand, according to (Pulido, Cardenas and Duran, 2017), is the total amount spent during the tourist's stay at the place visited. This includes the expenditures made by the tourist on accommodation facilities, attraction, food and beverage, entertainment and transportation while at the destination. Total expenditure, lastly, is the sum of the amount spent both at the place of origin of the tourists (transport, travel agencies, etc.) and in the destination (accommodation, restaurants, leisure, shopping, etc.) (Medina & Medina, 2012; Pulido et al., 2017). From the above mentioned, this

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study will therefore focus on the expenditure at the destination, thus the various goods and service purchased at the destination.

Factors Affecting Tourists' Expenditure

The tourism industry has been recognized for its capacity to foster economic growth and its contribution to sustainable development (UNWTO, 2015a). It has had a lot of influence on many economies and societies around the world and this has attracted a lot of researchers to analyse its various themes. Among the numerous studies conducted in this area, one of the subjects that is usually studied is the determinants of tourist expenditure (Brida et al., 2013).

Since the tourism product is not just one commodity, but a bundle of goods and services purchased by tourists, the purchasing behaviour of tourists towards these products is likely to vary because tourists have certain characteristics which differ in terms of their demographics, length of stay, types of accommodation used, purpose of visit, distance travelled and many other aspects. These variations lead to differences in their expenditure (Fernandez et al, 2018), thereby causing the need to identify the factors that influence tourist to spend on the various tourism products.

According to Sanchez, Fernandez and Collado (2013), one of the salient topics in tourism studies is the analysis of factors driving tourist expenditure decisions. Determinants of tourist expenditure has been categorized differently by various researchers. While some studies categorize this topic into 2 variables namely, Socio-demographic and Trip related characteristics (Jang et al, 2007), others also identify a lot of variables as a determinants of tourist expenditure. For

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instance, Brida and Scuderi (2012) categorized the determinants of expenditure into four groups, thus economic constraints (i.e., economic restrictions that determine the choice of spending), socio-demographic and trip-related variables in their eview.

The breakdown of expenditure enables researchers to investigate whether a particular factor influences different spending categories more than the others and to different degrees (Wang et al, 2010). This study will adopt the distinction of Jang et al (2007), into socio-demographic and trip-related characteristics as the determinants of tourist expenditure in the Central Region of Ghana.

A. Socio-demographics

The socio demographic variables are characteristics of tourists that comprise of their age, gender, marital status, educational level, occupation, nationality and income and others (Dayour et al, 2016; Woo, Taegoo, Gazzoli, Sang and Sa, 2011). Several studies have examined socio demographics as a determinant of tourists' expenditure, however different results were derived. While some studies found it to have a positive effect on expenditure (Dayour et al, 2016,) others studies found negative results (Craggs & Schofield, 2009; Mok & Iverson, 2000).

According to Wang et al (2006), tourist expenditure is affected by a complex set of socio demographic characteristics of travellers, for instance gender, age, marital status, education level, occupation, place of residence, nationality, ethnic background, size and composition of the household. However, in this study, some of the socio-demographic characteristics that will be ordered in relation to expenditure are Age, Marital status, income, sex and educational background.

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The age of tourists is one socio-demographic variable that has been used by most researchers when examining the determinants of tourist expenditure. For instance, in the studies of Jang et al. (2004), and Thrane (2002), age of tourists seems to have an influence on their expenditure since they claimed that, older travellers were found to spend more than younger travellers. This claim was supported by Fernandez et al, (2018) and Bernini and Cracolici (2015) who identified that, age as a demographic factor has a positive impact on tourism expenditure but negative on willingness to travel.

Chhabra, Sills, and Rea (2002), and Lee (2001) on the other hand found out that, the age of tourists does not have any effect on their expenditure, this assertion was supported by Wang et al. (2006) and Mehmetoglu (2007) who also suggested a negative relationship between expenditure and the age of tourists.

The gender of tourist has an impact on their expenditures. Omar, Abooali, Mohamed and Mohamad (2014) identified 2 gender identity theories that explains the effect of gender on consumption behavior. Thus the ***Bem's schema theory***, which explains that individual behaviour, attitudes and traits are consistent with their gender identity and the ***Spence theory*** which considers gender identity as a predictive factor when gender related traits are likely to have an impact. They further explained that, these theories emphasise that gender is significantly linked to different consumer variables such as leisure activities and preferences as well as shopping behaviour. In the study of Peerapatdit, (2004), the gender of tourists be it male or female, was found to be one of the Socio demographic characteristics that had a greater effect on tourist's expenditure. Similarly, Dayour et al (2016) in relation to the expenditure items, found that, differences existed in relation to sex

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and spending on accommodation as well as on souvenirs. While females spent more on souvenirs, male tourists tend to spend more on accommodation. However, a study by Agarwal and Yochum (1999) found that sex is not associated with level of spending of tourists.

Educational level has also been found in the literature to have an effect on tourist expenditure. According to Goda, Yamada, Kato and Matsuda (2015) and Frydman and Camerer (2016), the more one is educated, the better they are able to make decisions. Thus, people with high educational level are likely to make better decisions than those with low educational level. This makes the researcher curious to identify whether level of educational has an impact on tourist expenditure decision making.

Educational level has an effect on tourist spending Dayour et al (2016). In their study, respondents with bachelor and post-graduate degrees spent higher on accommodation than those with secondary school education. Similarly, postgraduates spent more on souvenirs. Thus, those with higher educational level tend to spend more than those with low educational levels. They further explained that respondents with higher education earned more and for this reason have the discretionary income to spend more on various items compared to others with lower qualifications.

Contrary to this claim is the study of Sokhanvar, Aghaei, and Aker, (2018) which found that more educated people spend less in their travels. They also explained that this result is because educated tourists usually spend their money

wisely. They access information more easily and find the flight tickets, hotels and shops with the best prices according to their income level.

With reference to Hawk (2011) Consumer Expenditure Survey Anthology, singles spend 6 percent more per capita than married couples. This make marital status a suitable determinant of tourist spending as it will help as to know how the marital status of a tourist influences their expenditure decisions at a destination. In a review by Wang et al (2010), there was no consensus about the role of marital status in determining expenditure. While some studies found that, travellers who are not married spend more than the married travellers Mak et al. (1977), others found opposite results (Nicolau and Mas, 2005). Cannon and Ford (2002), and Wang et al. (2006), found that expenditure and marital status were unrelated. Brida et al (2012) and Dayour et al, 2016, in support of this, said that marital status seems not to have a significant relationship with expenditure. However, Kim, Kim, Gazzoli and Park (2011) posits that marital status has an impact on tourist expenditure after their study on the factors affecting tourist expenditure in Macau, China.

Income is one of the most frequently employed variables due to its explicit central role for economic theory in conditioning purchasing behaviour. (Brida et al, 2013). Income occupies an important role among the tourists' expenditure determinants, mainly reflecting the average spending per person in total spending per trip (Jang, Bai, Hong & O'Leary, 2004; Fredman, 2008). According to Sanchez et al (2013), the tourist socioeconomic feature affecting the daily expenditure to a greater degree is income level; in fact, tourists declaring a high income spend on

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average 50% more than those declaring low income. On the other hand, some studies found that, income does not have a statistical significance with expenditure (Lehto, O'Leary, & Morrison, 2002 and Downward & Lumsdon, 2004), although, in most cases, it is one of the main determinants of expenditures made by tourists (Alegre & Pou, 2008; Brida & Scuderi, 2012).

B. Trip related Characteristics

With respect to the variables related to the characteristics of the trip, the "duration of stay", "and number of persons in the group" and "loyalty to the destination" variables are those which usually determine tourist expenditure in all types of destination. This is because these variables directly or indirectly affect the services that the tourists will demand when they are staying at a destination or when they are planning the trip (Fernandez et al 2018). Trip related variables have also been found to have some effect on tourists' expenditure. These variables relate to travel party size, length of stay and travel experience (Dayour et al 2016).   Other studies used other travel characteristics, such as mode of transport, accommodation type, number of sites visited, type of trip, information acquisition behaviour and trip purpose in modelling tourists' expenditure (Brida & Scuderi, 2013; Chen, Chang & Meyer, 2013). Other relevant trip characteristics are the main reason for the trip, tourist group size and travel companions, which also play a substantial role in explaining daily expenditure (Sanchez et al, 2013).

According to Sanchez et al (2013), an increase in tourists' overall expenditure can be attributed to an increase in the total number of days tourists spend in a given destination, and/or to an increase in tourists' daily expenditure.

The length of stay or duration of the trip is a variable frequently used in studies related to the determinants of tourist expenditures (Mok & Iverson, 2000; Wang et al., 2006).

Sanchez et al (2013) found that, length of stay has a negative impact on daily expenditures although this impact decreases as the length of stay becomes longer. They explained that, when a tourist increases his or her trip duration from 1 to 2 days, his or her daily expenditures decreases by 6.33% whereas increasing the duration from 14 to 15 days decreases daily expenditures only by 2.95%. That is, longer trips are associated with smaller daily expenditures although the reduction decreases as length of stay increases. On the contrary, a lot of studies also have stated that length of stay is statistically significant and is related positively to tourists' expenditures (Gokovali, Bahar, & Kozak, 2007; Wang, 2004; Thrane and Farstad, 2011; Marcussen, 2011). However, Barros and Machado (2010) found that this variable would be a determinant for the demand for a destination but not for the tourist expenditures.

A lot of studies have found a positive relationship between the travel party and the expenditures of tourists (Jang et al., 2004). This suggest that expenditure of tourists may vary with regards to the number of people they are travelling with. Nicolau and Mas (2005) found that the number of people in the household is a barrier to the decisions tourist make on expenses on tourism, especially if there are children in the family. This makes it clear that the number of accompanying persons during the trip can also be considered as one of the determinants of tourist expenditures (Alegre & Cladera, 2010). According to Tavares, Ivanov and Neves

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(2016), if the tourist travels alone, there is the possibility that he will spend less than when he is accompanied especially if the company is a spouse and/or children. Therefore, most studies point to a positive relationship between the number of accompanying tourist and their expenditures (Jang et al., 2004).

Marcussen (2011), also found travel party to be one of the significant variables influencing tourist expenditure. In his cross section studies of some Danish destinations. A tourist travelling with friends spends 21% more than a person travelling with his or her family. Downward et al (2003) and Jang *et al* (2004) found similar results. In contrast, Craggs et al., (2009) show that people coming with their families are medium to heavy spenders, while those coming with work colleagues tend to be light spenders.

Distance to the destination is another individual characteristic that is often included in tourism expenditure models (Nicolau and Mas 2005). Wang et al. (2006) and Wu et al. (2013) found that tourism expenditures are positively related to the distance they travel to the various destinations. This is supported by Gokovali, Bahar & Kozak, 2007 and Wang, 2004 who also found a positive relationship between the distances covered and tourist expenditure. The study by Prideaux (2000) revealed the dynamic relationship between the categories of holiday expenditure and the tourist's point of origin. Findings showed that as distance increased, the transport element of holiday costs increased and assumed greater importance. Lee (2001) investigated the determinants of recreational boater expenditures on trips using data from the 1998 Michigan boating survey. The

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findings indicated the distance on total expenditures that boaters would spend US$ 15 more with an increase of 100 miles to the destination from home.

Another variable that influences the expenditures of tourists is the repeat visitation, whether the tourist has previously visited the destination or not (Brida et al 2012; Lau & McKercher, 2004; Li, Cheng, Kim, & Petrick, 2008; Marcussen, 2011). Repeat and first-time visitors exhibit different behaviours while at a destination. This is because repeat visitors are already aware of the range of activities available at the destination since they have been there before and they may have participated in a variety of activities at the place and so they may be interested in different activities during their second trip.

First-time visitors, on the other hand, are destination-naive, thus they may not be aware of the products and activities available at the destination since they will be consuming the products for the first time (Lau et al, 2004). This may cause a difference in the expenditure of first time and repeat visitors at the destination as empirical evidence shows that repeat visitors are more price-sensitive and more interested in looking for lower prices that first time visitors (Li et al., 2008) while "first-time" tourists worry less on searching for products and services with lower prices Petrick (2004). The differences in reasons for traveling, can influence tourist behaviour and decisions at the destination. First-time visitors are always curious about the experiences they will have at a destination and so they feel that they are on an adventure to explore a new place. Repeat visitors, on the other hand, are much more interested in using the destination to satisfy interpersonal needs. As a result, first-time visitors are much more likely to travel widely throughout the region, join

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commercial tours and visit icon attractions. Repeat visitors, on the other hand, are more likely to shop or dine. (Lau et al, 2004).

According to Alegre and Juaneda (2006) repeat visitors are likely to spend less than first-timers at a destination because they have greater sensitivity to prices. This is supported by Jang *et al* (2004), who found that repeat visitor's expenditure is lower than that of first timers. Despite all the above assertions, Aguiló and Juaneda (2000) are of the view that repeat visitors spend more than first timers.

According to Alegre and cladera (2010) a lot of reasons calls the differences in the expenditure levels of first time and repeat visitors, some of which include limited information and price as a sign of quality. Tourists have limited information about the characteristics of the different products and services that are offered at a destination. In this sense, repeat visits to a destination increase the level of information about the local price structure, allowing these tourists to identify lower price options. As a result, repeat visitors are able to spend less than first-time visitors, who have less information at their disposal (Crase and Jackson, 2000).

Tourists also have limited information about the prices of goods and services at the destination. In addition, they are faced with the difficulty of having to search for goods with favourable prices which also brings about high search costs. In this situation, first-time visitors are likely to have to incur additional costs. However, repeat visitors, with basic knowledge of the market, would not have to spend anymore since they are aware of the nature of the products and services they are going to encounter. Repeat visitors' higher level of information would allow them to behave more efficiently than first-timers. And in turn spend less than them.

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Again Alegre et al (2010), indicated that price is a function of the quality of a tourist product offered by a destination. If consumers are to choose between unknown destinations, they may use information about the price of the stay as a quality indicator (Moutinho, 2000). In that case, first-timers, who do not have first-hand information about the destination, may be willing to pay more if they consider that a higher price implies a higher-quality product, while repeat visitors, with a better knowledge of the destination, are less likely to pay such prices .

Tourists Income and their Expenditure

Income is one of the most frequently employed variables due to its explicit central role for economic theory in conditioning purchasing behavior. (Brida et al, 2013). Income occupies an important role among the expenditures tourist's determinants, mainly reflecting the average spending per person in total spending per trip (Hong, & O'Leary, 2004; Fredman, 2008). According to Sanchez et al (2013), the tourist socioeconomic feature affecting the daily expenditure to a greater degree is income level; in fact, tourists declaring a high income spend on average 50% more than those declaring low income. On the other hand, some studies found that, income does not have a statistical significance with expenditure (Lehto, O'Leary, & Morrison, 2002 and Downward & Lumsdon, 2004), although, in most cases, it is one of the main determinants of expenditures made by tourists (Alegre & Pou, 2006; Brida & Scuderi, 2012).

According to Brida et al (2013) a limited number of papers made use of variables proxying income sources. These variables expressed whether income was from labour, or came from pension, social security or retirement, assets, transfer,

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welfare benefits, unemployment benefits, self-employment, two or more earners, or other sources. Candela et al (2012), identified some sources of funding, which include Spending paid by the traveller; Spending paid by firms, such as for conferences or business meetings; Spending paid by the public administration, for meetings or missions carried out by its representatives. All these sources have the possibility of influencing tourists' expenditure at the destination.

The Economic Impact and multiplier effect of Tourists Expenditure

According to Rusu (2011), Multiplier effect refers to an economic concept that was conceived in the nineteenth century and developed throughout the early period of the twentieth century. The concept is universally accepted among economist and applies to changes in exogenous demand for any industry's output and it's thus not solely related to tourism activity. Within the context of tourism multiplier effects are those economic impacts brought about by a change in the level or pattern of tourism expenditure.

Multiplier effect can also be explained as a change that occurs in an economic activity due to a change in action in some other sectors (Pao, 2005; Akundi, 2003, Stynes and Sun, 2003). When tourism import is greater than tourism export the impact on GDP is positive and when is lower than the impact is negative (Vanhove, 2010). Here, imports are travel expenses incurred by foreign tourists in our country. The multiplier effect is measured in two forms: the multiplier effect from tourism and the expenditure effect in term of tourism.

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According to Ennew (2003), the multiplier effects reflect the impact that the initial spending of tourist has on the output of an economy (It is a phenomenon where the effects of tourist expenditure are not limited to companies where the money is directly spent. This multiplier effect is the chain of effects resulting from a change in tourist expenditure (Baaijens, Nijkamp and Van Montfort, n.d). This means that every spending a tourist undertakes at a destination affects (big or small) not only on the final output in the rest of the economy, but also all the way through on the process of spending (Ntibanyurwa,2008) .

Multiplier effects are often cited to capture secondary effects of tourism spending and show the wide range of sectors that may benefit from tourism. It measures the impact of extra expenditure introduced into the economy (Rusu, 2011). There are different types of tourism multipliers (Pro-Poor Tourism partnership, 2004; Ennew, 2003). These are: income multiplier, employment multiplier, sales multiplier also known as transaction multiplier, government revenue multiplier and output multiplier.

Sales multiplier reflects additional business revenue generated in the economy following a change in tourism expenditure. Government revenue multiplier informs on the impact on government revenue resulting from all sources connected with an increase in tourism expenditure. Output multiplier in tourism reflects an additional output produced in the economy as a result of tourism spending (Ntibanyurwa, 2008). The tourism income multiplier also refers to an additional income injected into the economy as a result of an increase in tourism spending (Song, 2000). The income generated as a result of tourism can take the

form of wages and salaries, rent, interest and profits. Lastly, employment multiplier can be explained as the total number of jobs created by an additional unit of tourist expenditure. (Ntibanyurwa, 2008).

The effect of tourism on income and employment generation is observed at three different levels (Carstensen, 2003; Burress, 2003; Pao, 2005). All the sectors connected to the tourism industry benefits in the form of income and employment since their products and services are needed to meet tourist needs. These effects are referred to as direct effects. They are also known as primary effects. Recent literature suggests that direct effect multipliers in tourism translate direct sales (spending) to the income, value added and employment linked with visitor spending in tourism sectors (Ennew, 2003; Sugiyarto et al., 2003). According to these authors, direct effects represent the numerous changes in the economic activity resulting from the first round of spending in the tourism industry. In addition to these direct effects, sectors that supply directly to the tourism industry use the income they have received from tourism to buy their inputs from other industries in order to produce and satisfy the demand from the tourism industry. This effect is known as the indirect effect of tourism. It is called indirect because industries in this category do not deal directly with the tourism sector or the tourist consumer itself.

A third level of effects are induced effects. The income generated in tourism-related industries is not only used for purchasing inputs to produce goods and services for tourist. A portion of it is consumed by households for their own different needs. In that sense the income from the tourism sector used to purchase

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other than tourist-related goods and services create induced effects (Ntibanyurwa, 2008). Tourism expenditure affects many economic sectors positively, for example, accommodation, food and beverages, transport, entertainment and many other goods and services that tourist purchase. This process of spending generates more sales, income and employment throughout the country's economy (Sugiyarto et al., 2003).

According to Ntibanyurwa (2008), Tourists have an influence on the size of income and employment multiplier. Their spending behaviour is very important. If tourists spend more money in a host country with strong sectoral linkages, it follows that the impact on income and employment will be high, resulting in a big size of their multipliers. Likewise, if tourists' expenditures in a host country are limited, fewer benefits will be derived and therefore a small size in tourism multipliers will be observed. In this case, it is important to investigate the underlying factor that drives this spending behaviour of tourists. If the host country can satisfy tourists' needs, it is obvious that tourists spending will impact positively on income and employment. Nevertheless, if the host country relies heavily on imports to satisfy tourists' needs, then limited income and employment will be observed and this will be reflected in a small size of income and employment multipliers.

Tourists that visit various destinations spend on the various tourism products, such as accommodation. Food and beverage, souvenirs, transportation and attraction. The expenditures on these products have a direct and indirect impact on Government, households and other businesses. From the diagram, the tourism industry distributes income to businesses in exchange for goods and services

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bought to satisfy tourist demands. These businesses employ different people including local residents to produce and supply goods and services to the tourism industry. Likewise the tourism industry itself employs a labour force from households to respond to its clients' needs. In this regard, tourism distributes wages to households in response to the labour offered. Tourist expenditure is also linked to government in a direct way. It increases government revenues by paying for tourism-related taxes and fees. These include, among others, airport fees (entry visas), taxes related to tourist consumption of goods and services at their hotel place, on the site, etc. The direct effects reflect the value added or the contribution to GDP resulting from the spending of local and foreign tourists in the local economy (South Africa Foundation, 1999). However, it has to be noted that in addition to tourism products that tourists consume, they also use imported goods such as drinks.

Unfortunately, most developing countries are not capable of satisfying all tourists' needs using their local production because of their limited production capacity. Furthermore, the tourism industry may also import furnishings for the hotels. The money used to import goods and furniture to satisfy the needs of tourism, constitutes a leakage out of the host country. This leakage in most cases comes from capital import or investment spending to satisfy tourists' needs. "Leakage is the process whereby part of the foreign exchange earnings generated by tourism, rather than being retained by tourist-receiving countries, is either retained by tourist-generating countries or repatriated to them" in various forms (Diaz, 2001: 168).

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Tourist Expenditure Distributions

According to Lee (2001), Lehto et al. (2001) and Wang et al. (2006) the determinants of tourist expenditures are examined on various tourism products such as accommodation, meals, attractions, entertainment, shopping, and transportation. Determining the tourist products is most helpful for researchers interested in understanding tourist's transactions and the benefits derived from consuming these products. This proves to be a challenging task, due to the different levels of tourist products and their complex nature. For instance, tourist products can be determined on two distinct levels:

The total tourist product, which comprises of a combination of all the elements, which a tourist consumes during his/her trip. *The specific products*, which are components of the total tourist product and can be sold as individual offerings such as accommodation, transport, attractions and other facilities for tourists (Koutoulas, 2001). This study focuses on the total tourist product which is a combination of the attraction, accommodation, souvenir, food and beverage and transportation. According to Medlik and Middleton (1973:132), "all tourists buy, either separately, or as an inclusive tour, the various components of the tourist product.

Either way, the end result of all these purchases is a 'package.' This view of the tourist product holds well whether on a business trip, a holiday or any other form of tourism. Airline seats or hotel beds may be individual products in the eyes of their producers, but they are merely elements or components of a total tourist product, which is a composite product.

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Tourist Products

The critical and comparative analysis of the literature as well as the codification of dozens of definitions and other approaches to the meaning of the tourist product have resulted in the following theoretical principles (Koutoulas, 2001:258):

- The tourist product should not be seen from the point of view of the individual producer (such as the hotelier or the transportation company) but from the point of view of the consumer, thus equating the tourist product with his/her total travel experience. The tourist product should be perceived as including all the elements that are part of a trip.

- These elements can be found at the destination(s) of the trip, the transit routes and the places of residence (Leiper, 1990:81). In addition, the consumption of these elements takes place before, during and after the trip. For instance, tourists spend part of their travel budget both at their home town (e.g. for buying a map before the trip and developing films after the trip) and enroute to their destination (e.g. for buying food or gasoline). However, this study focuses on the expenditures on these products at the destination.

- A tourist product can only be determined in relation to a specific destination, a fact that makes each product unique. The tourist product should be distinguished from the destination. The destination is not the product. On the contrary, a destination usually offers several products to its visitors, with each distinct travel experience constituting a tourist product (Jeffries, 1971:4)

-       The tourist product should be distinguished from the inclusive tours or package tours. An inclusive tour is not a total tourist product but a specific tourist product as discussed above, even though it is a composite one. An inclusive tour is essentially a selected combination of individual elements of the total tourist product, marketed under a particular product or brand label, and sold at an inclusive price (Middleton, 1988:271). This study focuses on the total tourist product which is a combination of the attraction, accommodation, souvenir, food and beverage and transportation that tourists spend on while at the destination.

According to Soteriades et al (2006), some studies on tourist expenditure have analysed the categories of goods that tourists tend to purchase, as well as spending levels in each category (i.e. accommodation, catering, transportation, entertainment/recreation, and shopping) on vacation in a destination. Tourist attractions are the unique features of a destination that pulls or attracts tourists to a destination. It can also be a place that people visit for pleasure and interest, usually while they are on holiday. They are a core component of tourism. They are often called "tourist attractions" because they tend to attract tourists. Attractions are the places, people, events, and things that make up the objects of the tourist gaze and attract tourists to destinations. Common examples include natural and cultural sites, historical places, monuments, zoos and game reserves, aquaria, museums and art galleries, gardens, architectural structures, theme parks, sports facilities, festivals and events, wildlife, and people. The history of attractions is inextricably linked with the development of the tourism industry. An attraction exists when a tourism system is created to designate and elevate it to the status of an attraction (Lew, 2000).

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According to Goeldner at al. (2003), attractions can be categorized into 5 types, namely; Cultural attractions, Natural Attractions, events Recreation and Entertainment attractions. Upon arrival, some products or services needs to be in place to ensure tourists comfortable stay at the destination, these include food and beverage, accommodation and transportation. Tourist accommodation is a place of rest that serve as tourists' home away from home. According to Bhatia (2006) the physical features the accommodation industry can be broadly divided into:

1. Traditional (hotel) accommodation. It includes hotels and motels. Hotels can further be subdivided into various types: international, commercial, resort, floating, heritage. There are different kinds of motels: roadside, city motel, tourist cabinet, tourist court.

2. Supplementary accommodation. It includes premises, which offer accommodation but not necessarily hotel services. They are bungalows, dormitories, villas, youth hostels, travellers lodge, circuit houses, and inns.

The restaurants ensure the daily food and beverage needs of tourist at the destination, while the transportation services ensure their safe and easy movement across the destination. Souvenirs form a large component of all tourists shopping products (Weng & Tung-Zong, 2012). Whatever the type of tourism (leisure, business), the tourist is likely to take home a souvenir (Follad, 2006). Ming (2011) has the view that shopping for souvenir is an interesting activity which almost all tourists undertake. Motivations for buying souvenirs include souvenirs as gifts (Kim & Littrell 2001) and as a reminder of travel experience (Swanson, 2004). Ward and Tran (2007) posit that souvenirs as gifts are of two categories: self-gifting

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and gift-giving. Tuomisto (2012) discovered that 71% of tourists to Tampere, Finland bought souvenirs for friends and relatives. Some of these souvenirs include beads, carved wood, African prints, smocks, bags and many others.

Tourists allocate a significant proportion of their travel expenditure to shopping for gifts and souvenirs (Ming, 2011). Shopping, of which buying of souvenir is paramount, constitutes over half of the overall travel spending for tourists visiting Hong Kong (Law & Au, 2000). Cai, Lehto and O'leary (2001) reveal that on a scale of preference, Chinese leisure travellers to the USA assign more money to souvenirs than lodging, food and entertainment. Taiwanese tourists in 1999, ranked expenditure on souvenirs second to tobacco and wine (Yoon-Jung, Chia-Kuen, Letho, & O'Leary, 2004). Apichoke (2006) affirms that handicraft products accounted for 30% of tourists' shopping expenses in Thailand.

International tourists have to allocate different percentages of their incomes on the above-mentioned products in order to maximize their satisfaction at a destination. In the study by Soteriades et al (2006) expenditure of British and German tourists in Crete, Greece was distributed as follows: 44.5% on package, 24.7% on products, 15.2% on catering, 11.3% on local transport, and 4.3% on services. Also, a study by Malta Tourism Authority (2011) reveals that besides accommodation, tourists spend money mainly on food and shopping (souvenirs and clothing). Shopping constituted 15.1% of tourists' total expenditure of which 6.3% was on souvenirs.

The Georgian National Tourism Agency, (2011) also found that 17% of tourists' spending is on souvenirs and gifts. Another study conducted by Yoon, (2007) in the USA also revealed that leisure travellers spent the highest amount of

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money on shopping, followed by those visiting friends and relatives and business travellers. On the contrary, the study by Luo and Lu (2011) revealed that business travellers to the Canton Fair in China, spend more on souvenirs than leisure travellers. . This contradiction is basically due to geographic differences and both destinations may have different target markets. Based on Telfer, (2002), food and meal consumption expenditure covers one-third of the total expenditure for most tourists around the world. This is supported by Ashley (2006) and Meyer (2007), whereby they claimed that the main part of the tourists' expenditure is on meal and crafts. In their study, all drinks and meals expenditure were combined with souvenirs and other personal expenses. However, the findings by Ashley (2006) are contradicted by a few other studies. Anyango et al. (2013) defended his findings with new intervention among Dutch tourists. They indicated that Dutch tourists spent 18% on accommodation, 10.5% for personal expenses, 7.5% for local transport, 3.5% for optional excursions, 2% for tips and 1.5% for visa costs. These findings differ from the Japanese tourists that spend 36.2% more than other expenditures for shopping. From the study of Amir et al (2015), international tourist in Melaka spent 42% on Accommodation, 33% on transportation, 29% on entertainment, 29% on shopping, and 29% on food and beverage.

Theoretical Framework

The Theory of Buyer Behaviour

The theory of Buyer Behaviour was developed in 1969 by Howard and Sheth. It is also known as the Howard and Sheth Model (Howard & Sheth 1969). It provides "a sophisticated integration of the various social, psychological and

marketing influences on consumer choice into a coherent sequence of information processing" (Foxall, 1990 p.10). The authors' interest was in constructing a comprehensive model that could be used to analyse a wide range of purchasing scenarios, and as such the term 'buyer' was preferred over 'consumer' so as to not exclude commercial purchases (Loudon & Bitta, 1993). The model draws heavily on learning theory concepts (Loudon et al., 1993), and as such six learning constructs are represented:

- Motive – described as either general or specific goals impelling action.
- Evoked Set – the consumers' assessment of the ability of the consumption choices that are under active consideration to satisfy his or her goals.
- Decision mediators – the buyer's mental rules for assessing purchase alternatives.
- Predispositions – a preference toward brands in the evoked set expressed as an attitude toward them.
- Inhibitors – environmental forces such as limited resources (e.g. time or financial) which restrain the consumption choice.

This theory, through the 'evoked set' and the 'decision mediator' constructs helps to understand that, tourists' asses the ability of the various alternatives of tourism products to satisfy their goals or needs before selecting or deciding to purchase them.

Utility theory

Utility theory bases its beliefs upon individuals' preferences. It is a theory postulated in economics to explain behavior of individuals based on the premise

that people can consistently rank order their choices depending upon their preferences. Each individual will show different preferences, which appear to be hard-wired within each individual. We can thus state that individuals' preferences are intrinsic. Utility theory is a positive theory that seeks to explain the individuals' observed behavior and choices. The distinction between normative and positive aspects of a theory is very important in the discipline of economics. Some people argue that economic theories should be normative, which means they should be prescriptive and tell people what to do. Others argue, often successfully, that economic theories are designed to be explanations of observed behavior of agents in the market, hence positive in that sense. This contrasts with a normative theory, one that dictates that people should behave in the manner prescribed by it. Instead, it is only since the theory itself is positive, after observing the choices that individuals make, we can draw inferences about their preferences.

To begin, assume that an individual faces a set of consumption "bundles." We assume that individuals have clear preferences that enable them to "rank order" all bundles based on desirability, that is, the level of satisfaction each bundle shall provide to each individual. The utility theory then makes the following assumptions:

1. Completeness: Individuals can rank order all possible bundles. Rank ordering implies that the theory assumes that, no matter how many combinations of consumption bundles are placed in front of the individual, each individual can always rank them in some order based on preferences. This, in turn, means that

individuals can somehow compare any bundle with any other bundle and rank them in order of the satisfaction each bundle provides.

2. More-is-better: Assume an individual prefers consumption of bundle A of goods to bundle B. Then he is offered another bundle, which contains more of everything in bundle A, that is, the new bundle is represented by αA where α = 1. The more-is-better assumption says that individuals prefer αA to A, which in turn is preferred to B, but also A itself.

3. Rationality: This is the most important and controversial assumption that underlies all of utility theory. Under the assumption of rationality, individuals' preferences avoid any kind of circularity; that is, if bundle A is preferred to B, and bundle B is preferred to C, then A is also preferred to C. Under no circumstances will the individual prefer C to A. You can likely see why this assumption is controversial. It assumes that the innate preferences (rank orderings of bundles of goods) are fixed, regardless of the context and time.

Utility Maximization Theory

The choice of where to allocate scarce resources among competing choices depends upon an individual's underlying utility function. Utility refers to the perceived value of a good and the central assumption on which the theory of consumer behaviour and demand is built is that an individual makes choices so as to maximize his utility. The consumer attempts to allocate his limited income among available goods and services so as to maximize his satisfaction. The objects of consumer choice are consumption bundles.

The consumer is assumed to be rational and has full information of the available commodities, their prices and his income. In order to attain this objective, the consumer must be able to compare the utility of the various "baskets of goods" which he can buy with his income (Koutsoyiannis, 1991; Varian, 1990) .Since tourist are consumers , they tend to allocate their income on the various tourism products based on the level of satisfaction they derive from each. This theory is used in this study to understand how tourist spend their income on the various tourism products at the destination.

Despite the fact that this the consumer behavior research in tourism continues to be marked by studies underpinned by the assumption of rational decision-making, because they explore causal relationships. Thus, estimates how much of an outcome (or dependent) variable is explained by relevant explanatory (or independent) variables (Smallman & Moore, 2010).

This theory has been criticized by researchers who have questioned the rationality of many consumer actions (Erasmus et al. 2001). It was found that consumers frequently engaged in non-conscious behaviours that might not be well modelled through a rational information processing approach (Bozinoff 1982, Erasmus, et al. 2001). Other writers have found consumer behaviour in certain circumstances that appears haphazard, disorderly or opportunistic (Erasmus et al. 2001), and while such observations may believe some rationality that may be hidden even to the actor, they certainly do not comply with the well-structured and rigid traditional model proposed. Similarly, emotional considerations are not well catered for through the rational approach

Conceptual Framework

The conceptual framework of the study is developed by the researcher to depict inbound tourists' purchasing behaviour on goods and services in the Central Region. From the fig 2, the tourists' purchasing behaviour is shaped by the tourists' characteristics, which involves their socio demographic characteristics and their travel characteristics. These purchasing behaviour of inbound tourists in the Central Region involves their pre-purchase expectations or perceptions of the tourism products offered in the destination as well as their total purchase decisions.

Tourists purchase decisions involves their preference/ choices of the various accommodation, food and transportation facilities available in the region. It also involves their resource allocation and ranking of the products thus how they distribute their income on the various tourism products in the region.
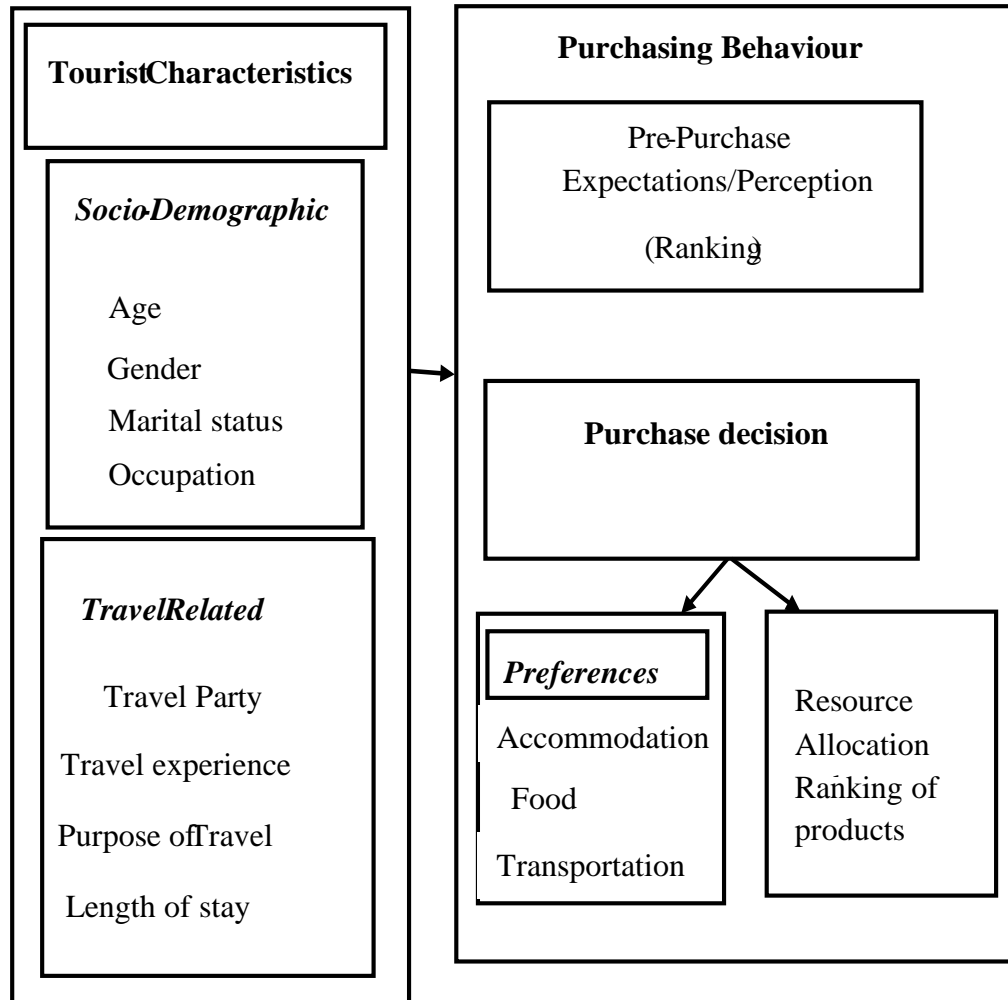
Figure 1: **Conceptual Framework of Inbound Tourists' Expenditure Behaviour in the Central Region.**

Source: Author's construct.

Chapter Summary

The chapter reviewed related literature on the determinants of tourist expenditure, the economic impact of tourist expenditure and the expenditure distributions of tourist. Both theoretical and conceptual underpinnings of the concept were reviewed. Specific theories covered were the Buyer behaviour theory and the Utility theory. A conceptual model was developed from the theories for the study.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter describes the research methods that were used to collect and analyse data to achieve the objectives of the study. It describes the study area, the study design, target population, sampling procedure, sample size, research instruments used, sources of data, as well as the data processing, analysis plan and ethical issues.

Study Area

The study area for this research is the Central Region of Ghana. The Central Region of Ghana holds the highest number of attractions and receives the highest tourist arrivals (GTA, 2014). According to GTA, (2018) statistics on regional visitation to attractions, the Central Region received 267,947 tourists out of the 635,572 tourist that visited Ghana, making up 42% of total arrivals.

The region is endowed with a diversity of attractions, including historical, ecological and cultural attractions (Dayour, 2013). The coastline is famous for its ancient forts and castles built by early European traders. Among the numerous tourist sites in the region are the forts and castles, Kakum National Park, bird watching, cultural festivals, eco-tourism, business tourism and many more. The forts and castles today attract more than 100,000 tourists annually most of which are international tourists (Arthur& Mensah 2006). The Cape Coast Castle which is recognized by UNESCO as a World Heritage Site, and is described as one of the

six most beautiful in existence with a very rich history. Kakum National Park, 30km north of Cape-Coast, is the foremost nature reserve in southern Ghana. The region's culture is depicted through its many exciting festivals which are held throughout the year.

The region bears a large portion of the historical links between Africa, the Americas and Europe. It was therefore the major host for the Pan-African Festival (PANAFEST) held in Ghana (Ghana Tourist Board, 2008). This makes the Central Region a very significant tourist destination that can generate a lot of economic benefits for the tourism industry and the country as a whole, making it a suitable area for this study on expenditure of tourists.
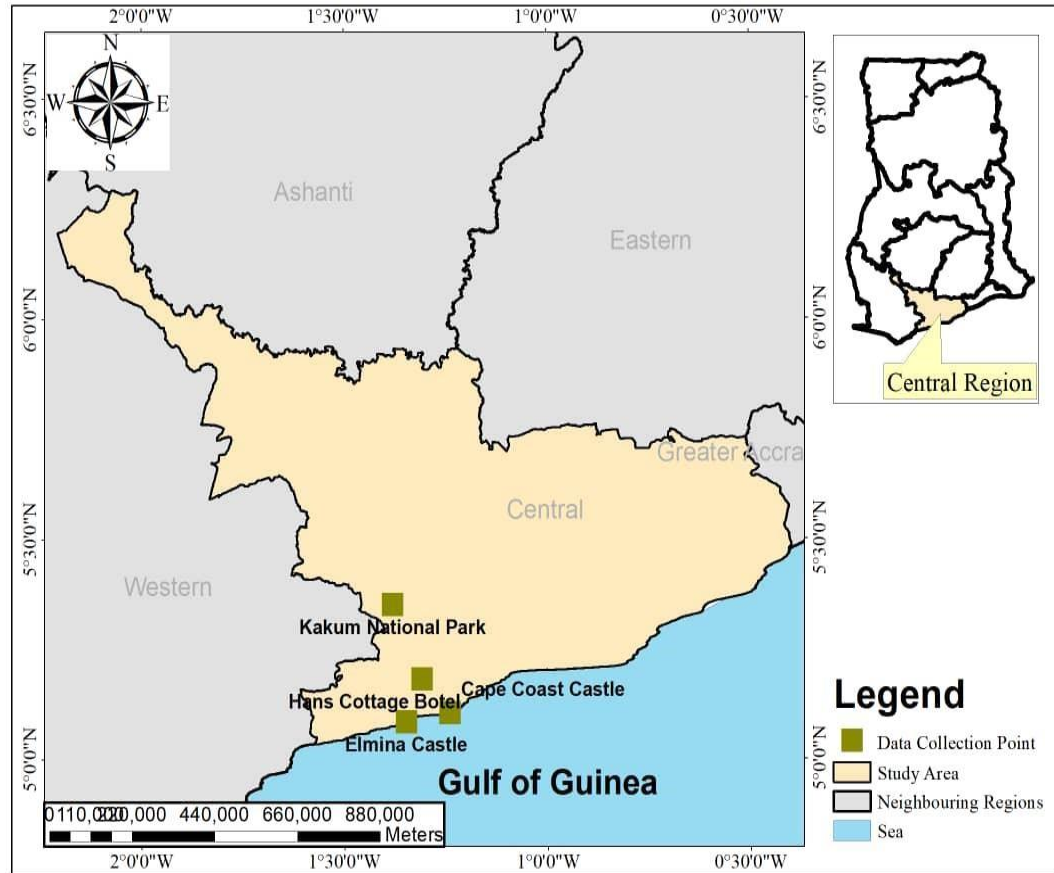
Figure 2: Map of the Central Region and Location Data Collection Point

Source: Department of Geography and Regional Planning (2019)

Research Philosophy

The study is grounded in the positivist paradigm of research. This is because this study seeks to identify the consumer behaviour of inbound tourists in the Central Region and positivism is a theory that states that all authentic knowledge can be verified through scientific methods such as observation, experiments and mathematical/ logical proof. The principles of the foundation of positivism are that; the aim of science is to explain predict and discover, scientific knowledge is testable, i.e, it is possible to verify research through empirical means.

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Positivists consider the social science to be as scientific as the natural sciences. The scientific methods they use in research involves generating theories and hypothesis and the testing them using direct observations or empirical research. The positivist prefer quantitative methods such as structures questionnaires, social surveys, and official statistics. Drawing on this, a quantitative method of data collection and analysis was adopted for the study. This is due to the fact that, this study deals with fact and figures and the quantitative method allows for the researcher to be objective in the data collection and presentation of the results.

Research Design

The study adopts a cross-sectional survey design. Cross-sectional survey design involves collection of data from a sample of individuals (or groups) at a point in time as a basis for inferring the characteristics of the population from which the sample comes (Ceswell, 2012). In a cross-sectional study, the researcher measures the outcome and the exposures in the study participants at the same time. It is relatively quick and easy to conduct since data on all variables is collected once. The cross-sectional study helps to describe the overall picture of a phenomenon, a situational problem or an issue by asking a cross-section of a given population at one specified moment in time. This design is the appropriate design for this study because the objective of the study is to examine the expenditure pattern of inbound tourists in the Central Region of Ghana. This study design helped the researcher to collect data from a sample of inbound tourist in the region for the study.

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Data and Sources

This study made use of both primary data and secondary information. Primarily, the data, was sourced from inbound tourists in the Central Region using questionnaires. This was helpful in collecting first-hand information from the tourists. The secondary information was obtained from journals, books and other written documents.

Unit of Enquiry

The unit of enquiry is an inbound tourist in Central Region of Ghana.

Target Population

The target population for the study comprised inbound tourists within the ages of 18 and above who visited the Central region of Ghana between the months of November and December 2018, for leisure, business, volunteer work, education and for family and friends. In this study, inbound tourists are described as temporary visitors who cross a national border into another country and spend at least one-night pursuing leisure or any other activity for which they do not earn remuneration at that destination (Akyeampong & Asiedu, 2008).

Sample Size Determination

The sample size for this study was determined using the formula proposed by the international Fund for Agricultural development (2009). The formula is: n

$$= \underline{t^2 \times p\ (1\text{-}p)}$$
$$m^2$$

Where:

n = desired sample size

t = confidence level set at 95% (standard z statistic usually set = 1.96) p = estimated proportion of the target population with similar characteristics

(set at 75% or 0.75) m = margin of error set at 5% (standard value =0.05)

Substituting the values into the formula: n = $\underline{3.8416 \times 0.75\ (1\text{-}\ 0.75)}$

$$0.0025$$

n = 288.12

The calculated sample size was 288.12. According to the argument made by Hair, Anderson, Tatham and Black (1998), the issue of how large a sample size should be is unanswered. They are however of the opinion that based on a large sample distribution theory, reliable estimates can be obtained from samples between 100 to 150 respondents (Hair, Anderson, Tatham & Black, 2010; Brida & Scuderi, 2013).

In addition to this figure, 10 percent of the initial sample size calculated which is equivalent to 29 respondents was added, to cater for any non-responses that may occur during data collection. Thus, the actual total survey sample size for the study is 317.

Sampling Technique and Procedure

The convenience sampling procedure was used to select the tourists who participated in the study. Thus, the tourists were selected as and when they became readily available and were willing to respond to the questionnaires. Convenience sampling was used because the target population which is the international tourists are not static or found at a particular place, they are scattered since they are always on the move from one attraction to the other, making it difficult to trace them or use a probability sampling procedure and so the best way` to sample them was to use a non-probability sampling method to get the respondents who are readily available to participate in the study. Data collection was done at the Kakum National park, Cape Coast Castle and Elmina Castle. The researcher conveniently (randomly) selected tourists who were willing to participate in the data collection exercise by . Similar studies employed the convenience sampling method to collect data from tourists. (Dayour, 2013; Yankholmes &Mckercher, 2015; Su, Hsu & Swanson, 2017).

Methods of Instrumentation

Questionnaires were administered to international tourists at the study by the researcher and field assistants. Questionnaires are very efficient for collecting statistically quantifiable information in social science research (Twumasi, 2001; Sarantakos, 2005). The questionnaire approach to data collection was used because most international tourist who visit Ghana can read, write and understand English. The use of questionnaire also ensures the independence and anonymity of respondents in the study. Nonetheless, unlike in-depth interviews, questionnaires will not allow the researcher to probe into intriguing issues in the research since its

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usage stresses the independence of respondents. Questionnaires will be used because it permits anonymity and may result in more honest responses.it also eliminates bias due to phrasing questions differently with different respondents. The questionnaire items were sourced from other related studies and modified to suit the current study. The questionnaires were divided into four (4) main sections. Each section examined different issues relating to the study. Section one examined the consumption choices of the tourists, by probing to identify the type of accommodation, food facility and transport service that tourists preferred to patronize and their reasons for doing so. Section two sought to identify the expenditure pattern of tourists, by assessing their expenditure distributions on the six tourism products in the region, thus attraction, souvenir, accommodation, food, transportation and entertainment, both before their visit and during their stay. Section three, focused on the trip related characteristics of the tourist. Questions were asked in relation to their length of stay, travel purpose and travel party in order to examine how these factors influence tourist expenditure in the region. Lastly, Section four covered the socio-demographic characteristics of the tourists. For each of the sections there was a mix of open and close ended questions.

Pre-Test of Instrument

To ensure feasibility and validity of data collection instrument, it is essential to pre-test it (Brink & Wood, 1998). Pretesting was conducted in October 2018 to ensure that the instrument measured quality and concise information. The pre-testing was conducted at the Kakum National Park. The pre-test was done in the same area because tourist are a transient population and by the time the actual

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fieldwork was taken, the same tourist would not have been met at the same study area therefore it will not affect the validity of the study. The Instrument was administered to 40 inbound tourists. After the Pre-test, it was realised that, some of the respondents had difficulty in answering some of the questions because they did not understand them properly. As a result, the researcher modified the wordings of these questions as indicated earlier to enable respondents to understand the information being sought from them.

Fieldwork and Related Challenges

The actual field work lasted for six weeks (November, 2018 to January, 2019). Introductory letters were sent to some of the attractions in the Central Region such as Kakum National Park and Cape Coast Castle for permission to collect data. After permission had been granted by authorities for data collection to commence, the researcher employed the services of two field agents who were reading tourism management in the University of Cape Coast. In spite of their educational background, the researcher had to orient them to ensure that they collect the desires information from the field. The field agents helped to explain certain questions for respondents to understand. Firstly, inbound tourists were approached politely and the purpose of the study was communicated to them before the questionnaires were given to them to fill. The researcher encountered a number of challenges during the fieldwork. A number of the tourists approached for data collection were unwilling to participate in the study. Their reason was that they had limited time and filling the questionnaires will take much of their time. The researcher overcame this issue

by politely explaining the purpose of the study to them of which majority of them understood and accepted to fill them.

Data Processing and Analysis

300 questionnaires were administered to the respondents and 280 were filled and returned accordingly. After the final cleaning, only 260 questionnaires were fit to be used for the analysis The IBM (SPSS) version 21 was used to analyse the data from the field. The SPSS software serves as a tool for transforming responses from a population of study into figures through coding. The data was coded and entered into the SPSS software for analysis. The data was carefully edited (cleaned) to remove all outliers or extreme values which could affect the validity of the results. Descriptive statistical presentations which involve organization and summarization of data were undertaken as a prelude to the analysis and generalization of results from the study. Some of these descriptive statistics include averages, bar charts, cross tabulations and frequencies which were presented to display various background and travel characteristics of tourists. Inferential statistics was used to ascertain the differences in inbound tourist expenditure by their characteristics and the degree to which every item of the tourism product contribute to the total expenditure of international tourist in the central region.

Ethical Issues

This study adhered to some ethical issues including right of entry, informed consent, anonymity and confidentiality. The instrument clearly stated the purpose of the study to the respondents to obtain their consent. This covered what the research is about, who is undertaking it, and why it is being undertaken and the implications of the study. This was done in an informed consent letter. Respondents had the freedom to decline participating in the study or in responding to the questions they considered personal. The participant's confidentiality and anonymity were ensured. This was done by designing the instrument such that it didn't include questions that required respondents to give out their identity or contact information.

The respondents were assured that their responses and identities will be kept anonymous and they were again assured that the information provided for the study was going to be handled as confidential. On no account did other people have access to the data collected from the field with the exception of the researcher   and the supervisor of this study. This study was purely for academic use and under no condition will it be disclosed to a third party.

Chapter Summary

This chapter dealt with the methodological aspect of the study. These included the study area, research design, data collection and analysis, among others. Description of the study area and the research design were discussed. Questionnaires were used to source data from international tourists in the Central Region. Convenience sampling method was used in reaching the respondents and data collected were processed using SPSS.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter presents an analysis, results and discussion of the data collected from the field. Issues addressed include socio-demographic and travel characteristics of respondents, tourist's consumption choices, the difference between tourists' expenditure plan and their actual expenditure, the relationship between tourist's travel characteristics and their expenditure and finally, the expenditure pattern of international tourist in the Central region.

Socio-Demographic Characteristics of Respondents

This section presents the socio demographic characteristics of inbound tourists who were captured in the study. The socio-demographic characteristics addressed in this section include gender, age, marital status, occupation, highest educational level and nationality of the tourists who visit the Central Region of Ghana. All these are captured in Table 1.

Table 1: Tourists Socio-Demographic Characteristics (N=260)

Variables	Frequency	Percentage (%)
Gender		
Male	121	46.5
Female	139	53.5
Age		
18-20	49	18.8
21-30	114	43.8
31-40	44	16.9
41-50	17	6.5
50+	36	13.8
Marital status		
Married	81	31.2
Single	171	65.8
Divorced/separated	8	3.1
Highest educational level		
Basic	8	3.1
High school	63	24.2
Tertiary	118	45.4
Post graduate	71	27.3
Occupation		
Professionals	166	63.9
Students	85	32.7
Post student gap year	9	3.5
Country of origin		
America	103	39.6

Table 1 Continued

Europe	114	43.8
Africa	19	7.3
Asia	19	7.3
Australia	5	1.9
Monthly Income		
Below 300	54	20.8
Btn 300-600	35	13.5
Btn 600-900	33	12.7
Above 900	138	53.1

Source; Field work, (2019)

A total number of 260 tourists were included in the study. Out of this, there were 139 (53.5%) females and 121(46.5%) males. This could imply that more female tourists visit the Central Region than males. This result is in agreement with the study of (Boakye, 2012) and (Mensah & Mensah, 2013) which found that more women visit Ghana than men.

The age of the respondents ranged from 18years to above 50 years. The dominant age category was those who were between the ages of 21 and 30 years which constituted 43.8% (114) of the respondents. This was followed by tourists with ages between 18-20 years and ages from 31-40 which constituted 18.8% and 16.9% respectively of the respondents. The least percentage was 6.5% representing tourists with ages between 41-50years. This result conforms to Garling and Axhausen (2003), who alluded that the youth travel more than the aged. This could be because the youth are more energetic and healthier compared to the aged who form the least percentage of the total number of respondents.

The majority (65.8%) of the respondents were single while 31.2% were married. The unmarried respondents being more in the study could be attributed to the fact that they are relatively young, that is between the ages of 21-30 and also most of them were students.

The respondents were generally highly educated with 45% having college or university education, while about 27% had post graduate education. Tourists who had high school and basic education accounted for 24% and 3% respectively. Most of the respondents were therefore literate and had college or university degrees.

This is an indication that majority of the respondents were fairly educated and according to Stango and Zinman (2009), tourists' level of education has an influence on the decisions they make at numerous destinations they visit.

Regarding, the occupation of the tourists, those in the professional category dominated with 64%. This was followed by students who accounted for 33% and the post student year gap which accounted for 3.5% of the respondents. This result is in consonance with the studies of Otoo and Amuquandoh (2014) and Agyeiwaah, Akyeampong, Amenumey and Boakye (2014) who found that the most dominant group are the young who happen to be students of tertiary institutions. Majority of the tourists were professionals since this group comprised of tourists with different employment backgrounds such as IT Experts, Health workers, Sales and Marketing representatives and those in Academia.

In terms of origin, majority of the respondents were from Europe (44%). This was followed by America, which accounted for 40% of the respondents. About 14% of the respondents were from Africa and Asia, with the lowest number of respondents being Australians which accounted for 1.9% of the total respondents.

This result corroborates the study by Dayour et al (2016) which found that majority (72.9%) of backpackers came from Europe.

The study also sought to find out the average income distribution of the respondents. It was found that more than half (53.1%) of the respondents had an average monthly income of more than 900US dollars, whereas (12.7%) had average monthly incomes between 600 and 900 US dollars.

In summary, out of the 260 respondents that were included in the study, the females dominated with a percentage of 53.5%, with majority being youthful with ages between 21-30 years (43.8%). Respondents with tertiary education (45%) dominated the study, with 65% being professionals and mostly from Europe (44%). Most of the respondents (53.1%) had monthly incomes above 900 US dollars. This result is consistent with the findings of Boakye (2012) and which had a youth dominated respondents, with majority being students and mainly from Europe.

Travel Characteristics of the Respondents

A**s**ide the socio-demographic characteristics of tourists. It is essential to also know the travel characteristics of the tourists since it will directly or indirectly influence the demand of tourists at the destination (Fernandez et al 2018). The study explored characteristics like purpose of travelling to the destination, travel experience of the tourists, length of stay, Travel group size and description which are all captured in Table 2.

From the survey, it was identified that tourists visit the central region for several reasons or purposes. These include leisure, visiting relatives and friends, education, business and volunteer activities. Out of the 260 respondents, 138,

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representing a little over half (53%) travelled for leisure or for vacation. This results is in congruence with the UNWTO (2016) figures where leisure travels (53%) accounted for more than half of total world travels. With this high percentage, the Central Region seems to attract a lot of leisure or vacationing tourists because of its beautiful beaches and numerous historical and cultural attractions. Educational purpose was the second highest with 22% as most of the respondents indicated that the Central Region aside tourism also has some of the best educational institutions, making it a suitable destination for exchange programmes. Volunteer activities as well as visiting family and friends constituted 14.2% and 6.5% respectively. However only 3.8% of the respondents declared business as a reason for visiting the region.

Table 2: Travel Characteristics of the Respondents

Characteristics	Frequency	Percentage
Purpose of visit		
Leisure	138	53.1
VFR	17	6.5
Volunteer	37	14.2
Education	58	22.3
Business	10	3.8
Travel experience		
First time visitor	211	81.2%
Repeat visitor	49	18.8%
Length of stay		
Below 1 week	89	34.2
1 week	27	10.4
More than 1 week	103	39.6
1 month or more	41	15.8
Traveler type		
Single traveler	30	11.5
Group Travel	230	88.5
Group size		
Less than 5	134	58.3
Btn 5-9	34	14.8
Btn 10-14	24	10.4
Btn 15-20	17	7.4
Above 20	21	9.1
Group description		
Family	77	33.5
Friends	22	9.6
Association/union	89	38.7
Volunteer group	42	18.3

Source; Field work, (2019)

With regard to the travel experience of the tourists, the study revealed that a large majority of the respondents were first time visitors, recording 81.2%, while repeat visitors recorded only 18.8%. The study categorized tourist length of stay into five categories. Out of the 260 respondents, 103(39.6%) spent more than one week at the destination, followed by, 34.2% who spent less than one week at the destination. The remaining tourists who spent 1 week and 1 month or more constituted 10.4% and 15.8% respectively. This means that majority of the tourists do not visit the central region for long vacations, rather they come for short holidays for a maximum duration of two weeks.

From the survey, majority of the tourists visited the destination as a group, they constituted 88.5% of the total respondents. With only 11.5% being single travellers. From the group travellers' category, the most dominant group size was less than five, which accounted for 58% of the total respondents. The group size with the lowest frequency was those 15-10 which constituted 9.1% of the respondents.

Tourists Consumption Choices

According to Mok et al. (2000), tourists spend on several components of the tourism industry such as transportation, lodging, food and beverage, gifts and souvenirs. They are also faced with the burden of making choices as to what facility, activity or service will best suit their needs. "These choice" are influenced by a lot of factors that stakeholders need to be made aware of so as to help in the planning and making other essential decisions concerning the tourism industry.

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These are presented in terms of accommodation, transportation, and food and beverage.

Accommodation

In this section, respondents were asked to indicate the type of accommodation facility they patronized during their stay in the Central Region. Figure 4 indicates the type of accommodation facilities tourists patronized during their stay in the Central Region.
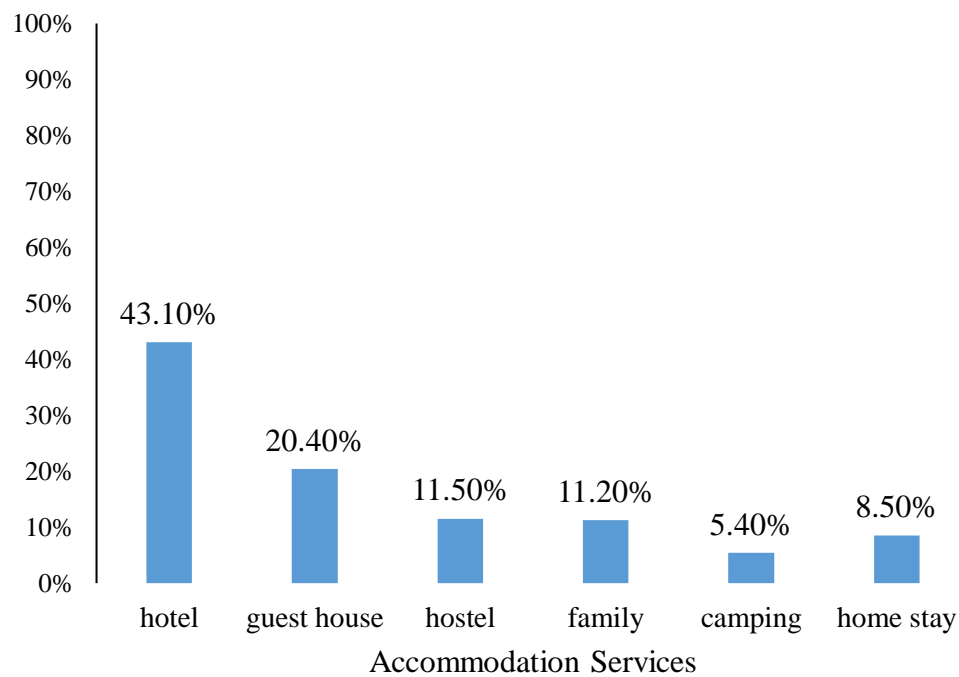
Figure 3: Tourists' Choice of Accommodation.

Source; Field work, 2019

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Some of the accommodation facilities mentioned in the study included; Hotels, guest houses, hostel, camping, homestay and accommodation by family and friends. From figure 3, it is evident that the most commonly used accommodation by tourists that visit the Central Region was hotel which had (43.1%) of the total patronage. The other accommodation facilities in descending order of patronage were guest house (20.4%), hostels (11.5%), family and friends (11.2%) and homestay (8.5%) and Camping (5.4%). Respondents were further asked to also indicate the type of hotel they patronized during their stay and the 3 star hotels (23.5%) seems to be the most patronized among the star rated hotels in the region. This was followed by 2 stars (10.4%), budget (10%) and 1-star hotel (5.8%) respectively.

Apart from hotels and guest houses which had more patronage, hostels also seemed to be ahead of all the other institutional forms of accommodation and this can be deduced from the fact that a high number of the respondents were students and normally these students live in hostels during their stay.

Taking into account the reasons for tourists' choice of accommodation facility, it was identified that some of the major reasons why tourists choose a particular type of accommodation facility were; the location (21%), comfort (19%), 'The price/room rates' (15%), kind of services provided' (12%) and recommendations by close friends or acquaintances' (18%).

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Table 3: Reasons for Choosing Accommodation Facility

Reasons	Frequency	Percentage
Location	106	21
Comfort	97	19.2
Price	76	15
Proximity	74	14.7
Recommendation	90	17.8
Quality service	62	12.3
Total	*505	100

*multiple response

From the percentages above, it is clear that only a few of the respondents considered the quality of services provided by the facility. Majority of the respondents were more concern with the location of the facility before deciding to patronize it.

Table 4 presents tourist's choice of accommodation facility by their reasons for choosing them.

Table 4: Type of Accommodation by Reasons

Service /Reasons	Location (%)	Comfort (%)	Price (%)	Proximity (%)	Recom mend (%)	Quality service (%)	X	P value
Hotel	45	47	28	32	39	39		
	(19.6)	(20.4)	(12.2)	(13.9)	(17.0)	(17.0)	3.101	0.710
Guest house	22	16	17	14	21	8	2.936	0.684
	(22.4)	(16.3)	(17.3)	(14.3)	(21.4)	(8.7)		
Hostel	9	9	11	9	11	5		
	(16.7)	(16.7)	(20.4)	(16.7)	(20.4)	(9.3)	6.882	0.230
Camping	6	5	1	4	6	4		
	(23.1)	(19.2)	(3.8)	(15.4)	(23.1)	(15.4)	4.963	0.420
Homestay	9	8	8	9	8	5		
	(19.1)	(17)	(17)	(19.1)	(17)	(10.6)	17.348	0.004

From Table 4, it is observed that, 'comfort' is the most important factor that tourists who patronized hotels considered before choosing that accommodation facility. This is because comfort (20.4%) had the highest frequency among the various reasons tourists gave as a motivating factor for choosing hotel. However, only a few (of the tourists the least reason for choosing hotels was price since it accounted for just (12.2%) of the respondents who patronized hotels.

Also, from the table it can be observed that, 'location' (22.4%) was the major reason why tourists patronized guesthouses, while 'service quality' (8.7%) on the other hand seems to be the least of the list of reasons why these tourists considered when choosing guesthouses.

Hostels were patronized mainly because of their 'prices' (20.4%) which is very moderate and also because it was 'recommended' by other tourists or acquaintances (20.4%). Since hostels are mostly patronized by student tourists, it is understandable that they consider price most because they usually have limited income to spend. On the other hand, the reason with the least percentage was 'quality service' (9.3%).

Homestay, was mainly patronized by tourists because of the location (40.9%). Thus tourist chose to stay in homestay facilities because they were either found in places of interest or they were close to attractions and other places of interests.

Out of all the various reasons tourists provided as motivation for choosing a particular type of accommodation, the only significant relationship existed between Service quality and type of accommodation used (p=0.004).

Transportation

According to Beirao and Sarsfield-Cabral (2007), when tourists visit a destination, they are faced with the challenge of choosing among the numerous types of transport services available. These transport services are either private or public transport, some of which include, rented cars, tour buses, urvan buses (trotro), taxi and others. They further alluded to the fact that the choice of a

particular transport service varies over time and with the type of journey being made. For this reason, the study sought to identify the dominant transport service patronized by tourists during their visit to the Central Region.

As figure 4 shows, it emerged from the survey that, Taxi was the most patronized transport service with a percentage of (41.5%) of the total respondents. Tour buses were the second patronized transport service (24.2%) by the tourists in the region. This was followed by urvan buses, commonly known as "trotro" which constituted 20.8% of the respondents, while a few of the respondents preferred to rent cars (21.2%) or use personal vehicles (13.5%).
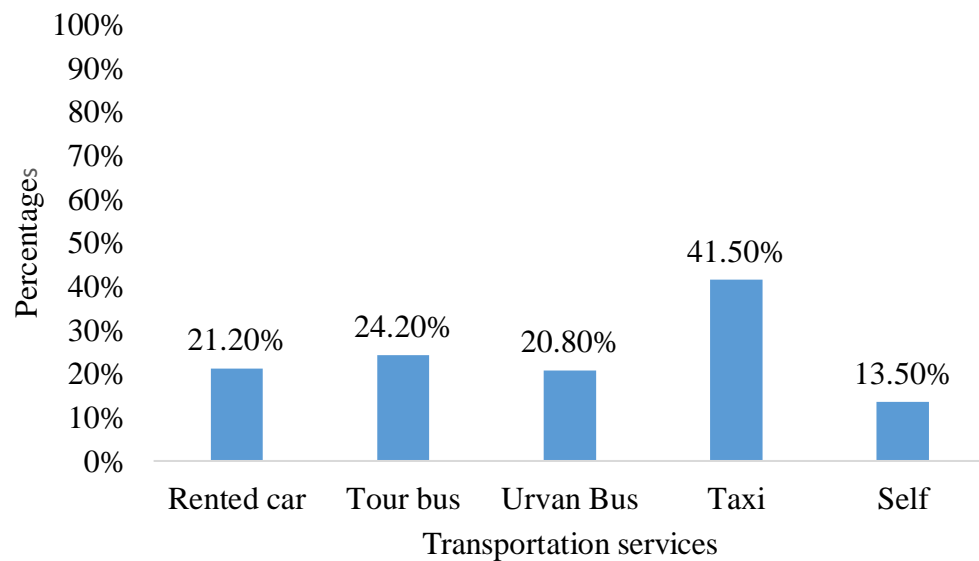
Figure 4: Tourists Transportation Choices

Source; Field work, 2019

From the survey, the tourists provided a lot of reasons for their choice of transport service. The dominant reasons were; the cost/price of the service' (19.8%), 'comfort' (36.7%), safety (22.2%), and the availability of the transport service (21.3%).

Table 5: Reasons for Choosing Transport Service

Reasons	Frequency	Percentage
Price	82	19.8
Comfort	152	36.7
Safety	92	22.2
Availability	88	21.3
Total	*353	100

*multiple response

Table 5 shows the type of transport used by the reasons why the tourists chose them. Tourists' need for comfort, seems to be the most important reason for their decision to patronize the various transport services in the region, since it accounted for the highest percentage among all the given reasons. For tourists who used rented cars, they did so because they saw it to be safer (24.4%) than the other options. Tourists who used tour buses through their stay in the region, did so because it was readily available (26.8%) to them, especially for those who came in a group.

Table 6: Reasons for the type of Transport Service Patronized by type of Transport

Service/Reasons	Price (%)	Comfort (%)	Safety (%)	Availability (%)
Rented Car	9 (11.5)	35 (44.9)	19 (24.4)	15 (19.2)
Tour bus	12 (12.4)	31(32)	28 (28.9)	26 (26.8)
Urvanbus(trotro)	29 (27.9)	32 (30.8)	21 (20.2)	22 (21.2)
Taxi	51 (27.3)	69 (36.9)	31 (16.6)	36 (19.3)
Self	9 (17)	18 (34)	15 *(28.3)	11 (20.8)

Source; Field work, (2019)

The most common transport service in the region which happens to be 'trotro' and Taxi, was highly patronized because of their price (27.3%). The tourists who patronized these transport service did so because they considered them to be cheaper than the other options. Tourists who decided to use their personal vehicles also indicated that, it felt safer than the other commercial transport services.

Food and Beverage

Figure 5 indicates that tourists who visit the Central Region, prefer to purchase their food from restaurants than the other food service facilities. Out of 260 respondents, 70.2% preferred restaurants, 18.4.9% preferred fast food joints

Restaurants   Fast food joints   Pubs
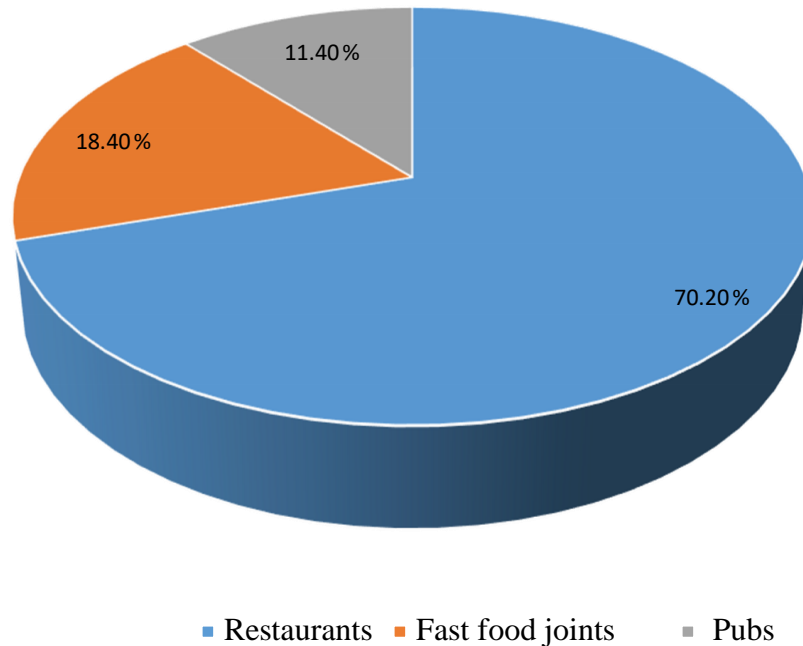
Figure 5: Tourist Food Service Choices.

Source; Field work, 2019

The remaining 11.4% patronized pubs. Among the numerous reasons why tourists decided to patronize the various food facilities, the major reasons were; "the facility provided hygienic food that is safe for their health" (20.8%), "the facility provided quality food" (19.1%), "the food sold by the facility are cheap/ low price" (7.4%), "the facility provided a sitting area that made tourists comfortable to sit and chat with friends" (24.6%) and lastly, "the facility provides a variety of dishes for tourist to choose from" (28%). This is represented in table 6

Table 7: Reasons for Choosing Food Service Facility

No. of days	Frequency	Percentage
Safe Food	98	20.8
Quality food	90	19.1
Variety	132	28
Comfort	116	24.6
Price	35	7.4
Total	*471	100

*multiple response

Table 8: Tourists Food Service Choices by Reasons

Facility/Reason	Safety (%)	Quality (%)	Variety (%)	Comfort(%)	Price (%)
Restaurant	85 (21.6)	78(19.8)	111(28.2)	97 (23.1)	22(5.6)
Fast food joint	16 (13.7)	21(17.9)	33(28.2)	27(23.1)	20(17.1)
Pub	13(20.3)	13(20.3)	16(25)	16(25)	6(9.4)

Source; Field work, (2019)

Further analysis suggested that, 'restaurants' which was the dominant food service choice, were mainly patronized because they provided variety of dishes (50.5%) for tourists to choose from as well as safe food for tourists. Due to the difference in culture, tourists tend to be very selective with the kind of food they take in while at a destination and so they normally prefer places that provide them

with a lot of option to choose what they are comfortable with. This could be the reason for this result.

Also, tourists are very concerned about the hygienic conditions under which their foods are prepared since they are normally prone to diseases like diarrhoea, typhoid fever and the likes. This reason could have an impact the type of facility they chose to buy from.

Tourists Spending Patterns

Considering the multifaceted nature of the tourism industry which encompasses the accommodation, food, transportation, attraction, entertainment and souvenir sectors, it was necessary for the researcher to identify tourists pre purchase perception about the above-mentioned tourism products and their spending patterns on them. This was done by assessing the level of importance tourists attached to the products and how they allocated their incomes to them, thereby indicating the products they spend high amounts on, and the ones they spend low amounts on.

Relative importance of the tourism expenditure items to tourists.

The researcher sought to find out the level of importance tourists attach to the tourism products when planning their trip to the region. On a scale of 1-6, where (1) is the lowest and (6) is the highest, respondents were made to arrange the tourism products in an order of importance indicating how they allocate their incomes in their budgets.

From the survey, it was identified that, when tourists are planning their trip to the Central Region, they rank their expenditure in an order of importance, thus they allocate a certain amount of their income to each expenditure item based on how important it is to them. This rank is indicated in table 9.

Table 9: Tourist Expenditure Budget Ranking

Tourism product	Mean	%	Skewness
Attraction	4.78	19.16	-0.805
Food	4.46	17.88	-0.779
Accommodation	4.44	17.80	-1.114
Transportation	4.35	17.46	0.173
Entertainment	3.59	14.39	-0.554
Souvenir/Shopping	3.33	13.35	-0.098

Source; Field work, (2019)

From the table, it is noted that, when tourists are planning their trip to the region, *attraction*, with the highest mean value of 4.78 (19.2%) is ranked as the most important tourism product, this is followed by *food*, which had a mean value of 4.46 (17.9%). *Accommodation* was ranked third with a mean value of 4.44 (17.8%), *transportation* followed with a mean value of 4.35 (17.5 %,). Entertainment and souvenir had (14.4%) (13.4%) with mean values of 3.6 and 3.3 respectively. This is an indication that inbound tourists rank attraction as the most

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important tourism product, while they allocate the least income to souvenir or shopping.

This result could be attributed to the fact that when tourists decide to visit a destination, their main focus is on the attractions they are going to visit and so they assume that, attractions will consume most of their expenditure than the other products offered by the destination. Considering the skewness of the responses given for how important tourists viewed each tourism product before the trip, the result is interpreted below.

For attraction, food and accommodation, there were negatively skewed distributions with (-0.81), (-0.78) and (-1.11) respectively, which means that a lot of the respondents considered them to be of high importance when they were planning their trip and thus ranked them higher. This is because most of the tourists gave high scores for with a few low scores.

With a value of 0.173 it can be seen that the responses tourists gave to the level of importance of transportation was positively skewed. This means that most of the values given were lower than the mean value. This is because majority of the tourists gave low scores for transportation, with a few high scores.

Tourists' actual expenditure ratings by their expenditure plan.

The researcher sought to find out if tourists who visit the Central Region spend according to the budgets/ plan they make before visiting the region. Respondents were therefore asked to rate their expenditure in the region on a scale of 1-6, with (1) being lowest and (6) being the highest. This rating was then

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compared with the ratings for their budget and the results is presented in table 10. Using the paired sample t-test, table 8 indicates the differences in tourists' ratings for their expenditure plan and their actual expenditure at the destination.

With a p-value of 0.034, there was a significant difference between tourists' budget on their accommodation and their actual expenditure on accommodation in the central region. From this results, it could be deduced that the amount tourists allocate to accommodation exceed their actual expenditure on accommodation. Also, with a p-value of 0.000, there was a significant difference between tourists' expenditure plan on attraction and their actual expenditure on the attractions in the central region. It was identified that tourists plan (amount allocated) exceeds their actual expenditure on attraction.

Table 10: Difference between Tourists' Expenditure Budget and their Expenditure Ranking.

Tourism Product	Budget	Actual	Mean D	t-test	p-value
Accommodation	4.44	4.19	0.25000	2.126	0.034
Food	4.46	4.37	0.08846	1.047	0.296
Attraction	4.78	4.19	0.59231	6.149	0.000
Souvenir/Shopping	3.33	3.13	0.20000	2.030	0.043
Transportation	4.35	4.23	0.11538	1.040	0.299
Entertainment	3.59	2.81	0.77692	6.863	0.000

Source; Field work, (2019)

Again, table 10 depicts a significant difference (p=0.043) between tourist's expenditure plan on souvenir and their actual expenditure on souvenir in the central region, the budget/plan for souvenir exceeded the actual expenditure on souvenirs. It was also found that, there is a significant difference (0.000) between tourist's expenditure plan on entertainment and their actual expenditure on entertainment. It can therefore be deduced that, the amounts tourists allocated to accommodation, Attraction Souvenir and Entertainment exceeded their actual expenditure at the destination.

Tourists Expenditure Distributions

The study sought to identify the average amount tourists spend on the various tourism products. The respondents were asked to indicate the average amounts they spent on the various tourism products. The result is presented in Table 11.

Table 11: Tourists' Expenditure Distribution

Tourism product	Average amount GH₵	Skewness
Accommodation	352	0.83
Food	175	0.24
Attraction	170	0.51
Transportation	168	0.01
Entertainment	61	0.66
Souvenir	42	1.68

Source; Field work, (2019)

From table 11, it was identified that tourists who visit the Central region spend an average amount of GH₵352 on Accommodation, GH₵ 175 on food, GH₵170 on attraction, GH₵168 on transportation, GH₵61 on entertainment and GH₵42 on souvenir. Considering the skewness of the distributions, it could be deduced that, generally, most of the amounts tourists gave as their average expenditure were below the mean values for all the tourism products. Since the distribution for all the products were positively skewed.

Figure 6 presents the ranking of the tourism products based on tourists spending in the Central Region.
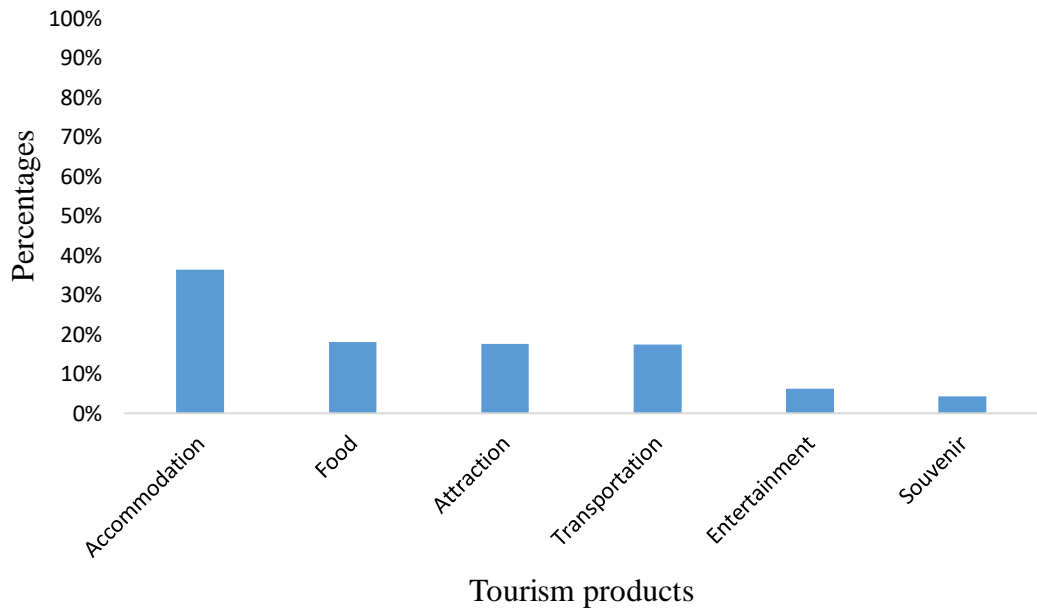
Figure 6: Tourists Spending Ranking

Source; Field work, 2019

From figure 6, it was found that, accommodation is the tourism product that consumes most (36.4%) of the income of tourists in the region. Food, Attraction and Transportation follow with 18.1%, 17.6% and 17.4% respectively, while entertainment and souvenir consume the least (6.3%) and (4.3%) respectively of tourist's income while in the region. This finding is in congruence with the Ghana Tourism Authority's statistics (2013) which revealed that tourists spend most of their income on Accommodation and food. It can therefore be concluded that, tourists who visit the Central Region do not spend much on Entertainment and Souvenirs rather most of their spending are on Accommodation, food, Attraction and Transportation.

Further analysis was undertaken to identify how tourist expenditure behaviour differ with respect to their socio demographics. This result is presented in table 12.

Table 12: Socio-Demographic Characteristics by Tourists' Expenditure

Sociodemographic	Accom	Food	Attraction	Souvenir	Trans	Ent
Sex						
Male	2.97	2.13	1.92	1.08	2.12	1.17
Female	2.40	1.96	1.94	1.09	1.86	1.09
	t=2.56*	t=1.39	t=-0.22	t=-0.11	t=2.72*	t=1.92
Age						
Below 21yrs	2.20	1.96	1.78	1.02	1.78	1.12
21-30 years	2.70	2.00	1.96	1.13	2.03	1.11
31-40 years	3.16	2.11	1.93	1.11	2.16	1.18
41-50 years	2.24	2.06	1.94	1.06	1.82	1.06
51-60 years	3.35	2.00	2.15	1.00	2.00	1.25
Above 60	2.06	2.44	1.81	1.00	2.00	1.13
	F=2.5*	F=0.69	F=1.12	F=1.99	F=1.36	F=0.99
Marital status						
Married	2.74	2.01	2.05	1.07	1.98	1.16
Divorced	2.13	2.38	2.00	1.00	2.13	1.13
	F=0.44	F=0.50	F=2.15	F=0.51	F=0.14	F=0.46
Religion						
Islam	2.00	1.53	1.87	1.13	1.80	1.07
Atheist	2.42	2.16	2.06	1.04	1.84	1.16
Hinduism	2.70	2.10	2.20	1.10	2.30	1.10
Christianity	2.84	2.06	1.87	1.10	2.05	1.13

Table 12 Continued

Buddhism	2.25	1.25	2.25	1.00	2.25	1.00
Judaism	2.50	2.25	1.50	1.00	1.50	1.00
	F=0.91	F=1.75	F=1.53	F=0.55	F=1.35	F=0.46
Educational						
Basic	3.13	2.00	2.00	1.13	2.38	1.25
High school	2.64	2.10	1.96	1.10	2.03	1.16
Tertiary	2.63	2.08	1.81	1.06	1.89	1.08
Post graduate	2.68	1.92	1.97	1.07	1.94	1.11
	F=0.19	F=0.58	F=0.87	F=0.38	F=1.21	F=1.21
Occupation						
Civil servant	2.95	2.05	2.00	1.09	2.13	1.17
Self employed	2.72	2.23	1.95	1.08	2.05	1.08
Student	2.34	1.89	1.86	1.05	1.76	1.11
Unemployed	2.44	1.78	1.67	1.44	2.00	1.33
	F=1.77	F=1.81	F=1.14	F=5.82*	F=3.62*	F=2.30
Income						
< 300	2.69	1.89	1.83	1.06	1.74	1.19
300-600	2.49	2.09	1.77	1.17	2.20	1.09
601-900	2.61	2.03	1.73	1.00	1.88	1.09
> 900	2.72	2.09	2.05	1.09	2.05	1.13
	F=0.17	F= 0.59	F=3.66*	F=2.43	F= 3.26*	F=0.83

*Significant level at 0.05

With regard to the expenditure tourists made on their accommodation as compared to their socio-demographic characteristics, Table 12 shows that there was significant difference between the sex of the tourists and their expenditure on accommodation. Thus, males spent significantly higher than females on accommodation (F=2.56, p<0.05). Also, there was significant difference between the age of the tourists and their expenditure on accommodation. It was revealed that the youth spent significantly higher than the aged-on accommodation (F=2.5, p<0.05). However, this finding is in contrast with the studies of Jang et al. (2004), and Thrane (2002), which stated that age of tourists seems to have an influence on their expenditure since older travellers were found to spend more than younger travelers. Table 12 also revealed that, there was no significant difference between tourists' marital status, religious affiliation, educational, Occupation and Income and their expenditure on accommodation.

With regards to the expenditure tourists made on their food as compared to their demographic characteristics, Table 12 indicates that there was no significant difference between the socio demographics of the tourists, thus their sex, age marital status, religious affiliation, educational, Occupation and Income and their expenditure on food.

Considering the expenditure tourists made on the attractions at the destination as compared to their demographic characteristics, Table 12 indicates that, there was significant difference between the income levels of tourists and their expenditure on attractions. Thus, tourists with higher incomes spent much on attractions those with low income (F=3.66, p<0.05). However, the table also revealed that, there was no significant difference between tourists' sex, age marital

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status, religious affiliation, educational level, Occupation and their expenditure on attractions.

Comparing the expenditure tourists made on entertainment to their demographic characteristics, Table 12 indicates that there was no significant difference between the socio demographics of the tourists, thus tourists' sex, age marital status, religious affiliation, educational level, Occupation and Income and their expenditure on entertainment.

With regards to the expenditure tourist made on transportation within the central region as compared to their socio-demographic characteristics, Table 12 reveals that there was significant difference between the sex of the tourists and their expenditure on transportation. Thus, male tourists spent more on transportation than the females (T=2.27, p<0.05). Again, it was found that there was significant difference between the income of the tourists and their expenditure on transportation (F=3.26, p<0.05). Using the Tukey post hoc analysis, it was realized that the actual differences were between tourists who declared incomes less than 300 dollars and the tourist with income between 300 and 600 dollars. This means that tourist with high incomes spent more on transportation than those with low incomes

Also, it was found that there was significant difference between the occupation of the tourists and their expenditure on transportation (F=3.62, p<0.05). Using post hoc analysis, it was found that the actual differences were between civil servants and the students. This means that tourist who are civil servants spent more on transportation than students. However, there was no significant difference

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between tourists' sex, age marital status, religious affiliation, educational level and their expenditure on transportation.

Considering the expenditure tourists made on souvenirs as compared to their socio-demographic characteristics, Table 12 shows that various occupations spent significantly different amounts on souvenir. It was found that tourists who were unemployed spent more on souvenirs than the employed tourists and students ($F=5.82$, $p<0.05$). Using the Tukey post-hoc test, it was realized that actual difference was found between the self-employed and the unemployed tourists, the civil servant and the unemployed tourist and the students and the unemployed tourists. However, there were no significant difference between tourists' sex, age marital status, religious affiliation, educational level, income and their expenditure on souvenir.

Relationship between Tourists Travel Characteristics and Expenditure.

Tourists travel characteristics have the tendency of influencing tourists' expenditure at a destination (Dayour et al, 2016). As one of the objectives, this study sought to identify the relationship between tourist expenditure in the Central region and their travel characteristics such as, travel experience, length of stay, travel group description, purpose of travel, travel party type and travel party size.

As the theory of buyer behaviour posits that consumer behaviour is shaped by the buyer characteristics, the travel characteristics of tourists was cross tabulated with their expenditures on the tourism products to identify which characteristics influence these expenditures. The results is presented in table 13

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Table 13: Tourist Travel Characteristics by their Expenditure on the Tourism Products

Travel Characteristics	Accomm	Food	Attract	Souv	Trans	Ent
Purpose of visit						
Leisure	2.69	2.14	1.92	1.12	2.09	1.12
Education	3.05	1.81	1.79	1.09	1.66	1.17
Business	2.60	2.00	2.00	1.00	2.00	1.00
Volunteer	2.00	2.03	2.14	1.00	1.92	1.14
VFR	2.65	2.06	1.94	1.00	2.35	1.12
Leisure	F=1.998	F=1.214	F=1.528	F=2.173	F=4.503*	F=0.617
Travel experience						
First time visitor	2.61	2.10	1.90	1.08	2.00	1.13
Repeat visitor	2.90	1.78	2.06	1.10	1.94	1.14
	t=2.72	t=2.65*	t=1.92	t=0.11	t=0.27	t=0.07
Length of stay						
Below 1 week	2.88	1.89	1.71	1.17	2.03	1.13
1 week	2.47	2.07	2.04	1.03	1.95	1.07
More than 1 week	3.44	2.00	2.04	1.07	2.11	1.30
1 month or more	2.20	2.34	2.05	1.05	1.88	1.17
	F=3.600*	F=0.101	F=5.081*	F=4.457*	F=0.667	F=3.652*

*Significant level at 0.05

Accommodation Expenditure

Taking the expenditures tourists made on accommodation into consideration, Table 13 indicates that, for purpose of visit, tourists who visited for the purpose of education, with a mean of 3.05, spent more on accommodation than the leisure, business and volunteer tourists. The result could be attributed to the fact that, these tourists (students) stay for longer a period than the other tourists and so it is understandable that their expenditure on accommodation will be more than the others.

For travel experience, repeat visitors (2.90) spent more on accommodation than first time travelers. This could be because the repeat visitors are already aware of the services offered by the various accommodation facilities and so they may opt for facilities that offer top notch services and this may come with higher price of which they are already aware, and have planned for.

With an f-value of 3.60, Table 10 shows a significant difference between tourist length of stay and their expenditure on accommodation. From table10, tourists who stayed for more than 1 week but less than a month spent high average expenditure (3.44), on accommodation than the tourists who stayed for a week or less

Food Expenditure

Considering the expenditure tourists made on their food as compared to their demographic characteristics, Table 13 indicates that, for purpose of visit, leisure travelers with a mean value of 2.14 spent high average expenditure on food than the other travelers who visited for business, education.

Table 13 indicates a significant difference between the travel experience of the tourists and their expenditure on food (F=4.58, p<0.05). From the table, first time visitors, with a mean value of (2.10), spent more on food as compared to the repeat visitors (1.78). This result can be attributed to the fact that repeat visitors are already aware of the products the destination provides and they know exactly what they want at the destination unlike the first-time tourist who would have to try different options before deciding on the particular product they are comfortable with. (Lau et al., 2004).

Attraction Expenditure

Considering the expenditure tourists made on the attractions at the destination as compared to their travel characteristics, for "Purpose of visit", volunteer tourists spent high average expenditure on attraction than the leisure, education, business and tourists who visit family and friends.

Table 13 indicates that, there was significant difference between the length of stay of tourists and their expenditure on attractions (F=5.08, p<0.05). Using post hoc test to identify where the actual difference lies, the actual differences were found between tourists who stayed for less than 1week and tourists who stayed for more than one week and one month or more respectively. From the table, it can be observed that, tourists who stayed for more than a month, spent more (2.05) on attraction than tourists who stay for a lesser duration.

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Souvenir Expenditure

Considering the expenditures tourists made on souvenirs as compared to their travel characteristics, Table 13 indicates that, for purpose of travel, leisure travellers with a mean value of 1.12, spent more on souvenirs than the tourists who visited for business, education, volunteer and family and friend.

For travel experience, first time tourists spent more on souvenirs than the repeat visitors. This result could be attributed to the fact that the repeat visitors may have already purchased a lot of souvenirs on their previous visits and so the few they will buy will be new products they are seeing for the first time.

For length of stay, tourists who stay for 1 week, with a mean value of 1.17, spent more on souvenirs than tourists who stayed for more than a week. There was also significant difference between the length of stay of tourists and their expenditure on souvenir (F=4.46, p<0.05).

Using post hoc test to identify where the actual differences are, it was observed that the actual difference was found between tourists who stayed for more than a week and those who stayed for less than a week.

Transportation Expenditure

With regards to the expenditure tourists made on transportation within the Central Region as compared to their travel characteristics, Table 13, shows a significant difference in transportation expenditure across the different purposes of travel (F=4.50, p<0.05). The table further revealed that, for purpose of travel, tourists who visited family and friends, spent more on transportation than the tourists who visited for leisure, business, education and volunteer activities. Using

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post hoc analysis to it was found that the actual differences were between tourists who visited for education and tourists who visited family and friend. Also, tourists who visited for leisure and those who visited for education.

Entertainment Expenditure

Comparing the expenditure tourists made on entertainment to their travel characteristics, Table 13 indicates that, for purpose of visit, tourists who visited for educational purposes (1.17) spent more on entertainment that the leisure, business, education and the volunteer tourists. For travel experience, repeat visitors (1.14) spent more on entertainment the first-time tourists (1.13). Taking tourist length of stay into consideration, there was significant difference between the length of stay of tourists and their expenditure on entertainment (F=3.65, p<0.05). Tourists who stayed at the destination for more than a week, spent much on entertainment than those who stayed for a lesser duration. Using post hoc test, it was found that, there were actual differences between the expenditures of tourists who stayed for 1 week and tourists who stayed for more than 1 week.

Summary

This chapter discussed results of the study of inbound tourists' consumer behavior in the Central Region of Ghana. In specific terms, the chapter stressed on tourists' pre-consumption perception of the tourism products, their consumption preferences, thus their choice of accommodation facility, transportation service and food service facility in the region. It also looked at the socio-demographic and travel characteristics of inbound tourists in the Central region. Descriptive statistics were employed in presenting these.

Also, the chapter looked at how tourist expenditure differs in terms of their socio-demographic and travel characteristics using Anova and Independent Sample T-test. Cross tabulation and chi-squared tests were used to find the relationships between tourists' consumption preferences and their socio-demographics. Some of the quantitative results were presented in tables using frequencies and percentages. Others were presented using the pie and bar charts.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Introduction

This chapter presents the conclusions and recommendations of the study. It summarizes the thesis, main findings and draws conclusions based on the results. Recommendations are then made on how maximize the expenditures of inbound tourists in the Central Region.

Summary of Thesis

The main objective of the study was to examine the expenditure behaviour of inbound tourists in the Central Region of Ghana. The specific objectives were to:

1. Assess the consumption preferences of inbound tourists in the Central Region.

2. Analyse the expenditure patterns of inbound tourists in the Central Region.

3. Examine the relationship between the travel characteristics of tourists and their expenditure.

Data was collected from 260 respondents using self-administered questionnaires. The data was analysed using Pearson Chi-square, Anova and Paired Sample T-test.

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Summary of Main Findings

The study established that hotel (43.1%) is the most patronized accommodation facility in the Central Region by inbound tourists. It was also identified that, the location (21%), comfort (19%), 'The price/room rates' (15%), kind of services provided' (12%) and recommendations by close friends or acquaintances' (18%) were the major reasons why tourists choose a particular type of accommodation facility.

Also, it emerged from the survey that, Taxi (41.5%) is the most patronized transport service by inbound tourists in the Central Region. The main reasons for the choice of transport service were; the cost/price of the service' (19.8%), 'comfort' (36.7%), safety (22.2%), and the availability of the transport service (21.3%). Restaurants (64%) were the most patronized food service facility in the region, and the major reasons tourists considered before patronizing food were; hygienic/safe food (20.8%), quality (19.1%), "cheap/low price" (7.4%), "sitting area/comfortable environment" (24.6%) and lastly, "Variety of dishes" (28%). Out of all the various reasons tourists provided as motivation for choosing a particular type of accommodation, the only significant relationship existed between Service quality and type of accommodation used (p=0.004).

Also, age of respondents had a significant relationship with the type of accommodation used (p=0.000). Furthermore, it was established that tourists rank order their expenditures in an order of importance before they visit the Central Region. From the study, tourists rank attraction (19.2%) as the most important tourism product, while they allocate the least income to souvenir (13.4%) or

shopping when they are planning a trip to the Central Region of Ghana. Difference were recorded among the planned expenditures and the actual expenditures on accommodation (0.034), attraction (0.000), souvenirs (0.043) and entertainment (0.000).

Finally, it was observed that, among all the travel characteristics of the tourists, only travel party (0.004) had a significant relationship with tourists' expenditure. However, when these characteristics were compared with the tourists' expenditure on the individual tourist's products, significant relationships were found between Purpose of visit and transport expenditure (F=4.578), Travel Experience and Food expenditure (F=4.578), and lastly Length of stay and Accommodation expenditure (F=3.60), Attraction expenditure (F=5.081), Souvenir expenditure (F=4.457), and Entertainment expenditure (F=3.652).

Conclusion

Based on the objectives and the findings of the study, a number of conclusions can be drawn to add to the literature on inbound tourist' consumer behaviour in the Central Region.

• Concerning the preferences of inbound tourists among the food, transportation and accommodation facilities available in the region, tourist prefer *Hotels* to the other accommodation facilities. This is because it provides an environment where they can be comfortable to rest after their daily activities. Taxis are patronized more than the other transport services.

This is because the fares are relatively cheaper than the other services available. Inbound tourists prefer restaurants to the other food facilities, this is attributed to the fact that, restaurants provides a variety of dishes for tourists to choose from. They also provide comfortable siting area for tourists to eat and chat with friends.

• 	It can be concluded that, the attractions are the most important tourism product that tourists consider when planning their trip or expenditure in the Central Region. This could be due to the fact that the Central Region is projected mainly with its numerous attractions and so tourists are basically focused on the attractions available while they give less attention to the other products the region has got to offer.

• 	Using the Paired Sample T-test, it emerged that tourists rate their expenditure budgets higher than their actual expenditure in the region. It can therefore be concluded that, inbound tourists who visit the Central Region spend less than the budgets/plan they make for their expenditure in the region.

• 	It also emerged that among all the travel characteristics of the tourists, travel party size, their travel experience and length of stay have an influence on their expenditure in the region. Tourists who move in large numbers spend more than tourists who move in small groups. Also, first time visitors spend more than repeat visitors on some tourism products.

Conceptual Framework Revisited

The framework identified four main socio-demographic characteristics that shape inbound tourist's expenditures. These are Sex, Age, occupation and marital status. The results of the study however showed that not all the characteristics identified in the framework influence tourist's expenditure. In this case, sex, age and occupation were the main characteristics that had relationships with their expenditure.it was further identified that the income levels of tourists also had an influence on their expenditure patterns.

In the same way, length of stay, Travel party size, purpose of travel and travel experience were identified to be the travel characteristics that shape tourist's expenditure in the region. However, the study revealed that purpose of travel did not have any influence on tourists' expenditure pattern but rather, length of stay, travel party size and travel experience were the main contributing factors.

Again, the study revealed that, not all the tourist purchasing behaviour is shaped by tourists' characteristics. Tourists' purchases (expenditure) had a relationship with their characteristics, however, there was no relationship between their characteristics and their pre-purchase expectations/perceptions.

Tourist Characteristics

Purchasing Behaviour

Socio-

Age

Gender

Income

Occupation

Travel related

Travel Party

Travel experience

Length of stay

Pre-purchase

Expectations/Perception

Purchase

decision

Preferences

Accommodati

Food

Transportation

Resource
allocation
and ranking
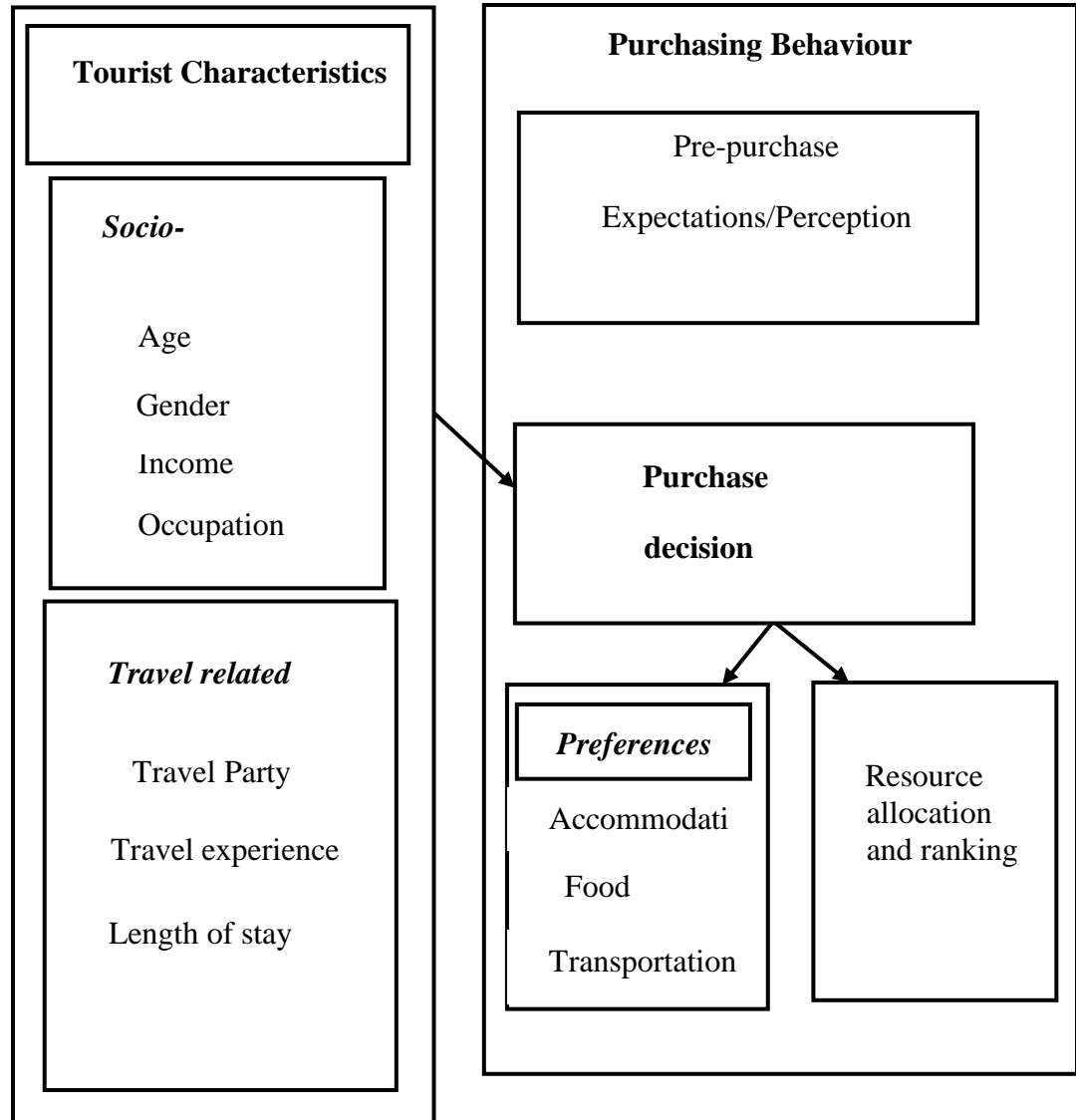
Figure 7: Conceptual Framework of Inbound Tourists' Expenditure Behaviour in the Central Region.

Recommendations

Based on the main findings of the study and the conclusions drawn, the following recommendations are made.

- The destination management organizations (DMOs) and regulatory bodies of tourism in the Central Region, like GTA and the Central Regional Coordinating Council must focus their attention and developmental plans not only on the attractions but also on souvenirs and entertainment so that tourist will be encouraged to spend more on them.

- Considering the fact tourist spend less than their budgets, Tour operators and travel consultants must develop interesting packages that will induce tourists to spend more on all the tourism products (attractions, accommodation, souvenir, entertainment, food and transportation) available in the region and not only the attractions and accommodation, so that they don't end up spending less than their initial plan/budgets.

- Hotels emerged as the most preferred and actually used type of accommodation by inbound tourist in the Central Region, Thus, the operators of homestays and hostels should find better ways of packaging their accommodation by targeting to improve the offerings with respect to the issues that emerged as the factors that account for the choice of accommodation to remain competitive. Additionally, operators should try to render quality products and services to guest on order to gain and maintain some goodwill. They should improve upon what they currently do or at least maintain their standard to continue to satisfy guests.

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Suggestions for Further Studies

The study focused solely on quantitative approach of data collection and analysis. To obtain a more insightful study on tourists' expenditure, a mixed method approach can be adopted by combining qualitative (for destination management organizations) and quantitative (for tourists) methods of data collection and analysis. This will help researchers to probe further into Destination Managements organizations (DMos) contributions to the study.

Again, further studies can be undertaken in the context of domestic tourists' consumer behaviour in the Central Region or in Ghana as a whole. So that the destination management organisations will get insight into the spending behaviour of domestic tourists and how they can be induced to spend more during their visits to yield high profits

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APPENDIX A

UNIVERSITY OF CAPE COAST

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

A STUDY OF INBOUND TOURIST'S EXPENDITURE BEHAVIOUR IN

THE CENTRAL REGION

Dear sir /madam,

This research is being undertaken as part of a requirement for a master of Philosophy in Tourism Management at the University of Cape Coast.

The focus of this study is the expenditure pattern of international tourists in the Central Region of Ghana. It would be greatly appreciated if you could complete this questionnaire. To ensure confidentiality, please do not write your name on the questionnaire. Information provided is for academic purposes and your anonymity and confidentiality is assured. Thank you for your co-operation.

SECTION A: TOURIST CONSUMPTION CHOICES

1.   *On a scale of 1 to 6(where 1= lowest and 6=highest) Rank   these tourism products on a level of importance when planning your trip to Central Region of Ghana?*

	Tourism Product	1	2	3	4	5	6
a	Accommodation						
b	Food /Restaurant						
c	Attraction						
d	Souvenir/Shopping						
	Transportation						
6	Entertainment						

2.   What type of accommodation facility did you use during your stay in the

Metropolis?

a.   Hotel   [ ]   c. Family/friends   [ ]

b.   Guest house   [ ]   d. Camping   [ ]

 e.   Hostel   [   ]

    2b. if hotel, kindly indicate which type

        a. Budget   [ ]   b. 1star   [ ]   c. 2 star [ ]   d. 3star [ ]

3.   What are your reasons for choosing that accommodation facility?
a.   Location   [ ]   b. Comfortable   [ ]

b.   Proximity   [ ]   d.   Price   [ ]

c.   Service quality [ ]   e. recommended   [ ]

   Others specify ………………

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4.   What type of transport service did you use while in the region?

a.   Rented car   [   ]   d. Taxi   [   ]

b.   Tour bus   [   ]   e. Self   [   ]

c.   Urvan bus   [   ]

             Others specify …………………

5.   What are your reasons for choosing that this transport service?

a.   Easily accessible   [   ]   c. Availability   [   ]

b.   Comfortable   [   ]   d. Less costly   [   ]

   Others specify …………………

   Which of the following do you normally patronize?

a.   Restaurant   [   ]   c. Pub   [   ]

b.   Fast food joint   [   ]   d. Café shop   [   ]

             Others specify …………………

6.   What are your reasons for choosing that food facility?

a.   Safety/ hygienic   [   ]   c. Offer variety   [   ]

b.   Quality service   [   ]   d. Price   [   ]

c.   Comfortable   [   ]

   Others specify …………………….

7.   *On a scale of 1 to 6(where 1= lowest and 6=highest) Rank these tourism*

products.   Which of the following items consumes much of your income while in

the region?

	Tourism Product	1	2	3	4	5	6
1	Accommodation						
2	Food /Restaurant						
3	Attraction						
4	Souvenir/Shopping						
5	Transportation						
6	Entertainment						

SECTION B: TOURIST TRAVEL CHARACTERISTICS

Instruction: Please tick or fill the blank spaces where applicable

8.   Are you visiting for the first time?

a.   Yes   [   ]   b. No   [   ]

9.   How many days do you intend to stay? ……………………..

a.   Less than 1week   c.   1 week

b.   More than a week   d. 1 month or more

10.   Did you come alone?

a.   Yes   [ ]   b. No   [ ]

11.   If No, how many people are you travelling with in your group?

a.   Less than 5   [   ]   b. between 5-10

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b.   Between 10-15   d. Between 15-20

c.   More than 20

12.   Which of the following best describes your travel group (choose one)?

a.   Family   [ ]   c. Friends [   ]

b.   Association/union [   ]   d. Volunteer group   [   ]

13.   What is your purpose of visit?

a.   Relaxation/ Leisure   [   ]   b. Education   [   ]

    c. Business   [   ]   d. Volunteer activities   [   ]

    e. Visiting family and friends   [   ]

14.   What made you chose Cape Coast as a destination to visit?

a.   Attractions   [   ]   c. Beautiful scenery   [   ]

b.   History   [   ]   d. Culture

c.   Others specify …………

SECTION C. TOURIST EXPENDITURE PATTERN

15.   *Kindly indicate the average amount of money spent on the tourism*

products below.

	__Tourism product__	__Amount in GH₵__
<u>a</u>	Accommodation	
<u>b</u>	Food /Restaurant	
<u>c</u>	Attraction	
<u>d</u>	Souvenir/Shopping	
<u>e</u>	Transportation	
<u>f</u>	Entertainment	

16.   What is the total amount of money spent during this trip?

…………………………………………………………………

17.   Which of the following sources contribute to majority of your expenditure

for this trip?

a.   Self   [ ]   b. Corporate   [ ]

      d. Government   [ ]   c. Family and friends   [ ]

SECTION D: SOCIO-DEMOGRAPHIC INFORMATION

18.   Country of origin: …………………………….

19.   Sex   a. Male [ ]   b. Female [ ]

20.   Age:

a.   Below 21years   [ ]   b. 41-50 years   [ ]

b.   21-30years   [ ]   d. 51-60years   [ ]

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c.   31-40 years   [   ]   f. above 60years   [   ]

21.   Marital status :

a.   Married   [   ]   3.Divorced /Separated   [   ]

b.   2. Single   [   ]

22.   Religious affiliation

a.   Islam   [   ]   d. Christianity   [   ]

b.   Atheist   [   ]   e. Buddhism   [   ]

c.   Hinduism [   ]   f. Judaism   [   ]

23.   Highest educational qualification

1. Basic   [   ]   2. High school   [   ]   3. Tertiary [   ]   4. Post graduate

[   ]

Others specify [   ]

24.   Occupation ……………………………….

25.   Monthly income (US$)
1. Less than 300   [   ]   2. Between 300-600 [ ]

3. Between 600- 900   [   ]   4. Above 900   [   ]

THANK YOU