

# DIASPORA AND DESTINATION IMAGE

A Study of Ghanaian Community in the  
Netherlands creating Destination  
Image to The Dutch Community

Written by Ada Adoley Allotey





## **Diaspora and Destination Image**

A Study of Ghanaian Community in the Netherlands creating Destination  
Image to The Dutch Community

### **Dissertation**

*I hereby declare that this dissertation is wholly the work of Ada Adoley Allotey. Any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution.*

Ada Adoley Allotey

‘Student at NHTV University of Applied Sciences’

Master program Tourism Destination Management

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## Preface

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Although the research report is one of the requirements needed to gain a master degree in Tourism Destination Management but it had another purpose. The purpose is to use the findings that came out of the research to make a contribution to the tourism industry in Ghana by finding a solution to one of its main challenges, destination image. Ghanaians in the Netherlands maintaining ties to their country, cultural identity and frequently talking about Ghana was considered as an avenue to create an organic image of the country as a tourist destination.

The content of the report is the sole responsibility of the researcher who authored it. The report is by no means conclusive and no further conclusions, other than those formulated by her should be drawn.

The researcher was saddened by the non-response of some of the Ghanaian and Dutch respondents but nonetheless I am grateful to the following individuals who availed themselves in helping me getting contacts with respondents from the Ghanaian and the Dutch communities.

My heartfelt thanks go firstly to all these individuals who helped me during the survey: Benjamin Kobina Kwansa in Amsterdam (now in Ghana), Clyrette Martinez Reyes in Utrecht, Disha Rojer in Breda, Eric Kofi Forson in Enschede, Kobina Mensah Afful in Delft and the owners of the Afro Royal shop in Breda.

Secondly, to both Ghanaian and the Dutch respondents who were kind enough to grant a few minutes of their time to give responses to the questionnaire and also during the unstructured interviews.

Special thanks are extended to Carin Rustema as my supervisor helping me to produce this research report and also to all my lecturers at NHTV University of Applied Sciences.

Last but not least, I cannot express my gratitude enough without mention these individuals: my parents, Jonathan and Agnes Allotey who made it possible for me undertake this master programme in the Netherlands, my siblings: Alfred Tsatsu Degbotse, James, Anna and Bernice for their unflinching support during this past one year, to Prince Johnson and wife, Ann for their care and support, Hector Sesay and finally to everyone who have helped me in diverse ways to make my stay and studies in the Netherlands a success.

## Executive Summary

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The research report, 'Diaspora and Destination image' was initiated to look at the role Ghanaian community in the Netherlands can play in creating a destination image for Ghana as a leading tourist destination to their Dutch host.

The first chapter is a brief introduction to the tourism industry in Ghana which leads to the reason why the research is focused on creating a destination image for Ghana. The challenge that the country faces is not being recognised as tourist destination worth visiting. Background is given about the Ghanaians' stay in the Netherlands which narrows down to the problem analysis of how organic image can be created using the Ghanaian community as a non-specific tourism information source. The research goal formulated is to evaluate and analyse how Ghanaians in the Netherlands are maintaining ties to their homeland, preserving their Ghanaian culture and identity, and how these translate into the creation of a destination image to the Dutch community. This was instrumental in formulating questions for the research to find answers to. Some of the questions have to do with motivations that Ghanaians have for migrating to the Netherlands, acculturation and cultural events can be used to in creating awareness about Ghana.

Chapter two is a review on migration as a global phenomenon with the connection it has with tourism, what the concept of trans-nationalism means and the activities that are associated with this concept plus worldwide examples were discussed. Ghana as a nation have gone through four phases of international migration with the period of the 1980 to 1990 as the time of the Ghanaian history when there was large scale emigration of Ghanaians. Five motivations were identified why Ghanaians migrate from their country, as refugee/asylum, economic and education being some of them. At the end of the chapter, the Grid/Group theory was chosen as the main theoretical approach of the research. The theory looks into the scope of tourism and migration and the social relationships that exist between the two concepts.

Chapter three is to complement chapter two by discussing how Ghanaians are maintaining ties to Ghana would be further use to create a destination image. First point of discussion for the chapter was what a destination needs to be competitive in the global setting. A destination competitiveness model by Ritchie and Crouch (see Figure 3.1) is made of the global and domestic environments, comparative and competitive advantages that a destination have plus tourism management. Analysis is done on the competitiveness of Ghana as a destination in respect to this model. The last section of the chapter revealed what destination image is and the different images that are formed of a destination: organic, induced and complex images. Ghanaians were identified as a non-tourism specific information source of creating an organic image. Constant talking, cultural identity and ties that are maintained to Ghana are how organic image could be created for Ghana to the Dutch community. The AIDA (Awareness, Interest, Desire, Action) theory was chosen to evaluate the creation of the organic image about Ghana to the Dutch community by commencing the analysis through the four stages of the theory.

The report made use of diverse methods of research (interviews, survey etc.) to achieve the goal of the research. Three perspectives were identified: Ghanaian community, the Dutch community and literature. Multi Mixed Method Approach was used because of the better opportunities it offers the research in answering the research questions set out for the study. Snowball was the sampling technique selected for the research with sample size of 150 for Ghanaians and 100 for the Dutch. The SPSS was used to analyse and retrieve vital information from the data gathered for the research report.

Results of the data analysed brought forth interesting findings. Majority of Ghanaians migrated to the Netherlands at fourth phase of international migration in Ghana. Contrary to the opinion that third phase was period that a lot of Ghanaians migrated from the country. Education, family reunification and economic were found to be the top three motivations that drove Ghanaians to migrate to the Netherlands. Myth of return, bilingual and also being able to maintain ties to one's homeland through economic, socio-cultural and political activities is the core of trans-nationalism behaviour for Ghanaians. A slight majority of the Dutch community had no opinion about the openness and acceptability of their society in their interactions with other cultures. The social interaction between Ghanaians and the Dutch is very low to create awareness about Ghana. And another important finding was the willingness of Ghanaians to invest in the tourism industry when given the opportunity despite their perceptions that conditions in Ghana are not conducive.

Conclusion that was drawn from the research revealed that Ghanaians in their quest to fulfil their life aspirations embark on migration to find improvement in their education and economic status. Ghanaians keep ties through remittances, socio- cultural and political activities. These ties have helped in translating to them having ambitions of investing in the tourism industry with accommodation, human resources and provision of tourism services being the areas of most interest. Lastly, Ghanaians can be used as non-specific tourism information source in creating an organic image about the country as a destination worth visiting. However, extra efforts are needed to create more avenues for awareness to the Dutch community. Furthermore, for an interest, desire and action to be developed on the part of the Dutch to finally make a decision of selecting Ghana as destination to travel to.

The report provided recommendations for the four main themes that were developed from the research results, which include:

- The Ghanaian Government through the help of the consulate in the Netherlands should hold consultation meetings with Ghanaians to encourage and solicit their support in developing the country with monetary or with skills development.
- Monthly radio programmes to deliberate on issues that affecting Ghanaians here and at home with the resources persons coming from the Ghana Embassy.
- Commendation is extended to the Dutch society for having integration acculturation towards migrant communities in the Netherlands.
- Exchange programmes for cultural or educational can be instituted for the Dutch students take advantage of by having first-hand experience of the Ghanaian culture and its people thereby creating awareness about Ghana.
- Attractive investment packages with incentives such as tax holidays and starting capital should be offered to Ghanaians to interest them in investing in the tourism industry.

The research report had its share of constraints which one way or the other impacted on the findings made. Some of the limitations included:

- Not enough time available to interview the Ghanaian Embassy and other relevant institutions to bring a different perspective to the research.
- Ghanaians were reluctant to participate in the research for the fear of the information being gathered from them would be used against them by the Governments of Ghana and the Netherlands.

Last but not least, further research topics was suggested after the conduct of this research report with the principal one being a study to be instituted to investigate why the Dutch community do not have a firm decision on home identity despite their endorsement of integration as a prefer acculturation as a host country and towards migrant communities in the Netherlands too.

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## List of Abbreviations

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AfDB	African Development Bank
AIDA	Awareness, Interest, Desire, Action
ECOWAS	Economic Community of West Africa States
EU	European Union
GHATOF	Ghana Tourism Federation
GLSS	Ghana Living Standards Survey
GPRTU	Ghana Private Road Transport Union
GSS	Ghana Statistical Service
HDI	Human Development Index
HOTCATT	Hotel, Catering and Training Institute
HTAs	Hometown Associations
IAM	Interactive Acculturation Model
IOM	International Organisation for Migration
IT	Information Technology
JICA	Japanese International Co-operation Agency
MICE	Meeting, Incentives, Conventions & Exhibitions
MLT	Migration-led Tourism
MoT	Ministry of Tourism
NAM	Non-Align Movement
OAU	Organisation of Africa Unity
OCED	Organisation for Economic Cooperation and Development
PANFEST	Pan-African Festival of Arts and Theatre
RECOGIN	Representative of Ghanaians living in the Netherlands

SNV	The Netherlands Development Agency
SPSS	Statistical Package for the Social Sciences
STC	State Transport Corporation
TALC	Tourism Area Life Cycle
TLM	Tourism-led Migration
UNDP	United Nations Development Programme
UNESCO	United Nations Education Scientific Cultural Organisation
UNWTO	United Nations World Tourism Organisation
VFR	Visiting Friends & Relatives
WTO	World Trade Organisation

# Chapter 1 – Introduction to the Research

---

## 1.1 Introduction

The Ghanaian tourism industry is an important asset for the economy of Ghana in terms of foreign exchange earnings right after the major exports of the country (cocoa and gold) and remittances from its citizens in the diaspora. The tourism industry's major attraction is the well-endowed natural and cultural/heritage resources that it has to appeal to any tourist in the world. Two World Heritage sites in the form of slave castles: Cape Coast and Elmina castles and the country's numerous national parks with diverse wildlife are some of the offerings that can be found in natural and cultural/heritage resources. Unfortunately, the industry has been faced with a lot of challenges with the most recognised one is the non-awareness of Ghana as a tourist destination worth visiting.

The onus lies on the managers of the tourism industry to find ways of creating a good destination image if tourists are to be attracted to the country. Ghanaians both in the country and outside can be called upon to create a good image about the country as a tourist destination. Ghanaians living in the diaspora is an avenue that the Ministry of Tourism with its partners should consider in creating a destination image in the countries that those Ghanaians do reside. Ghanaians migrate from their homeland for a number of reasons but the underlining aspirations for all of them is to have improvements in their lives including the families that they leave behind. Another role can be craved for them as ambassadors of the country in creating an impressive image abroad which can translate to having Ghana known as a tourist destination.

Migration is as old as the existence of mankind on this planet, earth. In times past man's survival depended on him travelling to places close to his home in search of food, water, good shelter and these needs are still being fulfilled today. Improvements made in the modes of travelling from the olden days to the present have made it easier, fast and convenient to travel.

The International Organisation for Migration (IOM) and the United Nations World Tourism Organisation (UNWTO) have identified migration as one of the defining global issues of the early twenty-first century, as more and more people are on the move today than any point in human history. The IOM (2010) currently puts their estimation of international migrants worldwide at 214 million for 2010 representing 3.1% of the world population.

Migration is both social and economic contributor to both the origin and destination countries especially with the developing countries. It is estimated that in the case of countries with net emigration, the value of 'home visits' by non-resident migrants is at least 15% and in some cases (most notably in central America) exceeds 70% of total inbound tourism (UNWTO, 2010). With formal and informal remittances to the developing countries estimated to be as much as three times the size of the official development aid (IOM, 2010).

According to Hannerz (1992: 247), some countries are nations of migrants such as the United States of America, the Middle East countries, Hong Kong and Singapore. He also stated that presently there is a growth of new diasporas – of Ethiopians, Ghanaians, Chileans- and new forms for old ones such as the Indians and the Chinese. The IOM puts the estimation of Ghanaians living in the diaspora at 3 million. The Netherlands is ranked among the top ten destinations for the most preferable country to settle by Ghanaians (World Bank, 2008). The IOM also reports that 10.5% of the 16.7 million people living in the Netherlands are immigrants (IOM, Feb 2010).

Ghanaians are relatively a new migrant group in the Netherlands, in contrast to the more established Moroccan and Turkish migrant groups who were welcomed to the Netherlands in the 1960s as guest workers during a period of economic growth. On the other hand most Ghanaian migrants in the Netherlands have informal status. The exact number of Ghanaians residing in the Netherlands is not actually unknown. According to Statistics

Netherlands, the country was having 18,000 Ghanaians as of 2003. But other researchers are indicating that a more reliable figure will be approximately 40,000, based on the number of Ghanaians residing in the Netherlands who registered to vote for Ghana's presidential elections in 2000 (Bump, 2006). Meanwhile the Ghanaian Embassy in the Netherlands put the number of Ghanaians at 20,000 as of 2008 (The Ghanaian Embassy, 2010).

The definition of what constitute a migrant population varies from country to country but the international accepted definition is based on either on nationality or on the country of birth criteria. All the same, an immigrant population consists of persons residing in a country but born in another country (OECD Fact Book, 2009). These include immigrants, legal non-immigrants (e.g., refugees and persons on student and work visas), and people residing in these countries illegally too. These individuals are generally referred to as living in the diaspora.

## 1.2 Problem Analysis

One significant feature of the diaspora communities is the myth of return; Clifford describes 'diaspora communities are "not-here to stay' (Abdelhady, 2008). The way members of a diaspora hold on to the myth of return have been identified as a fairly complex one especially with the durability of the myth of return as a defining feature of diaspora life, presupposes the durability of the diaspora itself outside the homeland.

Immigrants' attachment to the myth of return necessitated the concept of trans-nationalism in the mid-1990s which was proposed by Glick Schiller, Basch, and Blanc-Szaton. They discovered that a new kind of migrant have emerge, composing of those whose networks, activities and patterns of life encompass both their host and home societies. Proponents of the concept state that a large segment of the modern migrants are not developing firm ties to their new homelands, but instead maintain social, political, and cultural linkages to their countries of origin. Unlike the immigrants, the success of trans-migrants (as they are called now) depends not on their abandonment of traditional language and customs, but on preserving their original culture ties to the country of origin (Porte et al., 1999).

Tourism, for Hall (2005b), is simply another form of mobility and thus shares a conceptual framework (mobility) with sojourning, migration for the purposes of education, cross-border commuting, and return migration. Other strains of enquiry that have sought to bridge the gap between migration and tourism had focused on tourism and its relationship with diaspora communities. Coles and Timothy (2004) focussed on 'diaspora tourism' which they define as forms of tourism consumed by members of diasporic communities. The existence of diaspora, when approached from the perspective of tourism, represents the propensity for travel and linking places. That propensity works both ways: for the tourist travelling to witness social and cultural elements (e.g. PANAFEST in Ghana) or the extent to which members of the diaspora are themselves mobile and effectively consuming other social and cultural environments as results, some of which may be closely related or hold special significance.

Tourism statistics in Ghana indicate that a quarter of the arrivals into the country are undertaken by Ghanaians living in the diaspora under the purpose of 'visiting friends and family' (Millington, 2007). The country is also attracting visitors through its efforts of promoting itself as homeland for the African diaspora especially African Americans in the USA. The forts and castles used for the slave trade and organisation of the celebrations of Emancipation Day, Joseph project and Pan-African Festival of Arts and Theatre (PANFEST) attract them to Ghana. These visits are referred as 'diaspora or root' tourism.

Ghana desires to establish itself as a major tourist destination in the world. The country is situated in a continent which UNWTO describes as having a negative image which is acting as a major deterrent for tourists (Awaritefe, 2005). Destination image is a very vital influence in the destination choices and visitors' behaviour and satisfaction (Boo et al., 2005). It has been argued by Gunn (1988) that destination image evolves at two levels: organic and an induced image. Organic image is formed of a destination from early stage, and is based on what is learnt of a destination through newspaper reports, magazine articles, Television reports and other non-specific

information sources. Induced image is formed by an individual of a destination through promotion and other advertising media influence by tourism organisations' direct information.

The study focus seeks to explore the other non-specific information sources that can be used to create organic images by focusing on Ghanaian communities in the Netherlands with respect to them maintaining ties to their homeland. The research will then look into how the Dutch community actually see the images created by Ghanaians and whether that will influence them in their decision to visit the country.

### **1.3 Research Goal**

To evaluate and analyse how Ghanaians in the Netherlands are maintaining ties to their homeland, preserving their Ghanaian culture and identity, and how these translate into the creation of a destination image to the Dutch community.

### **1.4 Research Questions**

#### **Main Research Question**

How Ghanaians are maintaining ties to their homeland and also creating a destination image in the Netherlands.

#### **Research Questions**

1. What are the motivations that drive Ghanaians to migrate to the Netherlands?
2. What ways are Ghanaians maintaining ties to their homeland, culture and identity?
3. What is acculturation and which of the acculturation orientations had Ghanaians and the Dutch adopted?
4. What compose a destination image and how can it be of relevance to a tourism destination like Ghana?
5. What kind of destination image can Ghanaians create in the Netherlands about their country that would influence the Dutch in travelling to Ghana?
6. Can cultural events been used to create awareness about Ghana to the Dutch community and which cultural events?
7. Do Ghanaians in the Netherlands see any potential in the tourism industry in Ghana; will they invest in it and which sectors?

### **1.5 Report structure**

The thesis introduces and gives background information on the research topic then outlining the main research goal and research questions formulated, and structure of the research report. Chapter two is devoted to the relevant literature about migration in general, trans-nationalism and its activities, the creation of an identity in the diaspora, international migration in Ghana and the motivations of Ghanaians to migrate out of their country. It is proposed a theoretical framework which transmitted the research goal into a structured approach for analysing the findings which explore the relationship between migration and tourism.

The third chapter reviews what it means for a destination to be competitive by taking a look at a model describing the components of destination competitiveness and it finally ends with destination image and the Awareness, Interest, Desire, Action (AIDA) theory. The methodology of the research is the next chapter which details what process and methods to use in achieving the research goal. The research perspectives, data collections methods, snowball sampling technique, analysing procedures and limitations would be deal in this chapter. The analysis of the findings of the chosen methodology of the research both secondary and primary research would be discussed in chapter five.

Conclusions would be drawn from the analysis of the findings in the sixth chapter. Recommendations will be discussed in the next chapter and further research will be discussed in the next chapter eight. The final chapter would be on reflections and discussions of the findings of the research.

## Chapter 2 – Literature Review on Migration and Tourism

The purpose of chapter two is first, provide a critical look at the phenomenon of migration and the connection it has with tourism, what is trans-nationalism and its activities and how identity are formed while residing in the diaspora,. The second part would discuss phases of international migration in Ghana, a small country on the west coast of Africa and motivations that drive its citizenry to migrate. The final part of the chapter would examine a theoretical framework establishing the social relationships that exist between the two concepts of tourism and migration.

### 2.1 Migration

UNWTO and IOM consider migration as one of the global issues that is presently having a huge impact in the 21<sup>st</sup> century. The United Nations Education Scientific Cultural Organisation (UNESCO, 2010) describes migration as the crossing of the boundary of a political or administrative unit for a certain minimum period of time. It includes the movement of refugees, displaced persons, uprooted people as well as economic migrants. Migration can either be internal or international; internal migration refers to the movement within the borders of a country and international is movement across borders to another country.

The IOM (2010) currently puts the estimation of international migrants worldwide at 214 million for 2010 representing 3.1% of the world population. This presents an increment from 150 million in 2000 putting migrants indirectly as the fifth most populous country in the world. This current statistics means that for every 33 persons in the world today is a migrant which have seen a slight change from the 2000 figure which was for every 35 persons.

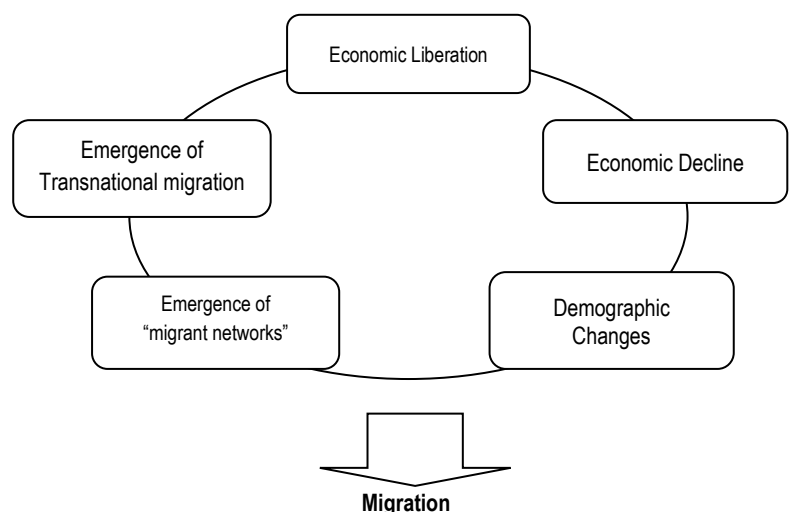
The IOM has identified some global trends that are triggering today's mobile world in the 21<sup>st</sup> century:

**Economic liberation:** The current trade and investment climate in the world encourages the flow of migrants. The higher demand for labour in the developed countries and availability of labour in underdeveloped countries has set global labour migration in motion.

**Economic decline:** The global economy has been experiencing a decline since the beginning of 2001 which have produced downward pressure on the movement of labour, especially in the information technology (IT), construction, and manufacturing sectors.

**Demographic changes:** Global population growth shows a marked difference between developed and developing countries. While the developed countries, their current annual rate of growth is less than 0.3%, the rest of the world's population is increasing almost 6 times as fast as the developed countries. Demographic changes affect international migration in 2 ways: rapid population growth combined with economic difficulties push people to move out of their countries, and a declining and ageing population pressures countries to accept migrants.

Figure 2.1: Global trends influencing migration



**Emergence of “migrant networks”:** The networks of migrants from a specific region or regions have emerged as a dominant force in enhancing mobility of people. They influence political decisions in host countries to provide economic assistance to their country of origin. Also influence the economic and trade relations between the host and the home countries which require more creative and productive integration processes.

**Emergence of transnational migration:** Advancements in transportation and communication technologies have helped to link places and people globally leading to the emergence of a “transnational migration space”. This space spreads over more than one geographic space in which migrants can shuttle between more than one home. And also apart from physical movements, the flow of information skills and remittances are the other components of the “transnational migration space”.

## 2.2 Tourism and Migration

There are economic and social benefits that migration brings to both origin and destination countries in addition to the identified global trends above, migration is becoming more attractive for individuals to participate in. According to the UNWTO, apart from these benefits, migration culturally enriches societies where migrants are residing, enhance the tourism product and provide labour for the travel, catering, tourism and hospitality sectors. Two distinct concepts of migration which can be defined as ‘Tourism-led Migration’ (TLM) and ‘Migration-led Tourism’ (MLT) was identified by them.

The growth in international tourism and mobility has given rise to TLM. Examples include the movement of young people from central Europe to fill tourism employment gaps in the Western Europe and migration of male labour from South Asia to meet the construction demands of the tourism boom in the United Arab Emirates (UAE). At the moment, migration has led directly and indirectly to significant growth in tourism to both origin and destination countries through increased visibility, especially in the ‘Visiting Friends and Relatives’ (VFR) sector, and to the development of new tourism infrastructure and transport routes in and between countries (UNWTO, 2010).

The concept of tourism associated with migration is MLT which is the ‘home visits’ by non-residents migrants. It has been identified as contributing between 15% and 70% of the total inbound tourism for origin destinations for migrants. MLT therefore makes a significant economic contribution to origin countries, as well as cementing strong international networks that lead to partnership development and investment in new enterprises (including tourism businesses) by the family and associates of migrants and by migrants remotely on their return.

## 2.3 Trans-nationalism

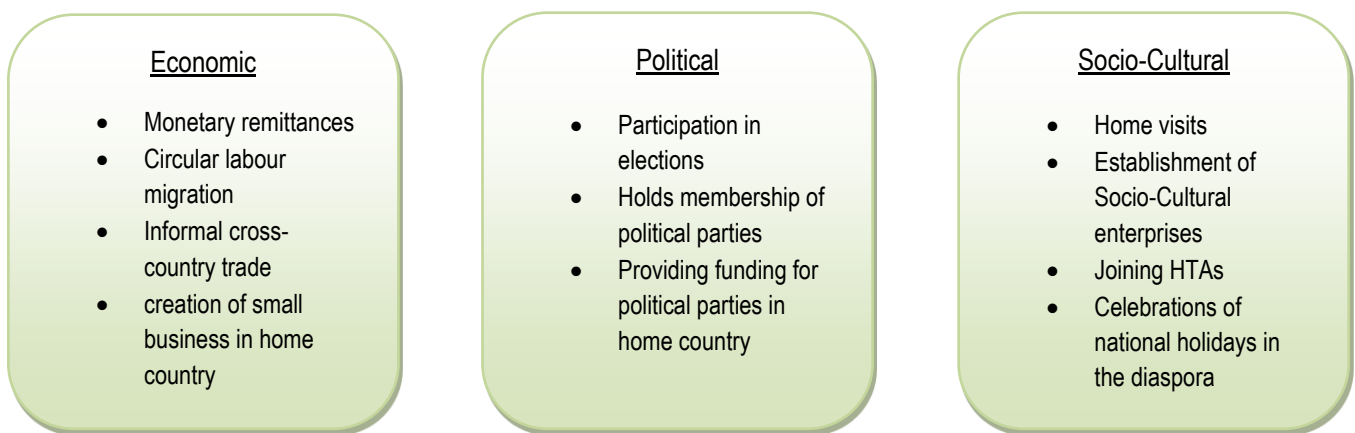
Migration-led Tourism (MLT) characterised by the ‘home visits’ by migrants have given credence to the concept of trans-nationalism. Hannerz (1992:246) ascertain that a number of people who are thought to be typical migrants, people in search of work and a better life, return to where they came from after some years, not because they have failed but because that is the way they always planned it. This desire to return to one’s home country after a long period of absence brought to the fore the concept of trans-nationalism in the mid-1990s.

Trans-nationalism brought about the development of migrant communities whose members maintain presence in more than one state (Nagel, 2002). In fact, these new migrants have dual lives- they are often bilingual, they frequently maintain homes in both countries, and they easily move across cultural and national borders (Portes, 1997; Portes et al., 1999). Conventionally, the concept was typically applied to temporary migrants residing in developed countries (e.g., the U.S., Germany and Italy). The temporariness of their residence along with networks maintained within the country of origin was used as the defining traits of trans-nationalism (Pries, 2001; Riccio, 2001).

But in recent years, however, the definition of trans-nationalism have expanded and the concept has been applied to study the behaviour patterns of migrants residing in the host country for prolonged periods of time and even among second generation immigrants (Menjivar, 2002). Thus, while the temporariness of stay is losing its prominence in the transnational literature, the networks maintained with the home country are increasingly considered to be the core aspect of trans-nationalism.

Although there is no clear typology of what constitutes transnational behaviour (Al-Ali, Black, & Koser, 2001), there have been numerous attempts to provide categorisations and typologies of transnational activities (Al-Ali et al., 2001; Nagel, 2002; Portes et al., 1999). Both Al-Ali et al (2001) and Portes et al. (1999) distinguished between the economic initiatives, political actions, and socio-cultural enterprises of transnational migrants (see Figure 2.2). Adamson et al., (2007: 506) stated that for instance, with the Greek-Cypriots living in the diaspora, regular links with their ancestral home are maintained in a variety of ways: through visits, capital investment, cash remittance, letters, consumption patterns and telephone calls.

**Figure 2.2 Trans-nationalism Activities**



### 2.3.1 Worldwide Examples of Trans-nationalism Activities

Various examples can be cited about how immigrants residing outside their homelands are exhibiting transnational activities that indicate their willingness to maintain connections to their home countries once they migrate.

**Economic:** The most essential value that migration brings to the global economy is the remittances that migrants send to their home countries. In 2009, \$414 billion was sent as remittances by migrants to their home country showing an increase from the 2000 amount of \$132 billion even though there was a slight decline due to the financial crisis. More than \$316 billion went to developing countries as remittances in 2009, representing some 76% of the total remittances which clearly shows a sharp increase of 63% from the 2000 amount of \$83 billion. The Central Bank of Ghana estimated that in 2004 US\$1.2 billion flowed into the country as remittances. This amount is believed to be approximately half of the total flow of money remitted to the country through informal channels. Remittances are critical to the economy of Ghana because they are the second most important source of foreign exchange after exports (Bump, March 2006).

**Political:** The leadership of Cyprus has realised the valuable contribution that its citizenry overseas make towards the country development. So they have engaged them in a 'new form of nation-state building' aimed at creating a

political discourse which encourages the population to make 'its' diaspora to continue to see themselves as citizens of their ancestral home (Adamson, 2007: 507). Availability of new communication technology and cheap transportation for the dispersed groups of Kurd exiles and political elites has helped them to interact and build dense networks across Europe. These have help them to bypass, contest and challenge official constructions of national identity in Turkey (Adamson, 2007:509).Ghana Dual Citizenship Regulation Act was enacted in 2002 to make it possible for Ghanaians in aboard to keep their citizenship after obtaining the citizenship of another country (Bump, 2006).

**Socio-Cultural:** Presently, more and more diasporic communities across the world are visiting their homelands, perhaps to re-root their identities. The participation of the Irish in the UK in tourism activities is mainly characterised by prioritised visits to their 'homeland'. This is done to maintain contact with friends and relatives but also a desire to reinforce cultural identity for self and descendants. Even where there is no immediate link with relatives, visits may involve a search for 'roots' in ancestors' country of origin to give further dimension to own identity. This and Visiting Family &Relatives (VFR) were termed 'ethnic reunion' by King (1994), a form of tourism that can affect several generations of migrants (Hughes et al., 2010:3).

For the Indians, their interest in socio-cultural activities as in trans-nationalism is the connection they have towards their home country which is through the Bollywood movies. For them a Bollywood movie is India for them. (Mehta, 2005: 64). Like most diasporic communities, Indian audiences too, for a variety of reasons, are becoming more and more interested in films that deal with themes of Indians, Indian history and Indian nationhood.

Another type of engagement which can be seen in the socio-cultural activities is the Hometown Associations (HTAs). These are associations that allow immigrants from the same city or region to maintain ties with and materially support their places of origin. At the same time, HTAs create a new sense of community among recent immigrants with similar backgrounds.

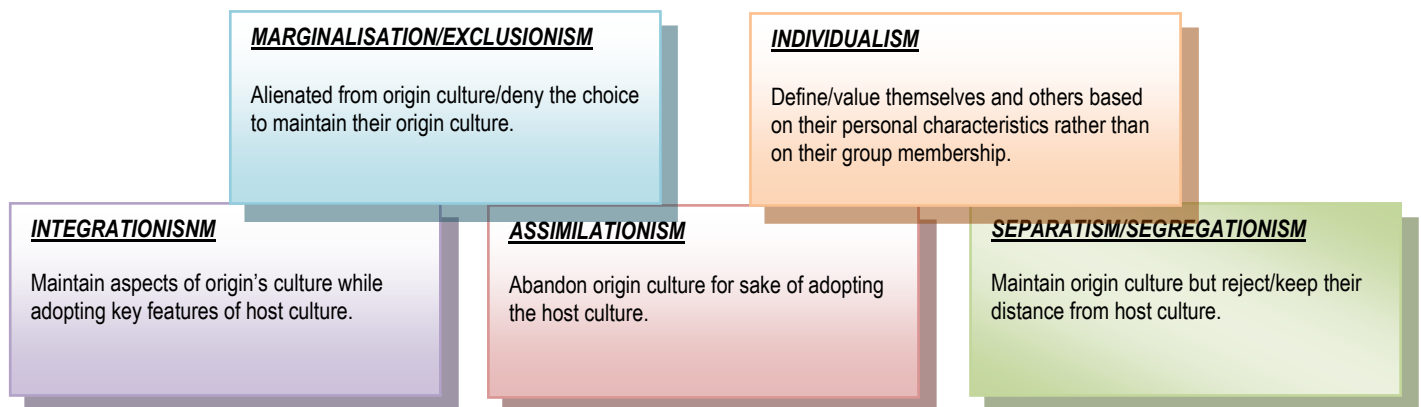
HTAs have been seen to be active throughout major migrant destinations, such as the United States, Europe, and parts of East Asia. The total number of HTAs in the world is unknown as these associations change in number every year. Mexican HTAs number somewhere around 3,000 and Filipino groups may amount to 1,000, whereas there are about 500 Ghanaian organizations. For any HTA, the primary activity is fundraising for on-going programmes or special needs, such as a natural disaster in the home country. Most HTA projects are focused on the promotion of health or educational activities.

## 2.4 Diaspora and Identity

As the world is getting globalised, humans are frequently travelling around from one end of the planet to another. Questions like 'where is my "home"?' and 'what is my "identity"?' have become essential questions in an immigrant's life (Bandyopadhyay, 2008:79). Globalisation, the rapid development of multicultural urban societies, the growth of the diaspora coupled with large-scale movements and displacements of peoples, tourism and travel, the internet and a collapsing sense of space and time, and many other factors had lead people to ask identity questions (Tilley, 2006: 8). Palmer (1999:314) describes identity as an individual notion where individuals draw upon the differing identities available to them in order to construct their own sense of who they are and how they fit it. Identity provides individuals with a systematic means of defining others as well as defining oneself (Ashforth and Mael, 1989).

Occasionally immigrants living in the diaspora are faced with the dilemma of shedding their own identity and taking the identity of their host country or maintaining their own. Sticking to one's own identity or the identity of the host country depends on what combination of acculturation orientations the immigrants and host communities are willing to adopt. Bourhis et al. (1997) proposed the Interactive Acculturation Model (IAM) which is to give a better account of the intergroup processes that can characterise relationship that exist between host community members and non-dominant immigrant groups. Five acculturation orientations were identified that both the immigrants and host community members are likely to adopt towards each other (see figure 2.3).

**Figure 2.3: Five Acculturation Orientations of IAM**



According to Lee (2010), the identity with one's own culture of origin is seen as home-identity while identity associated with the host culture is the host-identity. Home-identity was considered as the source of security which allows people to be more open in their interaction with people from other cultures (Phinney et al., 2007). However, host-identity is believed to be more strongly linked to socio-cultural adaptation because of the inclination to do things the 'local way' (Ward and Kennedy, 1994).

This information on identity and acculturation orientations will not be deemed critical for the final outcome of the research but instead the setting of the discourse would be entrenched in the analysis of the finding of the research.

## 2.5 Migration and Ghana

Ghana has had a long history and tradition of population mobility. International migration within West Africa, and between the region and the rest of the continent, goes back to time immemorial. They have been moving around the world seeking greener economic pastures for a long time. Presently Ghanaians can be found in every corner of the globe from Afghanistan to Zambia, from Australia to Greenland (Ghana News Canada, 2010). But according to the Ministry of Foreign Affairs estimates, Ghanaian migrants can be found in more than 33 countries around the world (Quartey, 2009:58). Four distinct phases of international migration in Ghana was identified by Anarfi et al. (2003).

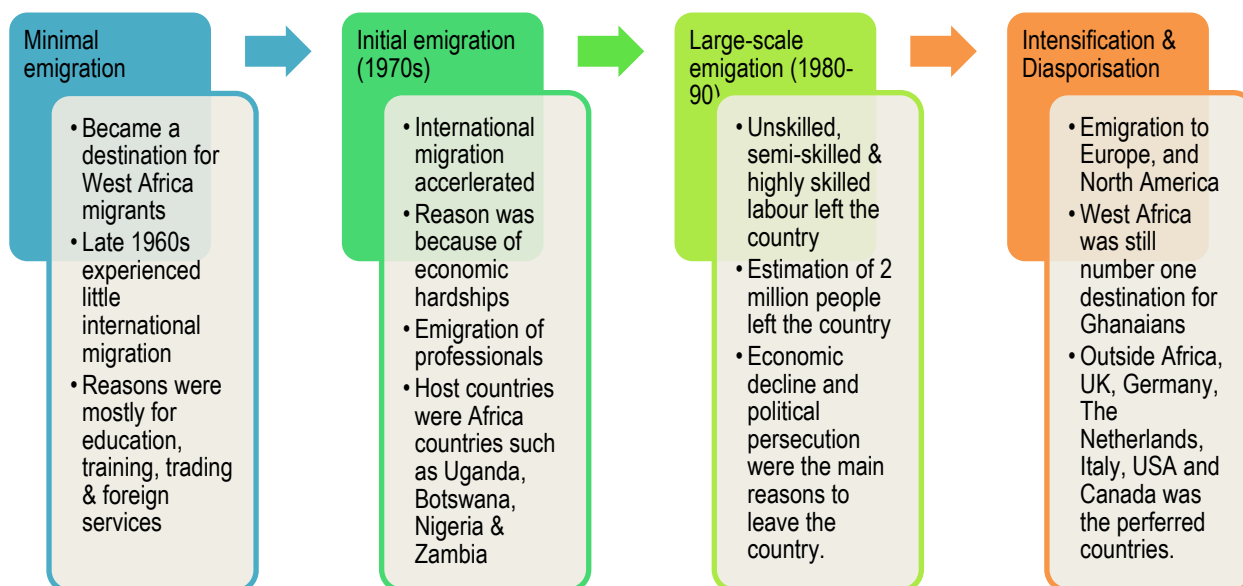


Figure 2.4: Four distinct phases of International migration in Ghana

## 2.6 Motivations that drives Ghanaians to migrate

Even though there have been improvements in economic, political, and social conditions during the last decade which should give Ghanaians an incentive to stay in their home country. Majority of Ghanaians are still living below the poverty level, and the presence of dynamic diaspora in the major capitals of Europe and North America countries act as an important pull factor. The pull factor is so strong that many citizens of Ghana risk their lives to leave the country by going through dangerous routes such as the crossing the Sahara desert with Europe their intended destination. Five motivations had been identified that drives Ghanaians to emigrate from the country (Quartey, 2009:30).

**Refugees/Asylum seekers:** Before the onset of constitutional rule in 1993, Ghana was ranked high among the countries of origin for forced migrants, with 97,536 Ghanaian applying for asylum in the industrialised countries. In fact, Ghana was among the most important African countries in terms of application for asylum to Europe (EU, 2006). This move for asylum came about because of perceived politically motivated fears, which resulted in many Ghanaians fleeing and seeking international protection. According to Anarfi et al (2003), between 1982 and 2001, Ghana ranked thirtieth in asylum applications to developed countries. The political situation in the country has improved since the onset of the multi-party system which resulted in fewer Ghanaians seeking refugee or asylum status.

**Labour/ Economic Migrants:** Quartey (2006), Docquier and Marfouk (2005), and OECD (2005) states that Ghana has a skilled expatriate rate of 46 per cent. This represents the highest skilled emigration rate in the world after Haiti, for countries with a population higher than 5 million people. As the population of young people increases the pressure to migrate also increases unless the employment opportunity for young labour market entrants improves.

In terms of employment by sector, the health sector absorbs the largest number of Ghanaian emigrants in OECD countries (19% of the total), followed by the manufacturing sector (18%). Other targeted sectors include wholesale, which employs 12 per cent of the total Ghanaians abroad, and real estate, which employs 9 per cent.

**Education:** The number of Ghanaian students pursuing university education abroad had been steadily increasing, from 4,661 in 2000 to 8,090 in 2004. In subsequent years, however, the total number has stabilized,

registering at 8,416 in 2005 and 8,064 in 2006 (UNESCO, 2006). Many Ghanaians acquire their skills at foreign universities. The US and the UK remain the most targeted countries by Ghanaians. There were 3,272 Ghanaian students in the US and 2,894 students in the UK in 2006 (UNESCO, 2006).

The UK is the favourite destination of graduate students on government scholarship, accounting for almost 53 per cent of students. Public scholarship programmes may unintentionally encourage migration by providing support only to students and academic staff that study abroad. Besides these scholarship beneficiaries, there are many Ghanaian students in developed countries who are being sponsored by their relatives, friends, and institutions, among others. Unfortunately, there are no statistics on this category of students.

**Tourist and Visitors:** Quartey (2009) stated in country report of migration in Ghana that Ghanaians abroad constituted a total of 28 per cent of all tourists who left Ghana in 2003. The *GLSS 5 Report* (GSS, 2006) revealed that most Ghanaians on outbound overnight trips visit to ECOWAS countries (71.6%), relative to 25.9 per cent who visit countries outside Africa. A gender analysis of the data shows that more males than females went on outbound same-day trips to ECOWAS countries, while slightly more females than males embarked on outbound overnight trips. However, higher proportions of females went on both outbound same-day trips and overnight trips outside Africa.

**Family Reunification:** Ghanaian female migrants have benefited from provisions in the destination countries that favour family reunion than their male counterparts (Quartey, 2006). An example can be cited from the German Embassy which indicates that those who live legally in Germany either got their residence permit through successful asylum applications or through family reunion (Twum-Baah, 2004).

Similarly, the increase in the number of Ghanaian emigrants in the Netherlands between 1992 and 1999 is mainly due to family reunion and chain migration (58%), asylum seekers (16.5%), and labour migration (26%). While in Canada once they were accepted as permanent residents, Ghanaian residents took advantage of Canada's family – reunification policy to sponsor spouses, dependent children and parents (Bump, 2006).

## 2.7 Tourism, Migration and Grid/Group Theory

Tourism experts have been researching to analyse the connection that exist between tourism and migration. William and Hall (2002) outlined the explicit (inter) relationships between migration and tourism, noting that productive and consumptive elements are combined to produce situations where migrant mobilities are fostered. The result is that migrants are frequently mobile and incorporate into their travel former homes or places of residence.

Duval (2006:6) stated the Grid/ Group theory developed by Mary Douglas (1978) was to explore how beliefs and social environment might correlate with each other. But according to him the fluidity of the theory is essential fact and which allows for the use of Grid/Group in transnational situations of migrant mobilities in relation to tourism. The **group** referred to the bounded social unit which 'represents the extents to which people are restricted in thought and action by their commitment to a social unit larger than the individual' (Gross and Rayner 1985:5). High group, then, is classified through strong communal affiliation (Mamadouh 1999). Low group, conversely, is represented by individualistic tendencies. By contrast, **grid** is 'the complementary bundle of constraints on social interaction' (Gross and Rayner 1984: 6), or the degree to which an individual is 'constrained by external rules' (Caulkins and Peters 2002:50). The two dimensions, according to Widavsky (1987:6; in Mamadouh 1999: 398), were thus designed to answer the questions 'Who am I?' and 'How should I behave?'

The salient feature of grid/group theory is its malleability. It is also suggested that the scope of tourism and migration and the social relationships that are created as a result of the marriage of these two disparate concepts can be positioned at a particular place on the tourism/ migration grid cultural map. The diagram presents a schematic of how grid/group theory could be applied to tourism and migration. See figure 2.6

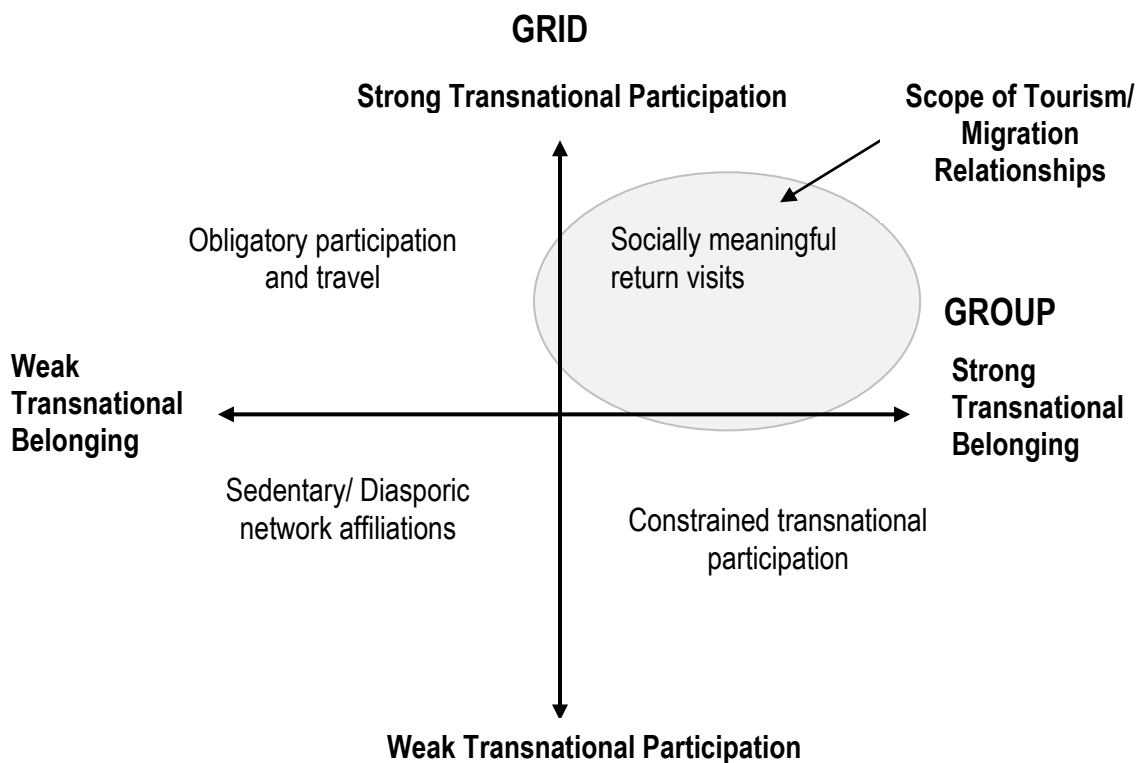


Figure 2.5: Grid/Group theory application to migration and tourism

A migrant with a strong sense of grid therefore recognises the strength and meaning of transnational social bonds. This individual, then, has strong transnational participation, and may engage in frequent return visits to their former homelands. Consequently, a migrant with weak grid will not wholeheartedly ascribe to transnational social bonds. This individual would be characterised as having weak transnational participation, but this is not to say that such non-participation in transnational affairs limits or inhibits social and cultural identities. Indeed, such individuals may, in fact, be sedentary and/or comfortable in their own social and cultural surroundings and may, consequently, not feel the need to establish and maintain social contact with former homes.

The result of establishing a map on the basis of grid/group theory in the context of migration and tourism is the creation of four quadrants that give some insight into how migrants might organise their transnational spaces and times. Each of these quadrants is discussed below:

**Strong Grid/Strong Group:** Immigrants who are categorised in this group participate in transnational activities (i.e. strong grid) and, at the same time, exhibit strong transnational belonging (i.e. strong group). The salient characteristic of this type of immigrants is the frequent return visits to their homelands. Such trips were also used as an adaptive mechanism to living out migrant identities in new environments. On occasion, these trips were made voluntarily, but quite often they were seen as obligatory. More importantly, however, the return visit was used as a strategy to maintain social ties within a former home.

**Strong Grid/ Weak Group:** Duval (2006: 9) stated that there can be two ways of characterising immigrants who are found in this category. Firstly, if the participation of migrants in transnational linkages is strong, yet the degree to which they feel a social tie with larger groups and identities scattered across political borders is weak, then it can be said that such migrants have become temporarily mobile largely because of obligation. This obligation is manifested to some extent through remittances (e.g. Philpott 1977; Rubenstein 19987). Travels undertake by

such migrants is not entirely or solely based upon maintaining ties and solidifying social relationships, but rather on the necessity of the exercise.

Secondly, strong transnational participation yet weak transnational belonging might explain the social disjointedness that some migrants feel after migration. In essence, the high grid/low group field of socialisation might explain some migrant behaviour that involves travel to former homelands in order to renew social ties, and is thus not unlike the strong grid/ strong group category above, but what is different is the degree of socialisation felt and desired by the migrant him/herself. The migrants may be mobile for more than one reason such as travelling for reasons of obligation (i.e. weak group) but also in order for them to solidify ties with particular social circles (i.e. strong group).

**Weak Grid/ Strong Group:** Migrants exhibiting weak transnational participation yet strong transnational belonging may be said to be constrained from participation in transnational activities. These migrants may either be financially incapable of, for example, regularly travelling to former homes or have social obligation in their current place of residence (i.e. families) that prevents travel. Individuals with weak grid/ strong group may display particularly strong spatial ties to diasporic or communal formal organisations featuring members of similar origin because it is one way of ascribing themselves to a particular identity without having to travel to their former home.

**Weak Grid/ Weak Group:** Migrants found in this category are found to be rather sedentary in terms of socialisation when the extent to which transnational belonging is weak and the degree of transnational participation is also limited. Thus, weak grid/ weak group characterisation represents the absence of most transnational-based social and cultural flows. Temporary mobility, in the form of travel to former homelands, for such migrants is rare and almost never in association or directly as a result of belonging to a particular transnational network of other migrants. Also, the degree to which these migrants participate in diasporic affairs will be variable. In effect, 'not all immigrants are transnationals' (Portes 2003:876).

The main theoretical research approach for this thesis would be based on the Grid/Group theory discussed above. One of the objectives of the thesis is to assemble a suitable theoretical framework which not only incorporates the trans-nationalism of the Ghanaian communities and other topics discussed in this chapter but also allows for a structured approach for the presentation and analysis of the research findings. The Grid/Group theory perfectly suitable for achieving the research goal set out.

In the final analysis, chapter two initially took a review on the phenomenon of migration and the connection that it has with tourism, what trans-nationalism is and its activities including worldwide examples and identities that are formed while residing in the diaspora was also deliberated upon too. Ghana had gone through four phases of international migration which revealed that a large scale of emigration of Ghanaians occurred from 1980 to 1990 and the five motivations that push a Ghanaian to emigrate out of his country was described.

Lastly at the end of the chapter, the Grid/Group theory was chosen as the main theoretical research approach to look into the scope of tourism and migration and the social relationships that exist between the two concepts.

## Chapter 3 – Destination Competitiveness and Image

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This chapter discusses what competitiveness in destination means and a framework of what constitutes destination competitiveness is look at. In the same vein, the chapter reveals what a destination image is and the types of image, the role of image in destination selection, the theory of AIDA is analysed and lastly how organic image of destination image can be created by the Ghanaian community in the Netherlands.

### 3.1 Destination Competitiveness

The research goal is to find out how maintaining ties to homeland and identity by Ghanaians in Netherlands helps to create a destination image to their Dutch host. But it is extremely important to discover if a destination has what it takes to be competitive in attracting potential tourists to the destination even after a good destination image is created. Mills and Morrison (1985) and Dann (1981) posited that destination selection is dependent upon the potential tourist's perception of the ability of the destination to satisfy the individual's need or desire for travel. This is where destination competitiveness comes in.

According to Kim and Dwyer (2003), the issue of competitiveness in the business environment have attained increasing importance in the face of growing globalisation and more intense domestic competition even in the tourism sector. The work of the World Trade Organisation (WTO) had encouraged the opening up of trade which means businesses in the tourism industry can no longer be reliant on their governments' protectionist policies to ensure their survival anymore. Businesses in the industry are now facing the double threat of greater international competition to attract tourists on one hand while on the other multi-national businesses are also on the increase (Kim & Dwyer, 2003).

Destination competitiveness is about the ability of a destination to create, integrate and deliver tourism experiences, including value-added goods and services considered to be important by tourists according to Hong (2009). He stated that these are the experiences that sustain the resources of a destination and help it to maintain a good market position relative to other destinations. A conceptual model of destination competitiveness published by Ritchie and Crouch (2003) gives an analysis of what makes a destination competitive which can be seen in figure 3.1. The model is made up of both the global and domestic environments, comparative and competitive advantages at the destination and tourism management. An evaluation would be done on Ghana as destination according to this model in Appendix 1.

Other individuals also have suggested some ideas about how a destination can be competitive. Poon (1993) proposes four key principles which a destination must follow: put the environment first; make tourism a leading sector; strengthen the distribution channels in the market place, and build a dynamic private sector. Moreover Go and Govers (1999), in their study of conference site selection, said measuring a destination's competitive position relative to other destinations can be done along seven attributes. They are facilities, accessibility, quality of service, overall affordability, location image, climate and environment, and attractiveness.

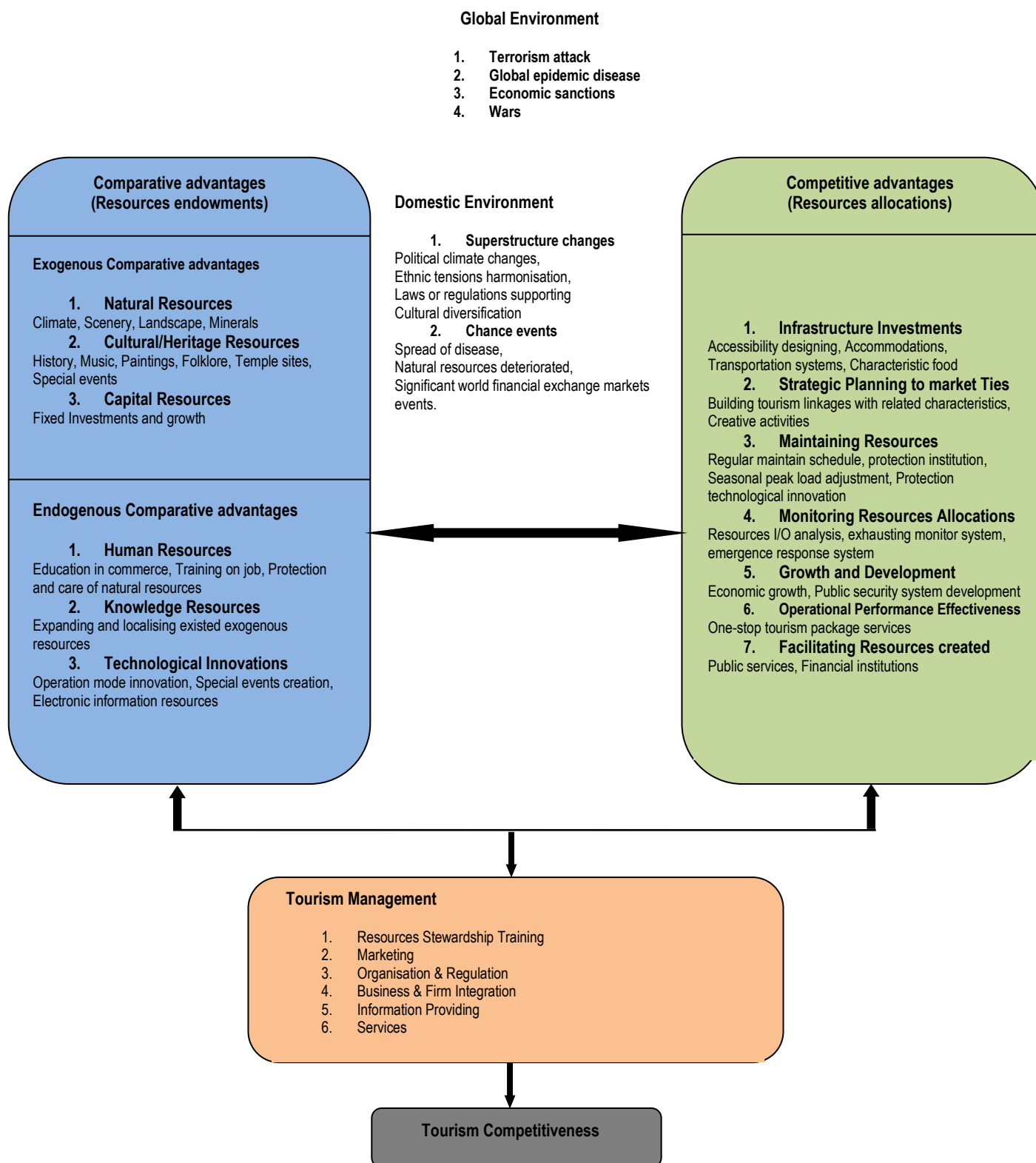


Figure 3.1: Destination competitiveness composition

## 3.2 Destination Competitiveness of Ghana

In order to appreciate what Ghana has to offer with respect to destination competitiveness, the destination mix of the country (attractions, accommodation, transportation, infrastructure and facilities) has been evaluated. The evaluation is done according to the resources endowments and competitive advantages of the model of Ritchie and Crouch.

### 3.2.1 Attractions

Ghana's resource base for tourism is quite immense and diverse. Some of the features which make Ghana attractive for tourists include: natural environmental heritage, historical heritage, cultural heritage, and other man-made attractions, as well as Ghana's central location on the world map (MoT, 2006). Even though Ghana is well endowed with numerous tourist attractions, only a few have been exploited. Most of them remain hidden from the curious and adventurous visitor from abroad and perhaps from most Ghanaians (Ghana Review, 2002). The southern part of the country is more developed in relation to the tourist product than the northern part.

**Cultural heritage:** Festivals, crafts and arts, music and dance, architecture, traditional shrines, beliefs and practices, Ghanaian cuisine, and traditional village life.

**Historical heritage:** over 30 forts and castles (some of which have been declared world heritage sites by United Nation Educational, Scientific and Cultural Organisation (UNESCO)), slave markets, defence walls, museums, monuments, mosques, churches, mission stations, and archaeological sites. The Cape Coast and Elmina castles are the only world heritage sites that can be found in Ghana.

**Natural environmental heritage:** wildlife species include 222 mammals, 128 reptiles, and 38 amphibians. Some are endemic to Ghana. The birdlife is particularly rich with 721 species. Several Ramsar sites exist in Ghana<sup>1</sup>. There are currently 20 national parks and reserves covering approximately 5% of Ghana's total land surface, while forest areas outside the designated protected areas occupy a further 10% of Ghana's total land surface.

The two popular national parks to both domestic and international tourists are the Kakum National Park and the Mole National Park. Kakum National Park, near Cape Coast, is located in a small pocket of rainforest containing endangered forest elephants, colobus monkeys, 300 species of bird and 600 species of butterfly. For most visitors the main attraction is the canopy walkway suspended 30m above the forest floor. Mole National Park, in the north (170km west of Tamale) is undeniably the country's biggest ecotourist attraction and is situated in the heart of the Guinea savannah woodland ecosystem. It covers an area of 4,840 kilometres square and is home to 93 mammal

Table 1: Number of hotels and rooms, by grade, 2003

Grade	No. of hotels	No. of rooms	% rooms
5 Star	1	104	0.6
4 Star	4	658	3.8
3 Star	25	966	5.6
2 Star	135	2,805	16.2
1 Star	151	2,728	15.7
Guest	165	1,059	6.1
Budget	765	8,997	51.8
Tourist home	4	35	0.2
<b>Total</b>	<b>1,250</b>	<b>17,352</b>	<b>100.0</b>

<sup>1</sup>Ramsar is the name of the place where the agreement on wetland areas (as they relate to endangered species in terms of fauna and flora) were signed.

species, including large numbers of elephants, antelopes, hartebeests, waterbucks, buffalo and warthogs. Lions, leopards, hyenas and various primates can also be seen in the park.

In addition to these, Ghana boasts of waterfalls, several good quality beaches, lakes and rivers, crocodile ponds, hippopotamus sanctuaries, gardens and zoos, as well as scenic landscapes.

**Other man-made attractions:** the Akosombo Dam at Lake Volta, colourful markets, conference facilities, bustling nightlife, casinos, and art galleries. The spa and wellness industry is growing steadily in Ghana with the Holy Trinity Spa and Health Farm at Sogakope being the forerunner in the country and in the West Africa sub region. Given the wide range of tourism resources, Ghana is capable of attracting visitors for various purposes; business, leisure and recreation, educational studies, and health treatment.

### 3.2.2 Accommodation

The accommodation sector in Ghana is characterised by small accommodation establishments with the average number of rooms being between 13 and 14. Small accommodation establishments are generally of a lower standard than larger ones. In 2003, there was only one five-star and four four-star hotels (Millington, 2007) but there might be a like hood there might more now. More than half of all the rooms are in the budget category, with an additional 32% being in the two-star and one-star categories (see Table 1).

The hotel development in Ghana is heavily concentrated in the Greater Accra Region where the capital, Accra is situated. There have been significant increases in the number of rooms and hotels in Ghana over the period 2000-2006. The average annual growth rate in the number of rooms has been 7.3% over the stated period (See Table 2). Also in 2007 and 2008 saw the rise of the building of hotels because of the year-long celebrations of the fiftieth anniversary of attaining independence and the hosting of the African Cup of Nations Football tournament in January 2008. The hotel developments were seen in the four hosting venues for the football tournament: Accra, Kumasi, Sekondi-Takoradi and Tamale.

### 3.2.3 Transport

**Air Transport:** There are seven airports with runways in Ghana, although only Kotoka International Airport in Accra functions as an international airport and gateway to the outside world. There are direct flights from Ghana to the USA, Europe and to African countries by the national airline and other international recognised airlines like the KLM, British Airways, Lufthansa and other African airlines too (Millington, 2007).

**Road:** Transport by road either run both within the country and on international routes between Ghana and Burkina Faso, La Cote d' Ivoire and Togo. Taxis and "tro-tros" (minivans) tend to ply relatively short routes, providing town and inter-town services, although some do cross borders. The main bus operators are the State Transport Corporation (STC), Ghana Private Road Transport Union (GPRTU) and other transport companies. These provide long-distance domestic services as well as operating international services to neighbouring countries.

**Table 2: Number of hotels and rooms, 2000-06**

Year	Rooms	Year-on-year % change	Hotels
2000	13,000	-	1,000
2001	14,175	+9.0	1,050
2002	16,180	+14.1	1,190
2003	17,352	+7.2	1,250
2004	18,079	+4.2	1,315
2005*	18,893	+4.5	1,374
2006*	19,837	+5.0	1,443

Note: \*estimate

Source: Ministry of Tourism and Modernisation of the Capital City/Mintel

**Rail:** The primary use of rail transport in Ghana is for the movement of goods, but there are passenger services as well mostly in the capital, although these tend to be slow.

**Sea:** The main harbours in Ghana are at Takoradi and Tema but there are no longer any scheduled passenger vessels operating to international destinations. There is a cruise ferry that operates on the Volta Lake called “Dodi Princess” transporting tourists to the Dodi Island.

### 3.2.4 Infrastructure

According to the Ministry of Tourism, appropriate infrastructure, particularly in rural areas, is insufficient in terms of the quality of roads, accommodation, credit card facilities, rest stops, tourism information centres, shops, etc. Most tourism developments are confined in a few regions of the country, but mostly they are situated at the capital and its environs.

### 3.2.5 Facilities

**Shopping facilities:** Especially in the capital, Accra, there are some modern shopping malls as well as a number of thriving markets scattered across the country. The popular ones are the Makola Market and Kaneshie Market (all in Accra), Central market in Kumasi, Kintampo Market and Techiman Market (all in the Brong Ahafo Region of the country). Ghana has the concept of having a cultural centre in each regional capital where a variety of souvenirs, art, handicrafts and traditional cloth made from the region and Ghana are displayed and sold to tourists.

**Food & beverages facilities:** Most tourist attractions can offer several international as well as local cuisines and almost every eatery offers Ghanaian cuisine.

## 3.3 Destination Image

After a critical evaluation of the competitiveness of Ghana as a destination needs to be, what is next is to create an awareness of the destination to its potential tourists or visitors. Awareness is essential to the success of every destination which requires that places to go all-out to draw favourable attention to itself in an intensely competitive marketplace (Henderson, 2007). She sees image as a critical factor in promotion strategies of a destination and ‘all destination have images – good, bad and indifferent – that must be identified and either changed or exploited’ if visitors are to be attracted. The concept of destination image is seen as a multi – dimensional, with cognitive and affective spheres, and has been defined as an amalgam of the knowledge, feelings, beliefs, opinions, ideas, expectations and impressions that people have about a named location. Creation of destination image is complicated which Gunn (1988) proposed there are two types: organic and induced.

Organic image is said be formed of a destination from an early stage, and is based on what is learnt about the destination through newspaper reports, magazine articles, TV reports and other non-tourism specific information sources. Meanwhile, the image that an individual forms about a destination through the help of promotion and other advertising media which are directly influenced by information given out by tourism organisations is regarded as induced image (Gunn, 1988). A third level have been added to the concept of destination image which Fakeye and Crompton (1991) call ‘complex image’. This refers to the kind of image that individuals have when they actually visit the destination by having a direct contact and actual experience at the destination (Awaritefe, 2005). The focus will much be on the creation of organic image with especially emphasis on the non-tourism specific information sources.

The thesis is much interested in the other non-tourism specific information sources in creating an organic image for which the Ghanaians in diaspora can be placed into that category. Cultural identity is one of the non- tourism information sources that the research sees as an avenue of creating organic image. Cultural identity is seen as ‘a

sense of solidarity with the ideas of a given cultural group and to the attitudes, beliefs and behaviours manifested toward one's own (and other) cultural groups as a result of this solidarity' (Schwartz et al., 2006:5).

Anholt (2007) see culture as playing a critical role in moving the current image of a country towards a more useful one. According to him an entire citizenry of a country being fire up in becoming a mouth-piece of a country's values and qualities creates an advertising medium which is actually equal to the enormous task of communicating something so complex to so many (Anholt, 2007: pg. 105). People are said to deduce a great deal about the inner qualities of a nation through its cultural enterprises. That is where the trans-nationalism behaviour of migrants has a role to play in image formation. As seen in the previous chapter, the aspect of socio-cultural activities of trans-nationalism involves migrants participating in activities that identify them as originating from a particular country which showcase what the country have to offer culturally. Culture is a more eloquent communicator of national image than commercial brands, even if it does work more slowly according to Anholt (2005).

However it is essential to understand the process that an individual have to go through when creating an image of a destination. Ringer (1996) point out that understanding images that individuals holds of destinations is vital to the manipulating of the attributes of the destination, to help destination managers to shift the product image into the gap in the tourist market. A strong positive image that tourists hold would be crucial in their preference to select alternative destinations. The AIDA (Awareness, Interest, Desire, Action) theory articulated in the tourism literature by Law (1991) and Getz and Sailor (1993) looks at the role images have in destination selection (Awaritefe, 2005).

The theory put forward the process that an individual will go through before final settling on a destination to travel to. First, the potential tourist/visitor must be aware of the destination, have the interest and desire created through the design and delivery of a positive destination image to them. An action to visit will only occur after desirable images have been formed in the mind of the potential tourists and that image has out-bid all other potential destinations in the individual's choice set. If the images that the potential visitors have of destination are not sufficient enough to make the choice set then nothing will convince them to select the destination.

The research report first is to evaluate how Ghanaians in the Netherlands are maintaining ties to their homeland helps in creating awareness of Ghana to the Dutch community then analyse whether the awareness have been successful in sustaining an interest, desire and finally an action on the part of Dutch citizens to visit the destination (see figure 3.2)

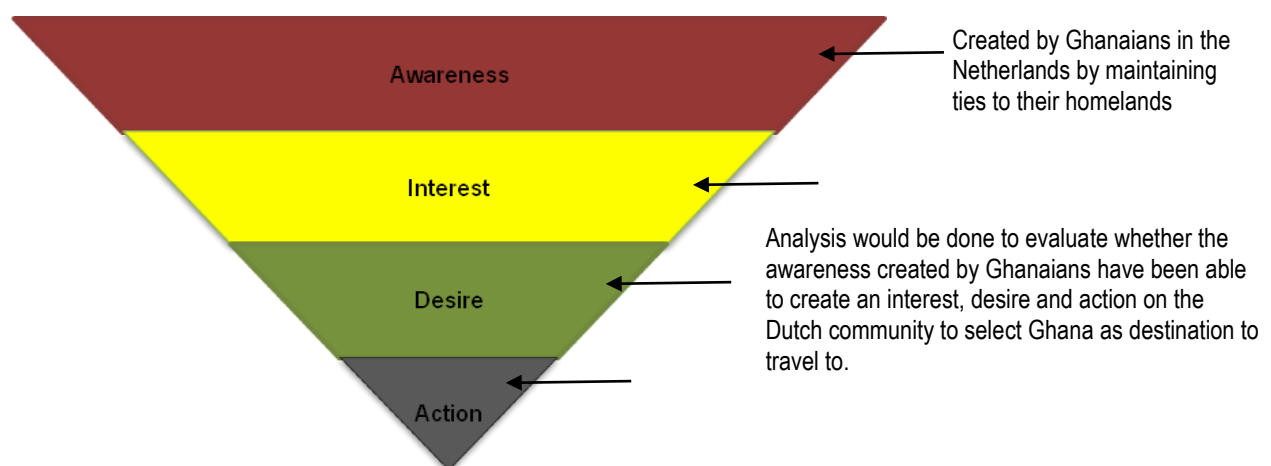


Figure 3.2: Processes of destination selection

Even though, no two people will perceive a destination identically according to Mayo and Jarvis (1981), thus, destination perception is selective and varies between individuals and between groups of people from different cultures as well. That is where this research partly wants to focus on the image the Dutch have about Ghana which can help the managers of the tourism industry in Ghana to plan strategies to attract them.

In conclusion, chapter three reviewed what make a destination competitive in the global setting by evaluating a model by Ritchie and Crouch (2003) for accessing destination competitiveness. The model composes global and domestic environments, comparative and competitive advantages that a destination have and last but not the least tourism management. Next is what a destination image is about and the different forms that exist are discussed with special focus on organic image of which Ghanaians are categorise as non-tourism specific information sources. Ghanaians maintaining ties to their home country, cultural identity and constant talking about their country was seen as a form of non-tourism specific information sources. Finally, the AIDA theory was proposed to study how the Dutch would select a destination like Ghana if the first component of theory, awareness is created by Ghanaians in the Netherlands.

## Chapter 4 – Methodology

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The fourth chapter focuses on the explanation of the research methods applied during the research in getting answers to the formulated research questions. The chosen perspectives of the research will be presented as well as the secondary research will be described first. Followed by the primary research techniques, which integrated a 'Multiple Mixed Methods' approach to generate both quantitative as well as qualitative data (Saunders et al. 2007). Further at the end of chapter, the sampling technique and the sample size used and the limitations faced during the research will be discussed.

### 4.1 Research perspectives

For the study, three different perspectives were considered: First the view of Ghanaians on the research topic in connection with other relevant issues discussed in both chapter two and three, likewise the Dutch community too and lastly the literature. Combining these perspectives helped in achieving the goal of the research study where analysis will be done along these perspectives. The methods used for the perspectives are further discussed in this chapter.

### 4.2 Secondary Research

The search for secondary data or the desk research was done mostly in Breda at the University of NHTV. The data collected was done across the quantitative-qualitative spectrum which was used imaginatively to achieve new perspectives on the research topic. The secondary research was vital in helping to keep an open-mind, objectively and critical approach towards the information gathered during the field research. The information gathered also acted as a back up to the data collected from the field research. Data was collected along the list of categories of secondary sources given by Kumar (2005).

- Government or semi-government publications that have been collected on a regular basis in a variety of areas and published for the use of members of the public and interest groups.
- Past researches done for some topics by others that provided the required information needed.
- Mass media – reports published in newspapers, magazines and so on were also another good source of secondary data.

### 4.3 Primary Research

The primary research integrated a 'Multiple Mixed Method Approach' (Saunders et al, 2007) which made use of quantitative and qualitative research at the same time (parallel). According to Tashakkori and Teddlie (2003), the use of multiple methods provides better opportunities for the researcher to answer research questions set out for the study. And allow for better evaluation of the research findings which can be trusted and inferences made from them.

The use of multiple methods of data collection is a form of triangulation which is central to ensuring the quality research (Bailey, 2007). According to her, it is important to collect data from respondents who occupy different social locations or are likely to have divergent views.

#### 4.3.1 Primary Qualitative Research

Adding the qualitative research techniques to the quantitative ones was considered as the most appropriate in finding out answers to the research questions of the study. According to Kumar (2005), the use of the qualitative

methods by contrast to the counterpart quantitative allows for flexibility in all aspects of the data collection which involved the use of non-participant observation and unstructured interviews.

**Non-Participant Observation:** As a non-participant observer, the researcher is a passive observer, listening and watching the activities of Ghanaians and drawing conclusions from them (Kumar, 2005). This method was most appropriate to use because Ghanaians generally feel uncomfortable when they are being observed. The unstructured observation was done mostly in the Seventh Day Adventist Church for Ghanaians at Amsterdam, the Ghanaian shop in Breda and in two different student accommodations located at Delft and Enschede.

But the usage of this method had its demerits:

1. Hawthorne effect: when individuals or groups become aware that they are being observed, they might change their behaviour. It can affect the data collected either positive or negative.
2. There is always the possibility of observer bias. If an observer is biased, s/he can easily introduce bias and there is no easy way to verify the observations and the inferences drawn from them.
3. The interpretations drawn from observations may vary from observer to observer.

**Unstructured Interviews:** Interviews where there is liberty to formulate questions as when it comes to mind around the research topic was deployed. They are similar to conversations. The interviewee is given fairly free range to talk about any aspect related to the broad interests of the researcher (Bailey, 2007). First question asked of one interviewee might differ totally from the first question asked of the next interviewee. There are several types of unstructured interviewing; for instance: in-depth interviewing, focus group interviewing, narratives and oral histories (Kumar, 2005).

The narrative is less structured than focus group but was found to be the best option for rallying information from Ghanaians (Kumar, 2005). The two merits of using this tool are firstly, the researcher is able to speak two of the main local languages in Ghana that Ghanaians in the Netherlands are able to relate to. And lastly, Ghanaians easily feel at home when conversing with a fellow Ghanaian about their experiences in the Netherlands by providing information that act as supplement to those gained from observation of non-verbal reactions.

The disadvantages of the use of unstructured interview are:

- Interviewing was time-consuming and expensive.
- The quality of data depends upon the quality of the interaction that the researcher has with the respondents.
- The researcher may introduce his/her bias. Researcher bias in the framing of questions and interpretation of responses is always a possibility.

### 4.3.2 Primary Quantitative Research

Quantitative research involves some numerical data or data that have been quantified in answering the research questions and goal of the research (Saunders, et al, 2007). The researcher chose the questionnaires as the main data collection technique but according to Saunders et al (2007) it is usually better to link them with other methods in a multiple-methods research design as it was discussed in 5.3.1.

The choice of choosing a questionnaire over structured interview technique for soliciting information from the study population was done by examining the strengths and weakness of the two methods in affecting the validity of the findings. Two main issues were looked into when deciding on the use of the questionnaire (Kumar, 2005):

- The nature of the investigation was about migration issues affecting Ghanaians residing in the Netherlands which they feel reluctant to discuss with an investigator (though the investigator is a

Ghanaian too); so a questionnaire was the better choice to use as it ensures anonymity of the Ghanaians.

- Potential respondents were scattered over the Netherlands so the choice of questionnaire was best to minimise cost since using the interview method is extremely expensive.

For questionnaire, the respondents read the questions, interpret what is expected and then write down the answers. The designing of the questionnaire for both the Dutch and Ghanaians respondents was done by taking into consideration four out of Youngman's seven question types (1986):

**Verbal or open question:** The expected response is a word, a phrase or an extended comment. Responses to verbal questions can produce useful information but analysis can present problems.

**List:** Lists of items are offered, any of which may be selected. For example, the list of occupation that respondent is to choose from.

**Category:** The response is one only of a given set of categories (15-25years, 26-35years etc.) which the respondent can only fit into one category.

**Scale:** The summated rating scale (Likert scale) was chosen for designing one of the questions for the questionnaire. This scale is easier to construct and is also based upon the assumption that each statement on the scale has equal 'importance' or 'weight' in terms of reflecting an attitude toward the issue of acculturation. An advantage of this question type is the reduction of the risk of respondent opinion being influenced by another respondent while the disadvantage is that the assumption rarely has attitudinal value (Kumar, 2005).

**Piloting the questionnaire:** The questionnaires designed for both Ghanaians and the Dutch were tried out on a group similar to the one that will form the population of the research. The trial group comprises of family and friends (both Ghanaians and the Dutch) residing both in and outside the Netherlands (USA & Dubai). The piloted questionnaire was to test how much time is needed to answer them; has the questions have been framed well and lastly remove any unusable data (Bell, 1999).

The administration of the questionnaire was done in three main ways:

- Collective administration was the most successful way in administering the questionnaire for this research. It was done in two churches in Amsterdam and Breda, two student accommodation in Delft and Enschede where Ghana students reside and some work places that both Ghanaian and the Dutch are found (Breda and Utrecht). High response rate was recorded through this method.
- Questionnaire was also distributed in public places such as the Ghanaian shop in Breda, the NHTV campus and the post office near the NHTV University.
- The questionnaire was also distributed by sending to the emails of some respondents especially with the Dutch respondents but the response rate was very low compared to the other two methods.

#### 4.4 Snowball sampling technique

Snowball sampling was chosen as the best sampling technique for the research since little is known about socio-demographics of the study population (both Ghanaian and the Dutch). Even though the researcher is a Ghanaian and has been in the Netherlands for some time. This is the process of selecting a sample using networks (Kumar, 2005) which the researcher had established with both the Dutch and Ghanaian population who are friends and colleagues from school, church and other social meetings. These personal contacts were therefore asked to identify other respondents in their social circles who are Ghanaians and Dutch to become part of the sample.

#### 4.4.1 Sample size

To improve the sampling quality especially for the Ghanaian population and also to compare the findings from all the corners of the Netherlands, a sample size of 150 was decided because of the easiness that the researcher had access to the Ghanaians. A decision was made to have 100 of the questionnaire administered in the capital, Amsterdam (especially in Amsterdam Biljmer) where it was observed that majority of Ghanaians residing in The Netherlands are located. The other 50 were distributed across areas outside Amsterdam such as the Breda, Delft, Enschede and Utrecht. This way the range of the population was expanded from which the sample was drawn, and also to be able to draw statistical comparison between the findings from the two sub-samples (Davies, 2007).

The number 100 was decided for the Dutch population considering the researcher had little personal affiliation to the Dutch compared to the Ghanaians and the inability to speak the Dutch language too. The distribution of the questionnaire reserved for the Dutch was done in places (NHTV University and Seventh Day Adventist Church-Breda) that are familiar to the researcher and respondents who are able to communicate in the English language. The help of other Ghanaians and student colleagues who are Dutch and who have personal contacts to other Dutch respondents was solicited. Some of the Dutch respondents have already been to Ghana when the survey was carried out but did not take out the import of the findings.

The response rate of the quantitative research was 86 for the Ghanaians and 49 for the Dutch which was lower than targeted (150 for Ghanaians and 100 for the Dutch) but still they were representative enough to retrieve valuable information for the analysis.

#### 4.5 Data analysis

The responses from the questionnaires were analysed using the Statistical Package for the Social Sciences (SPSS) to explore the relationship between the awareness that Ghanaians are creating and the Dutch interest to visit Ghana as a result of this awareness. Another relationship also analysed is the Ghanaians' interest in investing in the tourism industry in Ghana per the situation back home and among other relationships.

#### 4.6 Limitations

- Getting access to as many Ghanaians as possible to participate in the survey poses a challenge because most Ghanaians felt the information gathered would be used against them by both the Dutch and Ghanaian governments.
- Time constraint on the researcher did not help in getting access to the Ghana Embassy in the Den Haag and other organisations who are concerned with the welfare of Ghanaians in the Netherlands to deliberate on the research topic.
- Limited financial resources pose a problem in contacting as many Ghanaians to participate in the survey since they are scattered all over the Netherlands.
- The time for the survey was not favourable in getting enough Dutch respondents because it was the summer holidays.

As can be seen from the chapter, three perspectives were used during the conduct of the research to achieve the research goal; Ghanaian community, the Dutch community and literature. Analysis was done along those perspectives. The search of secondary data was critical to get access to which acted as a back-up for the data collected during the field research.

Primary research made use of a 'Multi Mixed Method Approach' of combining the use of both qualitative and quantitative research at the same time. Non-participant observation and unstructured interviews were the

data collection tools for the primary qualitative research while questionnaire was chosen for the conduct of the primary quantitative research. Questionnaire was the most suitable data collecting tool for gaining access to as many respondents (Ghanaians and the Dutch) as possible. SPSS was the analysis tool used to retrieve essential information for the research report. Conduct of the research encountered with some constraints with one of them being the time period allocated for field research was not favourable in getting access to many Dutch because of the summer holidays.

## Chapter 5 – Findings and Analysis

The chapter is wholly devoted to the findings of combined research approaches. The findings of the research are apportioned into four main themes. The first theme is about migration, identity and trans-nationalism and next one would be on the acculturation and education. Third theme is on destination image which the findings would analyse according to the AIDA theory and the last theme is on Ghana's tourism potential and investment.

### 5.1 Migration, identity and Trans-nationalism

#### 5.1.1 Migration

79% of Ghanaians migrated to the Netherlands from the 1990s to the present day, 15% of them arrived between the period 1980-90s and with 3% of Ghanaians arriving the period of the 1970s and before and during the late 1960s (see Figure 5.1). Only a few of the Ghanaians sampled are second generation immigrants, they are mostly the youth between the ages 15-25 years representing 7% of Ghanaian respondents.

Figure 5.1: Period of migration

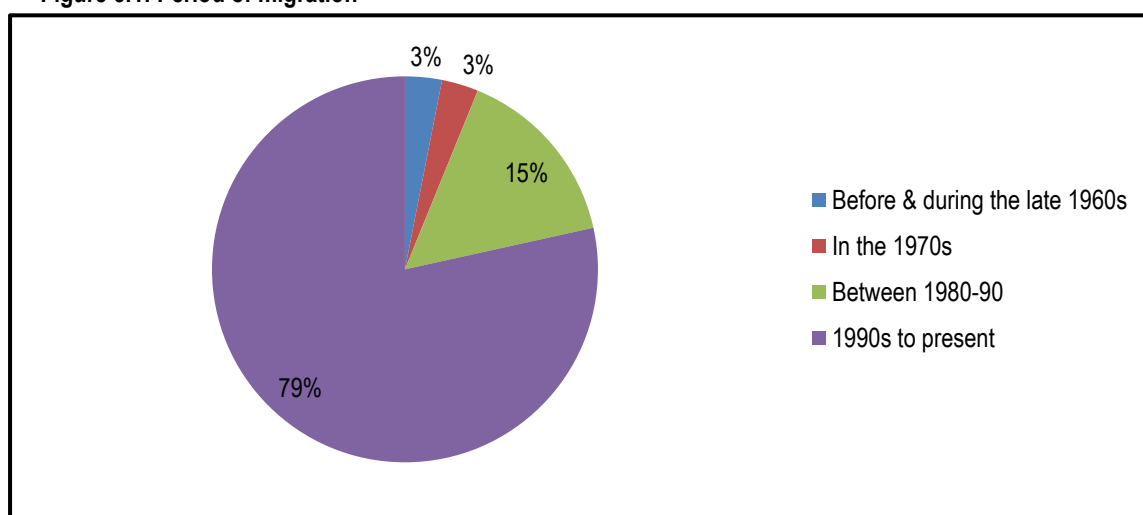
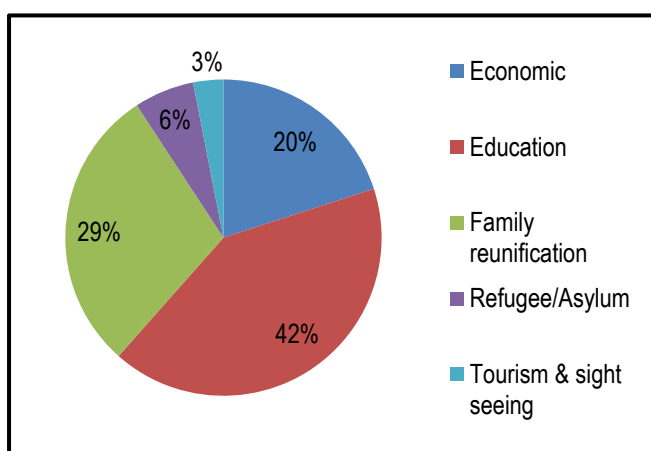


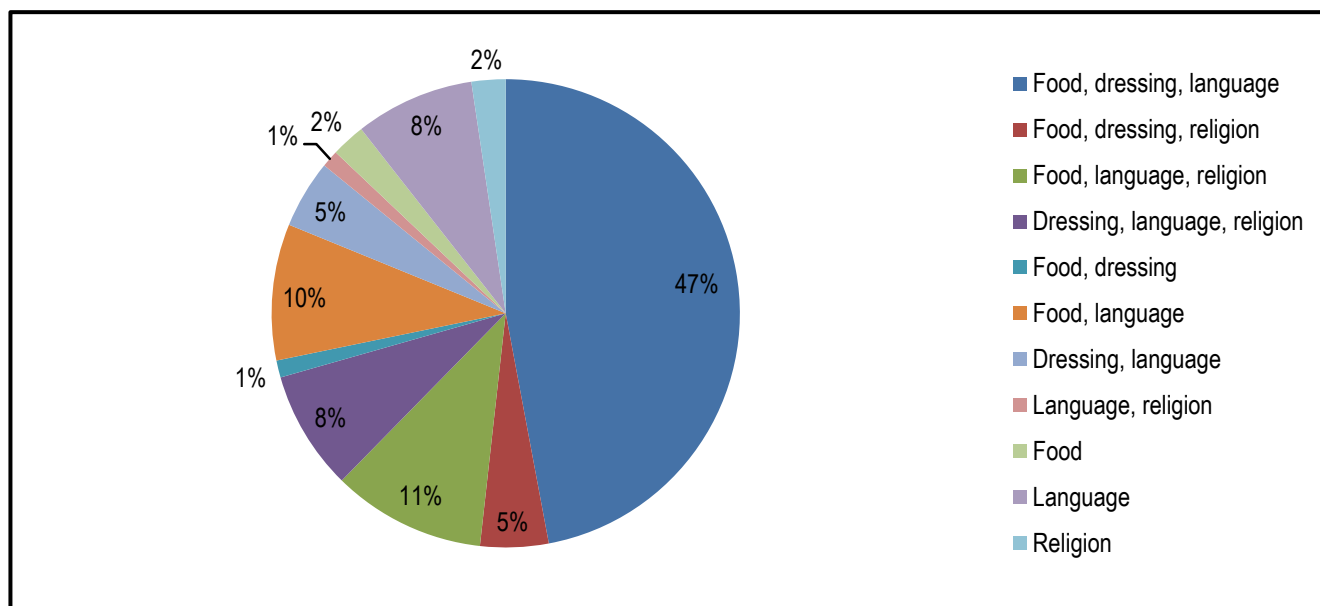
Figure 5.2: What are your reasons for migrating from Ghana



Contrary to the popular opinion of the Netherlands being a country of destination for asylum seekers, refugee/asylum is the fourth in the list of motivations for Ghanaians migrating to the country. Only 6% Ghanaians migrated for that reason. **Education (42%), family reunification (29%) and economic (20%)** are the main motivating factors that Ghanaians gave for migrating from Ghana to the Netherlands (see Figure 5.2). 81% of Ghanaians who migrated to Netherlands in the last four years did so because of education followed by 15% for family reunification.

## 5.1.2 Diaspora and Identity

Figure 5.3: Ways to identify Ghanaians



Ghanaians identify themselves as such in every place that they are found either at home or residing in the diaspora. 47% of Ghanaians residents in the Netherlands agree their identity as Ghanaians can be shown in **the food they eat; the dress they wear and the language they do communicate in** (see Figure 5.3).

## 5.1.3 Trans-nationalism

39% of the Ghanaians sampled had the desire to relocate to Ghana in less than a year, 13% said would like to do in 5 years and 10% in 2 years. 6% of Ghanaians said they would return home after they retire and 24% are not really sure when they will return home (see Figure 5.4).

Figure 5.4: Time period for relocating to Ghana

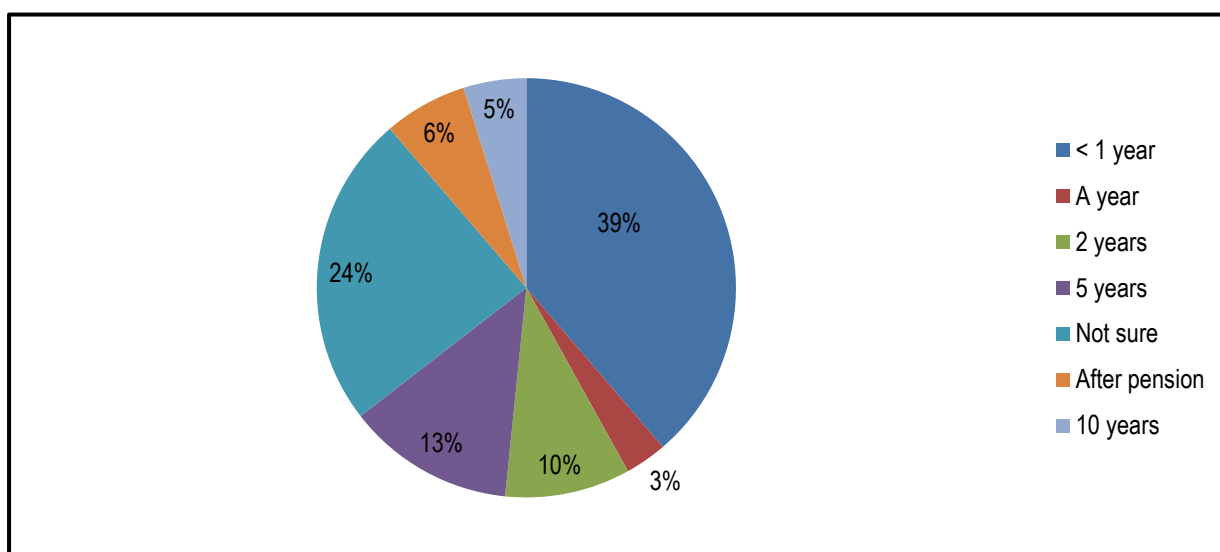


Table 3 shows that all Ghanaians who are in the Netherlands for education and as refugee/asylum did indicate their willingness to relocate to Ghana in the near future.

Table 3: Reasons for migrating and plans of relocating to Ghana			
		Any future plans of relocating to Ghana	
		Yes	No
What are your reasons for migrating from Ghana	Economic	69%	31%
	Education	100%	0%
	Family reunification	79%	21%
	Refugee/Asylum	100.00%	0%
	Tourism & sight seeing	50.00%	50.00%

34% of Ghanaians said their communication in Dutch is poor and 22% was recorded for Ghanaians who can communicate in the language as either fair, good or excellent (see Figure 5.5).

Figure 5.5: Able to communicate in Dutch

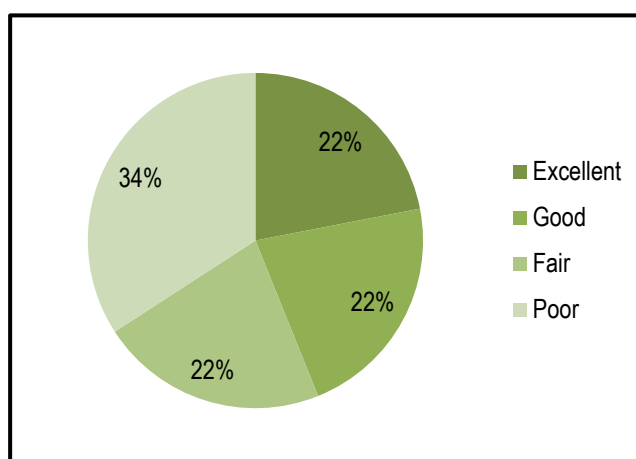
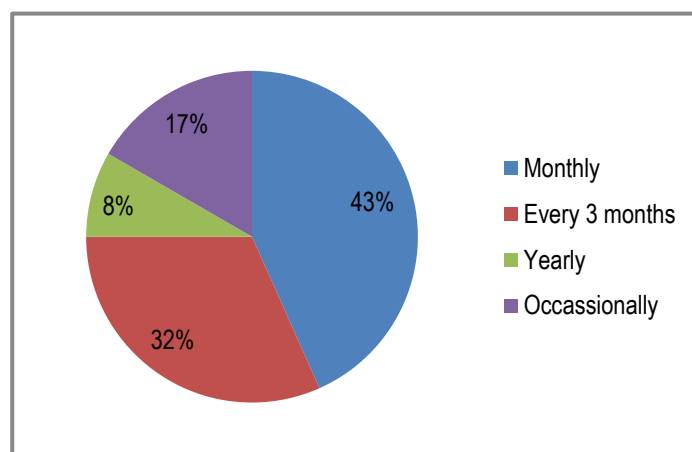


Figure 5.6: Frequency of Remittances

Ghanaians **maintain ties** to their country by three main ways: 77% of them do participate in **economic** activities followed by 70% in **socio-cultural** activities and 30% in **political trans-nationalism** behaviour. **Monetary remittances** are the main activity that Ghanaians do as economic trans-nationalism behaviour. The monies that they do send is done on a regularly basis, with 43% sending monies monthly while 32% send the monies quarterly (see Figure 5.6).



The remittances are used for various purposes. 38% of Ghanaians said these monies are used solely for the welfare of the family back home while 13% said the monies are used for building houses, education of family members and the welfare of the family(see Figure 5.7).

Figure 5.7: Uses for Remittances

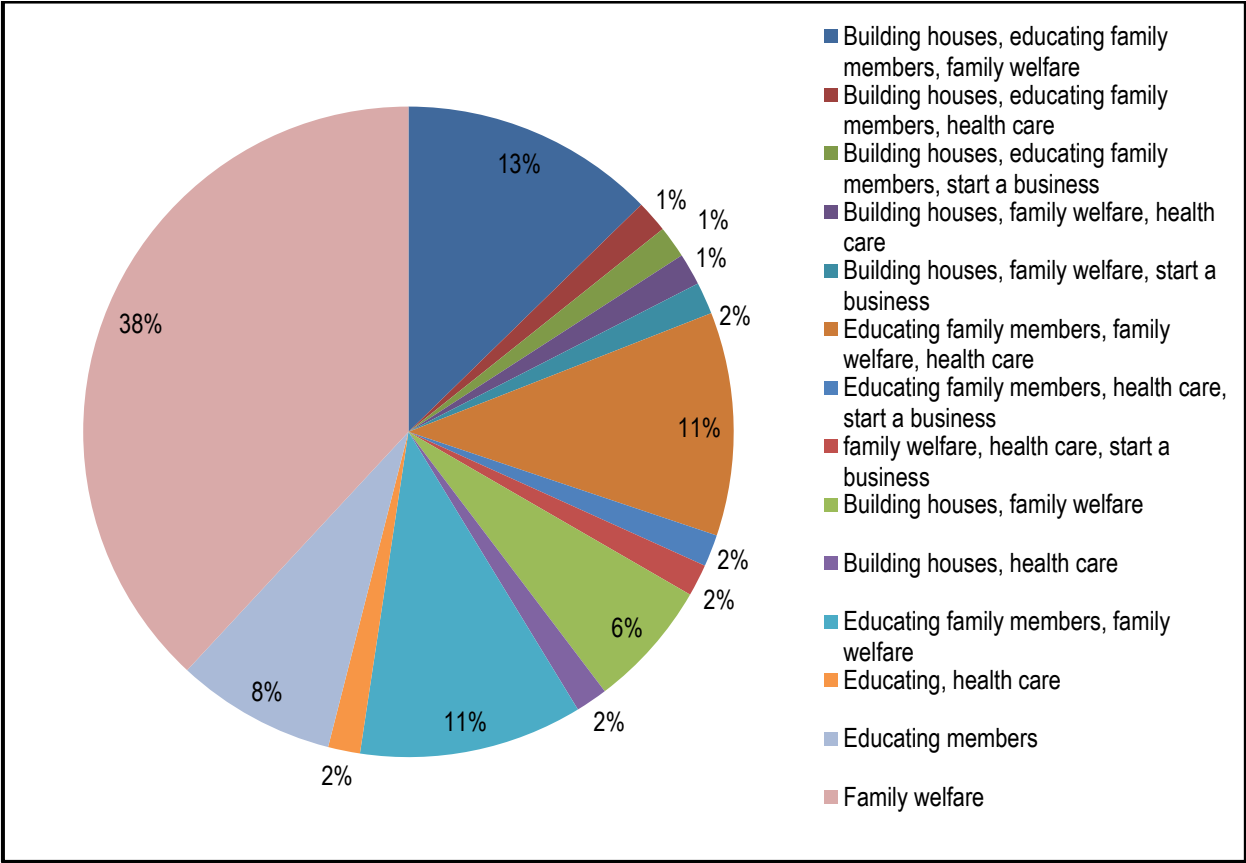
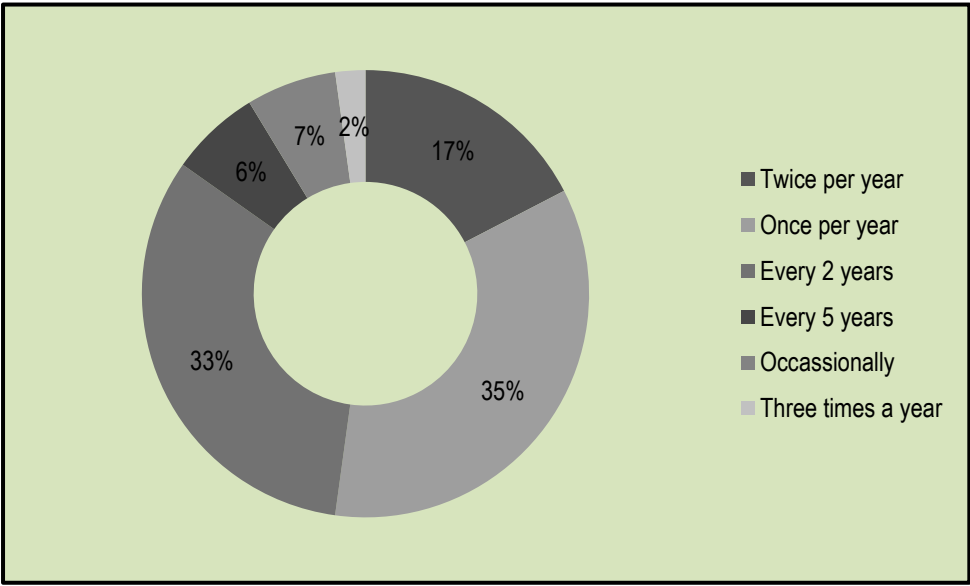


Figure 5.8: Frequency of Home Visits



Of the percentage of Ghanaians that do take part in socio-cultural activity of trans-nationalism, first 68% of them do travel for **home visits** frequently, 35% are able do so annually and with 33% travelling biannually (see Figure 5.8). 17% Ghanaians said they do travel to Ghana twice a year.

34% Ghanaians undertake these home visits because they do want to **maintain social ties** to family members left behind while 20% go home to maintain social ties and for holidays. Another 20% travel to Ghana for holidays.14% said they travel to Ghana for social ties and family emergency, and a small number of Ghanaians (4%) travel because of family emergency only (see Figure 5.9).

Figure 5.9: Reasons for visiting Ghana

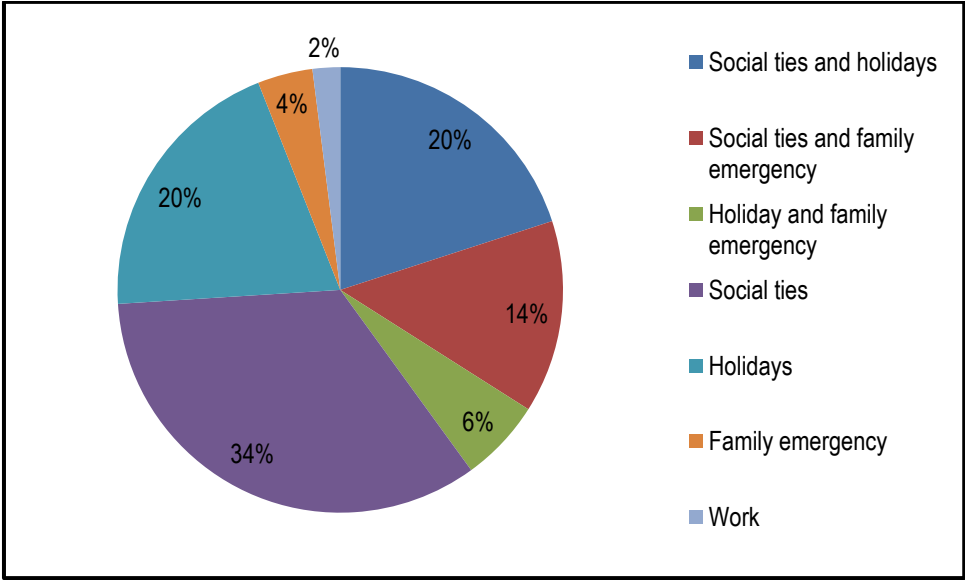
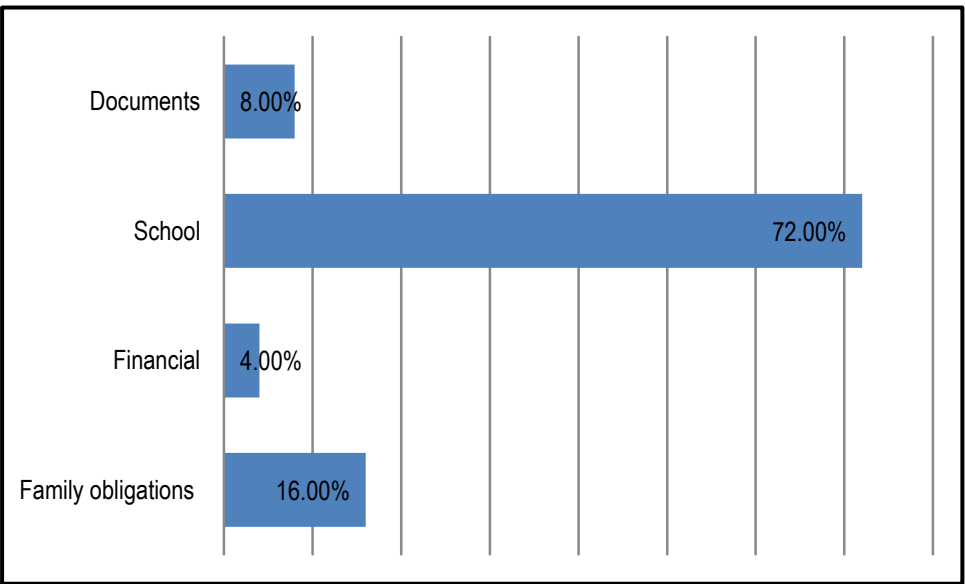


Figure 5.10 shows reasons why some Ghanaians cannot travel to Ghana compared to the majority of them that do. Out of the 33% of Ghanaians that do not travel to Ghana at all; 72% of them cite school and16% family obligations in the Netherlands as the main reasons that prevent them from going home for visits.

Figure 5.10: Reasons Ghanaians gave for not visiting home



14% Ghanaians are members of the **Home Town Associations (HTAs)** while 86% are not members of any HTAs. Lastly, 25% of Ghanaians do take part in national holidays’ celebrations (Independence and Republic days) that are held in the Netherlands. 19% Ghanaians take part in either in football matches organised between the two countries (like the one played on the 1<sup>st</sup> June of this year at Rotterdam) and musical concerts performed by Ghanaian artists, and 18% of them participate in football matches between the two countries in addition to the

national holidays' celebrations (see Figure 5.11).

Figure 5.11: Socio-cultural Events Ghanaians take part in

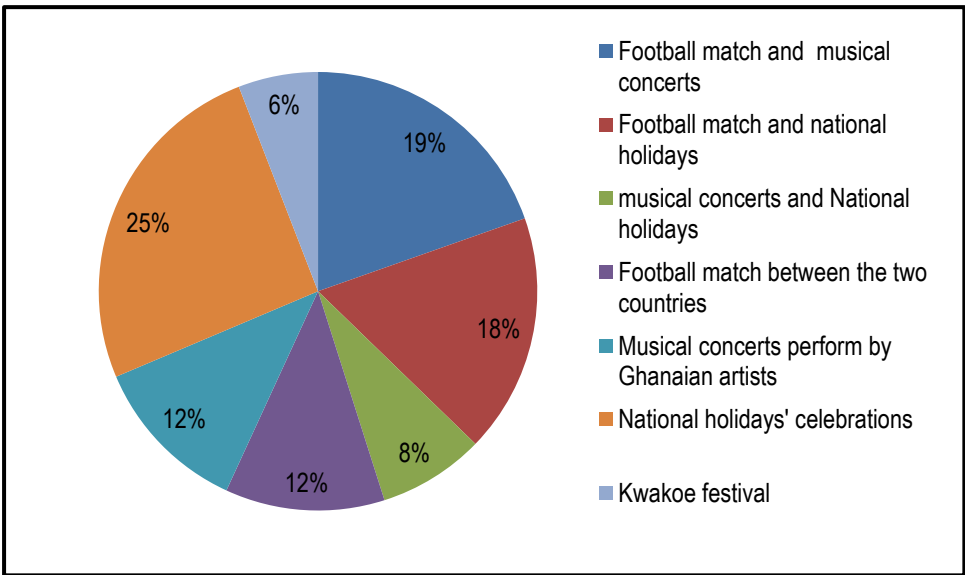
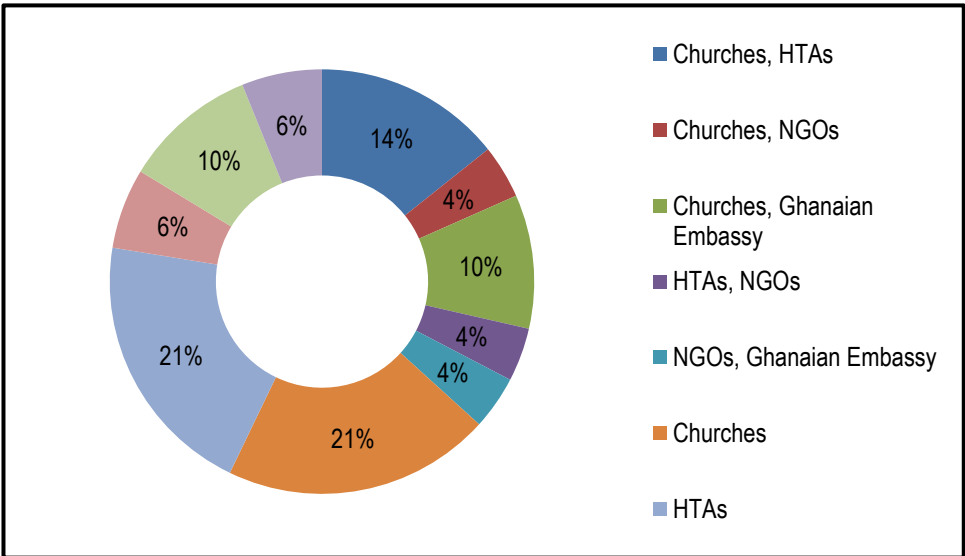


Figure 5.12: Organisers of Socio-Cultural Events in Netherlands

21% of Ghanaians attribute the organisation of such events to the churches and other 21% to HTAs and only 10% of Ghanaians said the Ghanaian Embassy in the Netherlands is the organiser of socio-cultural events. Another 10% said both the Ghanaian Embassy and the churches are the organisers of socio-cultural events for Ghanaians (see Figure 5.12).



Only handful of Ghanaians (30%) do participate in any level of **politics activities**, 44% from that percentage do take part in political discussion with family and friends or some do those discussions on radio stations that have reserve time slots for such deliberations.40% of them actually vote in Ghanaian elections that are held every four years with the recent one being in December 2008

## 5.2 Acculturation and Education

### 5.2.1 Acculturation

In accordance with IAM, the five acculturation orientations were tested on both Ghanaians (migrants) and the Dutch (host community). Strong endorsements came from the Dutch on **integrationism** but strong disapproval was shown for assimilationism, separatism/segregationism and marginalism/exclusionism orientations (see Figure 5.12). On the other hand, there was mixed reactions from the Dutch community on valuing other cultures on their personal qualities and achievements (i.e. **individualism**). A slight majority of the Dutch community had no opinion (42%) on this type of acculturation, 29% of the Dutch approved and 29% disapproved individualism. Most Dutch people who were interviewed agree that their society is open and acceptable in their interactions with other cultures (i.e. **Home Identity**)

Figure 5.12: Acculturation Orientations for the Dutch Community

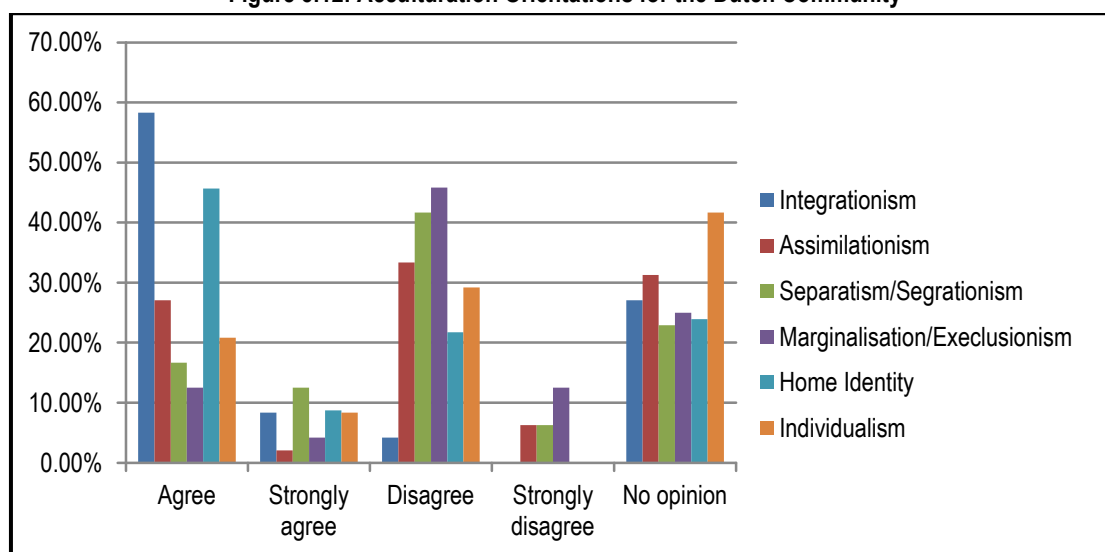
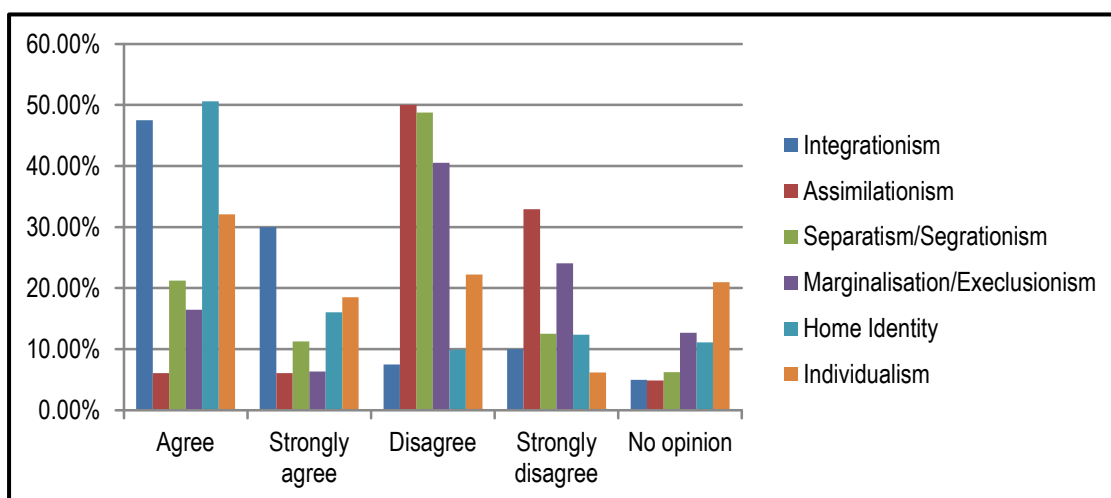


Figure 5.13 also shows that Ghanaians as a migrant community in the Netherlands approved of **integration** and showed similar disapproval to assimilation, separatism/segregation and marginalisation/exclusion. Contrary to the Dutch community, the Ghanaian community endorsed **individual** acculturation. The majority of Ghanaian respondents (51%) also felt that the Dutch community as host have **home identity**.

Figure 5.13: Acculturation Orientations for the Ghanaian Community



## 5.2.2 Education with Acculturation

A relationship was established between education and some of the acculturation orientations that both Ghanaians and the Dutch community are inclined to adopt. 75% of the Dutch who had low education agrees indicates that their society is open and acceptable in their interactions with other cultures present in the country compare to the 43% of the Dutch who have higher education (see Table 4).

Table 4: Home Identity and the Dutch Level of Education			
		Low Education	Higher Education
The Dutch community is more open and acceptable in their interactions to other cultures	Agree	70%	29%
	Strongly agree	5%	14%
	Disagree	5%	33%
	No opinion	20%	24%
Total		100%	100%

Likewise with Ghanaians, the same observation was also identified. 75% for low education and 63% of Ghanaians having higher education (see Table 5) which is more than the Dutch with higher education.

Table 5: Home Identity and Ghanaians' Level of Education			
		No and Low Education	Higher Education
The Dutch community is more open and acceptable in their interactions to other cultures	Agree	53%	55%
	Strongly agree	22%	8%
	Disagree	6%	13%
	Strongly disagree	9%	13%
	No opinion	9%	13%
Total of Ghanaians respondents		44%	56%

Exploring the relationship with individualism and education, 69% of Ghanaians who had low education agrees that the Dutch community value them only on their personal qualities and achievements compared to 40% of Ghanaians with higher education (see Table 6)

Table 6: Individualism and Ghanaians' Level of Education			
		Low Education	Higher Education
The Dutch community values Ghanaians on their personal qualities and achievements only	Agree	44%	28%
	Strongly agree	25%	13%
	Disagree	16%	25%
	Strongly disagree	6%	5%
	No opinion	9%	30%
Total of Ghanaian respondents		44%	56%

## 5.3 Destination image

### 5.3.1 Awareness

98% of the Dutch surveyed had heard or know about Ghana, with the television being the single medium through which they get information about the country (27%) but for some Dutch (22%) the combination of newspapers, television and internet is where they get informed. However, only 10% of the Dutch said they get informed from Ghanaians.

A correlation was established between the various information sources that the Dutch get informed about Ghana and Ghanaians actually talking about their country (see Table 7).

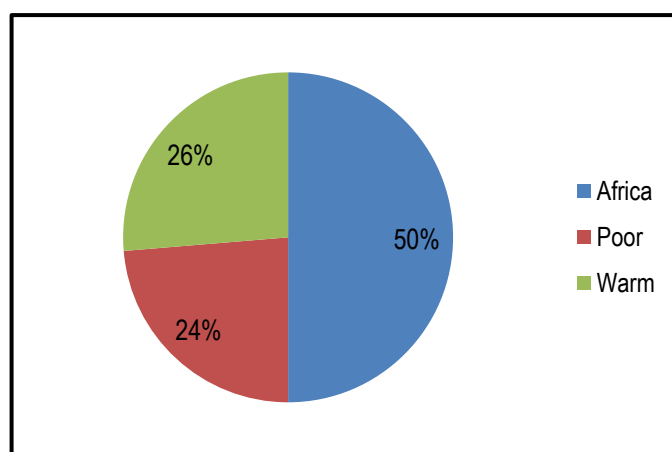
Table 7: Source of information about Ghana and Ghanaians talking to the Dutch about their country			
		Do Ghanaians talk to you about Ghana	
		Yes	No
If yes, where do you get informed about Ghana	Newspaper, Television, Internet	13%	30%
	Newspaper, Television, Ghanaians	0.00%	4%
	Television, internet, Ghanaians	0.00%	9%
	Newspaper, Television	13%	17%
	Television, internet	7%	4%
	Television, Ghanaians	7%	0.00%
	Internet, Ghanaians	7%	0.00%
	Newspaper	0.00%	4%
	Television	33%	22%
	Internet	0.00%	4%
	Ghanaians	20.00%	4%
Total of Dutch respondents		39%	61%

39% stated that Ghanaians do actually talk about their country plus the other information sources they had access to. Out of that number, 20% of the Dutch actually stated that they get information through Ghanaians in the Netherlands talking about their country. 61% of the Dutch sampled said no Ghanaian had talk to them about their country in addition to the different information sources (Television, internet etc.) that they get access to about Ghana including those 4% who only acknowledge Ghanaians as their information source. These Dutch stated that those Ghanaians are from the country itself when they were in the country for work or holidays.

Three words were asked of the Dutch respondents to describe Ghana indicating what they know about the country. These were the three words description they gave for Ghana: 50% of them describe Ghana as **Africa**, 26% **warm** and 24% **poor** (see Figure 5.14).

Figure 5.14: Three Words to the Dutch used to describe Ghana

92% Ghanaians indicated that they are creating awareness about their country to the Dutch they come in contact with (either at school, work or other places) by discussing issues that has connection to their homeland. 17% discuss issues such as culture, education, economics and politics which have connection to Ghana but education is the single most discussed topic by 13% of Ghanaians with the Dutch. However, only 40% Dutch acknowledged that Ghanaians are indeed creating awareness about their homeland. Out of that number, 25% said Ghanaians talk to them about culture, education and football which have a connection to their country. According to them, work (38%), school (21%) and church (15%) are the places they come into contact with Ghanaians.



60% who said Ghanaians are not creating **awareness** about their country in the Netherlands gave several reasons. Some of these reasons were: they have not actually met any Ghanaian, **the Ghanaian community is a closed one**, “why should they?” and Ghanaians are located in certain areas and none in others.

Contrary to what the Dutch said about the Ghanaian community being a closed one, 84% Ghanaians conceded that they do actually **socialise** with the Dutch at events and gatherings. The occurrence of such social gathering according to the Ghanaians is done occasionally (31%) and monthly (28%). The venues for the social events are the church (33%), school (20%) and work (19%). See Table 8. On the other hand, 16% Ghanaians who do not socialise with the Dutch at all gave reasons such as the “Dutch are not open”, “they are boring” and “they do not feel a sense of belonging when they are in their midst”.

Moreover, only 24% Dutch sampled do actually **socialise** with Ghanaians with 76% of them do not socialise with Ghanaians at all. The attendance at social gatherings by the Dutch is occasionally (64%) and weekly (27%). Various reasons were given by the Dutch for their non-attendance of any social events with Ghanaians. They were lack of time, opportunity had never presented itself, to the best of knowledge these events have never being organised and they have no contact with any Ghanaian whatsoever for them to attend such gatherings.

**Table 8: Attendance of Social Events with the Dutch and the Venues**

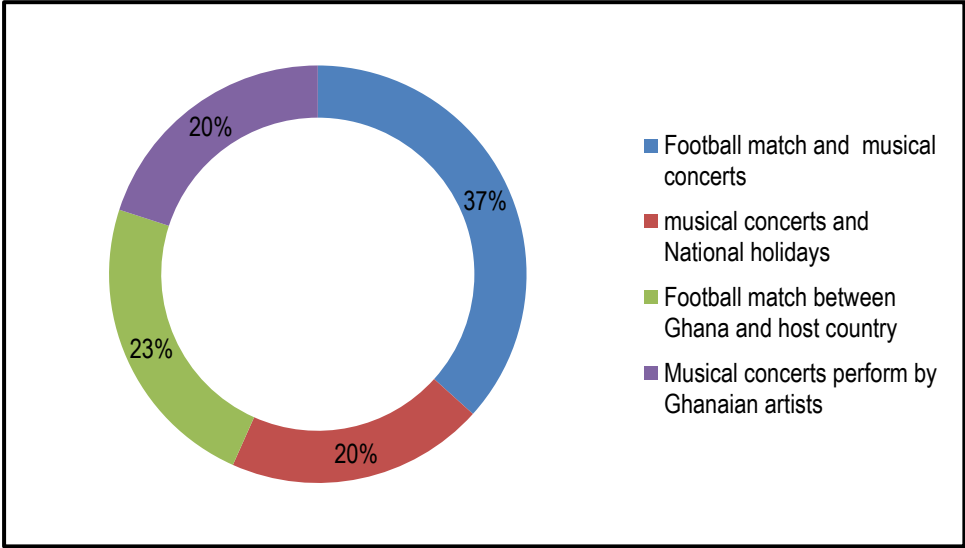
Do you attend social events/gatherings with the Dutch	Which venue do these events/gatherings take place									Total
	Church & school	Church, Supermarkets & malls	Church & work	School, supermarkets & malls	School & work	Church	School	Supermarkets & malls	Work	
Yes	16%	3%	2%	2%	3%	33%	20%	3%	19%	96%
No	33%	0%	0%	0%	0%	33%	0%	33%	0	4%

**Table 9: Ghanaian Cultural Events as Avenue for Creating Awareness and Which Events**

		If yes, which events?						Total
		Football match and musical concerts	Football match and national holidays	Musical concerts and National holidays	Football match between the two countries	Musical concert by Ghanaian artists	National holidays' celebrations	
Do you see Ghanaian cultural events as an avenue for creating awareness about Ghana to the Dutch community	Yes	45%	10%	14%	15%	11%	4%	97%
	No	50%	0%	0%	50%	0%	0%	3%

93% Ghanaians are in total support that **cultural events** should be used as avenue of creating awareness in the Netherlands. 45% of them think that football matches between the two countries in addition to musical concerts performed by Ghanaian artists should be used to create such awareness while 15% chose only football matches (see Table 9). Likewise, 93% of the Dutch respondents also endorsed the use of Ghanaian cultural events, with 37% of them also supporting the use of football matches between the two countries plus musical concerts with artists from Ghana (see Figure 5.15).

Figure 5.15: Ghanaian Cultural Events that create awareness to the Dutch Community



5.3.2 Interest

76% of the Dutch sampled said these Ghanaian cultural events had created an **interest** in them to know more about Ghana but 24% of them said no. Some of them said no interest was created to know about the country from the cultural events and were not sure if there is any connection with these events in getting to know Ghana. 80% of the Dutch indicated that Ghanaians residents in the Netherlands that do talk to them about their country make a **good impression** on them.

5.3.3 Desire

59% of the Dutch stated that Ghanaian cultural events held in the Netherlands have made them have a desire to travel to Ghana while 61% of the Dutch who had good impression of the country through their conversations with Ghanaians living in the Netherlands had acknowledge their desire to travel to the country.

Furthermore, 57% said the impression they got from Ghanaians was quietly different from what they were exposed to from other information sources such as the television and internet. But the 39% said they had no desire to travel to any African country for that matter Ghana, not enough information for them to get the desire to make the trip to Ghana and finally some respondents see the impression made by Ghanaians as both good and bad depending on what Ghanaians tell them.

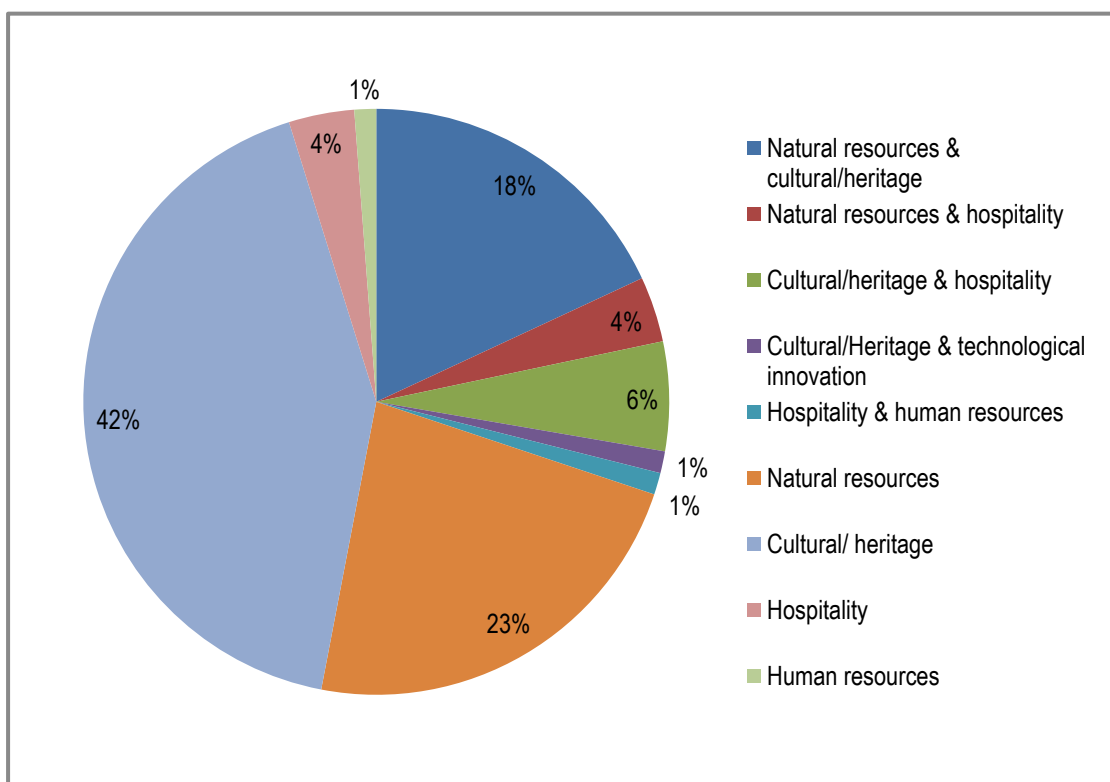
After developing an interest and desire to travel to Ghana, 53% of the Dutch have had access to some travelling information about Ghana of which 29% said they get them from travel agents, 24% from family & friends and 14% from tour operators.

### 5.3.4 Action

This is yet to materialise for those Dutch who have not travel to Ghana yet but do have the desire to travel to the country. They did indicate what they consider when they are choosing a destination for holidays hopefully it applies to Ghana. They listed these attributes: 43% said they look for **nice weather**, 23% for **price**, 21% for **beautiful beaches** and 13% for **accessibility**.

42% of Ghanaians in Netherlands identified the cultural/heritage resources of the country as the major attraction followed by 23% of them citing the natural resources (see Figure 5.16). 18% of Ghanaians identified both the natural and cultural/heritage resources of the country as its main attractions for potential tourists.

Figure 5.16: Ghana's major tourism attractions



## 5.4 Ghana's Tourism Potential and Investment

The Ghanaians who were surveyed during the conduct of the research were asked of their views on the potential of the tourism industry back home and their willingness to invest in the industry when given the opportunity.

### 5.4.1 Tourism Potential

95%Ghanaians residing in the Netherlands are of the opinion the tourism industry back home has a future. Only 5% Ghanaians respondents felt that the tourism industry have no potential and they gave these reasons. The attractions needs to be developed and they could not identify any unique attractions that might be attractive to the Dutch because to them these attractions are on the verge of extinction.

## 5.4.2 Investment

How Ghanaians saw the conditions (i.e. economic, political etc.) back home was asked to act as a prelude to the question of whether they would be interested to invest in the tourism industry. 63% of them felt the situation (political, economic etc.) back home was not in perfect condition (i.e. it was fair and bad). 33% of them felt the situation was good and only 3.70% said it was in excellent condition.

However they are willing to invest in the tourism industry despite their misgivings about the situation back home. 41% of those who said the situation was fair and they are ready to do investments in the tourism industry likewise 21% of those who said the situation was bad (see Table 10).

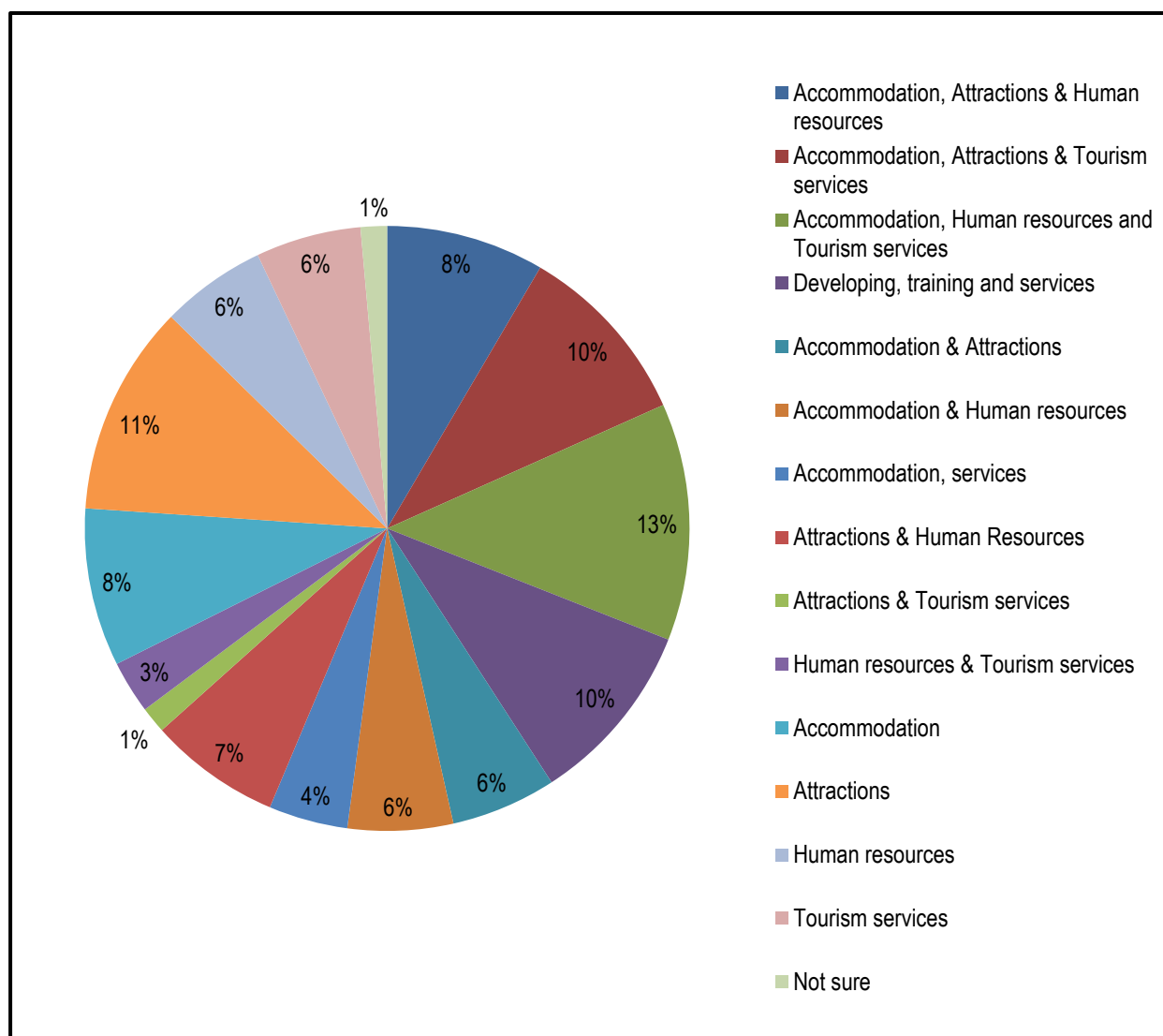
Table 10: Socio-economic Conditions in Ghana and Opportunity to Invest in the Tourism Industry			
		If yes, would you invest in the tourism industry in Ghana when given the opportunity	
		Yes	No
How do you see the situation (political, economic, etc.) in Ghana today	Excellent	4%	0%
	Good	34%	36%
	Fair	41%	18%
	Bad	21%	45%
Total of Ghanaian respondents		86%	14%

14% said there was no chance of them investing in the industry because various reasons such as political instability, not interested in the industry, not sure of what the returns would be like, lack of funds and they are not available in the country to manage the investments.

The investments that 13% Ghanaians want to make is targeted at the accommodation, human resources and the provision of tourism services such as car rentals, restaurants etc. (see Figure 5.17). 11% of them were interested in investing in the development of new and existing attractions while 10% in accommodation, attractions and provision of tourism services. New attractions that they suggested are the showing of the cultural ornaments that the country has, agro-tourism especially with the cocoa crop with Ghana being the second producer in the world and jet skiing.

14% Ghanaians who did not want to invest in the tourism industry but they said they would consider provided there is support from the Ghanaian Government in the form of incentives such as the tax holidays, starting capital etc.

**Figure 5.17: Which Sectors of the tourism Industry Ghanaians would like to invest in**



In the final analysis, Ghanaians migrated to Netherlands from the 1990s to the present more than any period of the international migration in Ghana. Education, family reunification and economic are the main motivating factors for them to choose this country for migration. The myth of return, being bilingual and also being able to maintain ties to one's homeland through economic, socio-cultural and political activities is the core of trans-nationalism behaviour for Ghanaians.

Both Ghanaians and the Dutch approved integration as the preferable acculturation for host community and migrant communities in the Netherlands. Firm decision was not exhibited by the Dutch community on individualism unlike with Ghanaians who fully embrace this acculturation. A relationship established between acculturation and education revealed that, less highly educated Ghanaians and the Dutch accepted that the Dutch community have the home identity in comparison to the low educated individuals from both nationalities. Also Ghanaians that have low education agree that the Dutch as host community displays individualism towards them as a migrant community.

About destination image for Ghana, the interaction between Ghanaians and the Dutch is poor for it to create awareness about the country. However, there was an interest and desire from the Dutch to travel to Ghana. For an action to come from them to undertake the trip, these conditions hold relevance to them making a decision: nice weather, price, beautiful beaches and accessibility.

Above all, Ghanaian residents in Netherlands see the potential in the tourism industry back home and would like to go a step further by investing in the industry when the opportunity presents itself. Accommodation, human resources and provision of tourism services are the areas of interest for such investments.

## Chapter 6 – Conclusions

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This thesis has established that Ghana has a long history and tradition of population mobility with Ghanaians migrating for various reasons. As previously stated in the report, a new kind of migrant population called the trans-migrants are maintaining ties to social, political and cultural linkages to their country of origin. Ghanaians in Netherlands are exhibiting such ties to their home country through their activities of economic, socio-cultural and political trans-nationalism. The researcher identified that Ghanaian cultural events and talking about one's country can be used to create organic image for Ghana. Even though the awareness being created by Ghanaians is poor because of the few opportunities that have presented itself for interactions between them and the Dutch community. It has being fully analysed to the extent of indicating a desire and an interest on the part of the Dutch to visit Ghana but the decision to actual travel to Ghana is yet to be fully realised. Ghanaians in the Netherlands do acknowledge the potential of the tourism industry in Ghana and are willing to invest into the industry when given the opportunity. The research report came out with these conclusions:

Most Ghanaians residents in the Netherlands migrated during the phase of intensification and diaporisation of Ghana's international migration. Contrary to the opinion held that large scale migration of Ghanaians happened during the period of 1980 to 1990s while majority of Ghanaians in the Netherlands migrated from the 1990s to the present time. Education, family reunification and economic are motivations that drives them to reside in the Netherlands. In the last four years, education have become the single motivating factor for Ghanaians coming into the country due to the various scholarships programmes that have been made available to Ghanaian students to pursue mostly postgraduate programmes right here in the Netherlands. These scholarship programmes are either sponsored by the Netherlands Government with the Netherlands Fellowship Programme (NFP) or other organisations such as the Netherlands Organisation for Scientific Research (NOW).

Some Ghanaians also took advantage of the family reunification policy of the Netherlands to bring their family to join them. Furthermore most Ghanaians always believe the grass is always greener at the other side (developed countries) even if the job opportunities available are for them to do menial jobs. They do rationalise that the wages or salaries that they will make is much better than working in their own country. Economics would always be a motivating factor for Ghanaians to migrate from the country so far as there are other Ghanaians living in the diaspora who constantly remit home. This act as a pull factor for them to leave the country even if the economic conditions back home improves.

For most Ghanaians, food, dress and language are the main things that identify them with Ghana. Ghanaians' love for home cuisine has brought about the presence of shops all over the Netherlands selling indigenous food stuff from Ghana. Some of these shops can be found in Amsterdam Bijlmer Arena, Breda, Enschede, Den Haag and Rotterdam. There are also Ghanaian restaurants in Amsterdam and Den Haag too. Ability to speak any of the Ghanaian language is very important to them and that is the most significant thing that truly identifies any person as a Ghanaian. Even with the second generation Ghanaians they are able to communicate in their mother tongue of their parents. Ghanaian dresses are worn when an opportunity presents itself mostly when attending church or social gatherings with other Ghanaians.

Trans-nationalism is very important to Ghanaians residing in the Netherlands. Majority of them have plans of relocating to Ghana in less than a year time, this group of Ghanaians are those whose main reason for coming to the Netherlands is for education and as refugee/asylum. For those who could not decide when they would return home have these reasons: their jobs and families are here and the fear of the unknown especially for those who main reasons are economical. They reason among themselves that they would probably not enjoy the same economic benefits that they are receiving here when they return to Ghana despite their yearning to return.

Most of Ghanaians are bilingual. The Dutch language is excellently spoken by all the second generation and first generation Ghanaians who have stayed in the country for more than five years. The language became a necessity especially for first generation Ghanaians because of the advantage of getting better paying jobs than the menial jobs that sometimes do not require the speaking of the Dutch language Ghanaians. Majority of Ghanaians who are in the country because of education cannot communicate in the Dutch language for the simple fact their education programmes are taught in English and duration of the education programme is short for them to learn the language.

Remittances by Ghanaians living in the diaspora plays a role as both a social safety net and welfare agencies for people in Ghana since there is no governmental social welfare system. Remittances come second after exports in term of foreign exchange for Ghana.

Frequent home visits, attendance to socio-cultural events and as members of Hometown Associations are the activities that Ghanaians do as their participation in socio-cultural trans-nationalism. Ghanaians that make visits to Ghana have been identified in three out of the four groups of the Grid/Group theory which establish the social relationship between migration and tourism.

The first group are Ghanaians whose home visits are categorised as socially meaningful return visits. These trips they undertake frequently to Ghana are done voluntarily to maintain social ties with family and friends back home. Such individuals stated that “they feel a new sense of energy and relaxation” when they are in Ghana. They used these trips as an adaptive mechanism in coping with the different environment that they found themselves which is quietly different from situation back home where the society is a closed knitted one. They keep close in touch with family and friends even after they return from their trips and wait for the next opportunity to travel again.

The second category of Ghanaians' visits to Ghana is called obligatory participation and travel. These individuals only travel back home when there are family emergencies which demands their presence, mostly it have to do with the death of loved ones. In the process of fulfilling their obligations they use the opportunity to re-establish their social ties with family and friends but the degree of socialisation that they have is quite different if they purposefully decided on taking the trip.

The next set of Ghanaians are individuals who have constrained transnational participation. School and family obligations in the Netherlands are main reasons Ghanaians gave for their inability to undertake home visits. Despite exhibiting weak transnational participation, they do have strong transnational belonging. Organisation of social gatherings such as barbeques during the weekends is for them to reminisce about home and bring other Ghanaians together. Some Ghanaians join HTAs and churches to socialise with similar Ghanaians who could not travel home too.

No Ghanaian was found in the last group of the Grid/Group theory for those who have sedentary, diasporic network affiliations.

A few Ghanaians became members of HTAs which are formed on the basis of the part of the country they come from and social ideas or needs. Some of the HTAs that Ghanaians in the Netherlands are members of are Akomodan, Kwahuman, Ga-Adangbe, Breda Men's Union and Representative of Ghanaians Living in the Netherlands (RECOGIN). They became members of these associations because of the opportunity to meet other Ghanaians for socialisation, show support to any Ghanaians who face any problems and sometimes such support is extended to folks back in Ghana. Some reasons were identified for the disinterest of majority of Ghanaians in joining the HTAs because of the non-availability of time to go to meetings that are scheduled, obligations that they have towards their families here and also there is opportunity to meet other Ghanaians in the churches (if it is solely for Ghanaians) they attend.

Organisation of socio-cultural events in the Netherlands was credited by Ghanaians to the churches and HTAs. Only a few Ghanaian acknowledge the Ghanaian Embassy as the organiser of these events. Some Ghanaians had cause to complain that since the change of government in Ghana after the elections, the officials of the Embassy have not been proactive in their dealings with them either participating in radio discussions on issues back home which might have an impact on them or their families back home and with the organisation of socio-cultural events

Only a few Ghanaians take part in political trans-nationalism either in the Netherlands or Ghana. The apathy that Ghanaians do exhibit for politics is because they do not feel that their fortunes will change for the better if they take part in it.

The adoption of integration by both Ghanaians and the Dutch indicate the true reflection of what the Dutch society embodies as having a home identity. Mixed reactions were identified with the individualism among the Dutch community but the majority of Ghanaians agreed this acculturation is what the Dutch society applied to migrant cultures including Ghanaians. One reason that was identified for the Dutch community not having any concrete stand on this particular acculturation was that the question asked on individualism was not clear to them to make a good assessment. Also, Ghanaians with lower levels of education are more likely to agree that the Netherlands as a host country displays individualism towards its migrant communities. Most Dutch people and Ghanaians with lower levels of education are more likely in agreement that the Dutch society has home identity more than citizens from both nationalities who have higher education.

The findings from the research have shown that destination image is a must for Ghana if it wants to establish itself as one of the leading tourist destinations in the world. It is of utmost importance for the managers of the tourism industry in Ghana to evaluate the kind of image potential tourists have about the country to be able to effect good marketing strategies and product development to meet their needs and wants. The AIDA theory was effective in accessing the role images have for selecting a destination like Ghana.

According to Ghanaians they do create awareness about their country through the conversation they have with the Dutch and the hosting of Ghanaian cultural events in the Netherlands. However, one thing the findings identified was that there is little interaction between the Dutch and Ghanaians in the social environment which does not improve the desired awareness about Ghana.

There were also descriptions of Ghana as African, poor and warm. Sometimes, some non-Africans especially the Dutch in this case are not able to differentiate between the countries in Africa and so see all African as coming from a country called Africa. Ghana is part of the 53 countries that make up the African continent. The description of Ghana as a poor country when compared to the Netherlands holds true for the simple fact that Ghana is a developing country. However, Ghanaians do want their country to be described as having a beautiful culture, friendly and hospitable people and other attributes but not poor. Ghana is situated in the tropics which makes the country experience moderate temperatures, constant breeze and sunshine.

Both the Dutch and Ghanaians agreed on the use of Ghanaian cultural events in creating awareness to the Dutch community. The two cultural events that were popular among the two communities, provides awareness about Ghana are musical concerts performed by Ghanaian artists and football matches between the two countries. The choice for football matches for that matter is no surprising choice considering that for both countries, it is a national passion and favourite past time. Interest was created in the Dutch community through the hosting of Ghanaian cultural events. Good impressions were made to the Dutch when Ghanaians did talk about their country, which to them was quite different from the other information sources they use to know about Ghana. Also cultural events and conversations with Ghanaians were able to generate a desire for the Dutch to make a trip to Ghana.

The last element on the AIDA theory is for the Dutch to actually make the trip to Ghana but that is yet to happen. The research findings were able to identify four things that the Dutch do consider when they are at the final stage of the theory in selecting destination to travel to. Nice weather, price, beautiful beaches and accessibility were the considering factors for their destination selection.

Ghana has the nice weather that the Dutch crave for since the country's proximity to the equator and low altitude means the country does not experience the strong seasonal changes which the Dutch are accustomed to. Temperatures are reasonably consistent throughout the year ranging from 21C° - 32C° at the southern part of the country and a little bit higher in dry season in the northern part of the country. The opportune time for the Dutch to visit Ghana is during the winter season in Europe. The months of October right through April are not significantly hotter or cooler than other times of the year but are more comfortable since humidity is lower.

One of the main challenges that the Ministry of Tourism in Ghana has identified is the country being seen as a high cost tourist destination. Air fares, visa and hotel accommodation costs are high compared to other similar destinations in Africa and Europe. The Ministry and Ghana Tourist Board need to address this issue of cost if Ghana wants to attract the Dutch to experience Ghanaian tourism. However, other tourism services (food, local transport, entrance fees for attractions etc.) are comparably cheap to the Netherlands.

Ghana has 539 kilometres of coastline with good quality beaches. Some of the most beautiful, serene and pristine coconut-fringed beaches that Ghana has are situated in the western part of the country. A few of the beaches have been developed in resort style; some examples are the Coco Beach and La Beach in the capital, Accra, Elmina Beach Resort in the Central Region and Busua Beach Resort in the Western Region.

Most of the Dutch respondents were concerned about how accessible a destination is including Ghana. For them accessibility means it is easy for them to travel into the country of their chosen destination, how far apart the destination is from Netherlands and whether it is easy for them to move around the destination. Ghana is easily accessible from all corners of the world. The country has one international airport in the capital and other regional airports which operate domestic flights around the country. There are direct flights from the country to the USA, Europe and to other African countries by internationally recognised airlines like the Dutch airline KLM, British Airways, Lufthansa and among others. Road transport is most common and frequently used in the country from moving from one place to another. However, compared to other destinations in Europe that the Dutch are used to travelling to during their holidays in terms of flight hours, Ghana is just six hours from Amsterdam Schiphol airport which is not that really long and far.

Finally, Ghanaians indicate their readiness to invest in the tourism industry in Ghana for the fact that they see the potential of the industry even though they think the situation (economic, political etc.) was not in the perfect condition. Areas of interest in the tourism industry that Ghanaians did indicate to put their investments were the accommodation, human resources and provision of tourism services. These are the areas which the Ministry of Tourism identified as one of the challenges facing the industry too. Most Ghanaians felt their expertise in the hospitality sector in the Netherlands can be tapped to improve the hospitality sector back home. Government support was essential to a few Ghanaians in deciding to invest in the tourism industry.

In making the final conclusion for the research report, the relevant findings and theories discovered during the conduct of the research helped in achieving the main goal set out from the very beginning. It revealed that Ghanaians in their quest to find improvement in their personal lives, do migrate to fulfil that aspirations by either getting educated overseas, reuniting with members of their family who have migrated already or seeking employment which pays far better than their jobs in Ghana.

They do not forget home while going about their endeavours but do continue to maintain ties through monetary, socio-cultural and for some politically too. These ties that they continue to maintain had translated to having

ambitions of investing in the tourism industry in Ghana with accommodation, human resources and provision of tourism services being their point of interest.

Ghanaians can be definitely can used as a non-specific tourism information source in creating an organic image about Ghana as a destination but attention needs to be focus in creating the excepted awareness to the Dutch community which was lacking as the research revealed. Sustaining the desire and interest should be a priority and extra efforts are needed to encourage the Dutch to take the action of making the trip to Ghana. It was crucial to identify the shortcomings that came out of the research on migration, identity and destination image about Ghana which is helpful in making recommendations in the following chapter. Recommendations would be done in a practical approach that Ghanaians and organisations concerned should adopt in creating a positive image for Ghana in the Netherlands as a leading tourist destination.

## Chapter 7– Recommendations

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These are derived from the themes in the analysis of the research findings and concluded consequences, the following recommendations are suggested in this chapter

### 7.1 Migration, Identity and Trans-nationalism

Movement of people from one place to another is a fundamental human right enjoyed by every individual including Ghanaians. International migration has a negative impact on Ghana's quest to achieve a medium income status because of the massive brain drain that the country is experiencing. The Government of Ghana has to look at the benefits of migration which sometimes far outweigh the consequences that it has brought to the country in terms of the remittances and development of human resources. The Government through its consulate in the Netherlands can hold **consultation meetings** with Ghanaians to keep encouraging them to extend their knowledge, skills and remittances to help develop the country. The onus lies on the Government of Ghana to acknowledge the contributions of Ghanaians abroad and also as development partners.

Ghanaian residents in Netherlands had done well to keep their cultural identity and also instil the cultural values to their children. Their efforts should be **commended and encouraged** to continue in similar trends. Officials of the Ghana Embassy should hold regular meetings with Ghanaians to discuss issues that are affecting them and how best they can uphold good cultural values.

The Ghana Embassy should organise many **socio-cultural events** as often as they can to bring Ghanaians together. For instance for each major ethnic groups in Ghana have specific time of the year that they have festivals to usher in their traditional calendar which the Embassy can reciprocate in the Netherlands by organising such festivals in order to bring Ghanaians together in terms for socialising.

Another suggestion would be for the Embassy is to have **monthly programmes on the various radio stations** popular with Ghanaians by discussing national issues that affect them and their families back home. This effort on their part can help in translating an interest by Ghanaians in politics of their country and minimising the apathy they have for politics both here and in Ghana.

### 7.2 Acculturation and Education

The Dutch community need to be **commended** for their open and acceptable attitude in their interactions with other cultures even though they themselves do not have a concrete opinion on home identity. Having integration acculturation as a host community and accepting that migrant communities should display and maintain the same acculturation.

### 7.3 Destination Image

In order to create awareness about Ghana to the Dutch community successfully, firstly, Ghanaians need to be eager in discussing their country with their Dutch colleagues in all aspects of their daily life. **Conversations** should be centred on what make Ghana different from the other African countries such as the friendliness of the Ghanaian culture, political stability, football and the safety of the country compare to some Africa countries. Frequently talking about Ghana is cost effective, easy to do and the best option to use in creating positive image to the Dutch community other than the other information sources (television, internet etc.) that they have access to.

More **exchange programmes** lasting between six months to a year for either education or cultural purposes between the two countries should be encouraged as a platform in creating the desire awareness about Ghana. The Ghana Embassy in the Netherlands could be the liaison between the Ghanaian and the Dutch universities by providing opportunities for the Dutch students to travel to Ghana to have first-hand experience with the Ghanaian culture and its people. The Embassy can provide incentives such as free visas and tickets, and hosting families in Ghana for the Dutch students that take part in the exchange programmes. The Dutch students that have the advantage to undertake these exchange programmes to Ghana would be eventually be ambassadors for the country in the Dutch society after their return.

More **educational scholarships** for Ghanaians to study in the Netherlands should be offered, which can still be provided by the Dutch government and other organisations to further promote interactions between students from both nationalities.

More targeted promotions should be done for **Ghanaian cultural events** that are held in the Netherlands to attract the Dutch to such events. These events can be the avenue to market Ghana to the Dutch audience with Ghanaian music and food being provided at the events. The Dutch community are known to be open to foreign food. Organisers of Ghanaian cultural events such as the churches, HTAs and the Ghana consulate should host events that the Dutch have interest in such as **musical concerts with Ghanaians as the main artists and football matches**. Football matches can be arranged between the two national teams either at the senior or junior level and it can also be between teams in the Dutch league and the Ghanaian league too.

The next step is the sustainability of the interest that the Dutch have about Ghana after the creation of awareness. **Brochures and leaflets** designed by the Ghana Tourist Board detailing what is special about the country, tourist attractions and travel information about how to get to Ghana can be distributed to the Dutch people who are present are at the cultural events. The Ghana Embassy should also furnish Ghanaians with such promotion materials for distribution at their work, school and churches to the Dutch who they have contact on daily basis. These materials should also be available at places that the Dutch frequently access for their travelling information such as the **travel agents and tour operators**.

The Ghana Tourist Board with funding from the Government of Ghana can develop **documentary** about tourist attractions in Ghana and why Ghana should be the preferred destination for tourists to visit. This documentary should be shown on Dutch television channels to keep reminding the Dutch that Ghana is worth visiting and as a result create a desire for Ghana as tourist destination. Information about the country on the **internet** should be updated on a regular basis and also tourism information should also be provided on this medium too.

Ghana Tourist Board with the Ministry of Tourism should run **promotions** on the electronic media focusing on the four conditions that the Dutch do consider when they are deciding on a destination for a holiday. That is the nice weather, beautiful beaches and accessibility, and that Ghana does have the conditions to fulfil their expectations. The Ghana Tourist Board with partners like the Ministry of Foreign Affairs, airlines (especially Dutch airline, KLM) and providers of accommodation in Ghana can design **inclusive travel package** for the Dutch community during the winter and summer seasons. This travel package would include air tickets, visa, accommodation and other tourism services at a cheaper price such as less than €1000 to attract them in travelling to Ghana during those seasons. This promotion could be offered to students during the summer holidays too.

## 7.4 Ghana's Tourism Potential and Investment

The Ministry of Tourism with the Ghanaian Embassy, Ghana Tourist Board and the Ghana Investment Promotion Centre should act swiftly in engaging the Ghanaian community in how best they can be of assistance in developing the tourism industry. **Attractive investment packages** should be designed with incentives such as tax holidays and starting capital etc. which will make it difficult for them to ignore the package. The Ministry can

earmark areas of the industry that needs improvement and which part of the country (especially towards the northern part) also needs to be developed and extend the package to Ghanaians who invest in these areas. Quarterly meetings throughout the year can be scheduled at the Embassy with Ghanaians to discuss investment opportunities in the tourism industry and the benefits that they can accrue from such a venture.

In a nutshell, these are the recommendations are suggested for the first theme. First, consultations with Ghanaians resident in the Netherlands to encourage them to extend their assistance to their home country in terms of monetary and skills developed. Organisation of more socio-cultural events for Ghanaians and monthly programmes on radio stations discussing issues facing Ghanaians are some of the suggestions for migration, identity and trans-nationalism theme.

Recommendation is suggested for the Dutch community adoption of integration as a host community and towards migrant cultures. Having conversations with the Dutch community, exchange programmes, and Ghanaian cultural events such as football matches and musical concerts were some of the recommendations given for gaining a destination image for Ghana among the Dutch community.

Lastly, attractive investment packages for Ghanaians who are interested to invest in the tourism industry back home.

## Chapter 8 – Further Research

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The research was able to prompt certain topics to be researched further; the most essential one would be the detailed study about home identity that the Dutch community seems not to have a firm decision on despite endorsing integration as the prefer acculturation with them as host country and to migrant communities in the Netherlands.

The next, is the relationship that education have with home identity, why high educated Ghanaians and the Dutch are not convinced enough that the Dutch community have home identity in comparison to their citizens who have low education. Another angle to be researched will be individualism with education.

Last but not the least; a careful study should be commissioned to look into the opinion held by some Dutch that the Ghanaian community in the Netherlands is a closed community even though Ghanaians did indicate that they do socialise with the Dutch.

## Chapter 9 – Reflections and Discussions

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Writing for researcher is not her strongest pursuit. Anytime there is a writing to do, it becomes a big headache. However, she has to come in terms with it in order to the aspiration of attaining a master degree. The mere thought of writing a master thesis almost discouraged the researcher from pursuing a master degree even though she did a bachelor thesis in Ghana. Right now she can say that she could have done better for her bachelor thesis from what she have learnt so far in the master programme.

The selection of a thesis topic did not come easy, even though she knew wanted to do with Ghana as a focus. A thesis topic was finally chosen before the commencement of the second phase of the Tourism Destination management programme but had to abandon it mid-stream because of circumstances beyond her control. The topic was to be about the Tourism Policy in Ghana by looking at the ups and downs since its inception fifteen years ago. A new thesis topic was chosen with the help of Carin (now her supervisor) during a brainstorm session in Singapore by investigating how a destination image can be created by the Ghanaian community to their Dutch host.

Next came the writing of the research proposal for approval. Finding information about Ghanaians to write the proposal and eventually the research report was going to be a problem. Coming from Ghana, the researcher knew it is sometimes difficult to access documented information when you need one. However, she was up to the task and was able submit the research proposal which lead to approval for the commencement of the research.

The research was characterised by a shaky start with feet dragging but a decision was made on her part to start research early and be done with before the year ends. Searching for information, reading them and putting on paper was the most tiring for her. She had to sacrifice a lot of leisure time by working day and night to meet the deadline for thesis submission in September 2010. Honestly, the researcher was pleasantly surprised when she was able to write twenty pages of literature review. All because the information gathered was so important to have in the report but had to be prune down to leave the vital information only.

The field research was done with the help of friends and colleagues from the university that she had established during stay in the Netherlands. Fortunately, these networks were spread across the length and breadth of the country and their willingness to help her with the research was a welcome relief. However, getting access to enough Dutch respondents for the survey did not materialise. Language, the summer holidays and non-response from the Dutch students when the questionnaire was send to their mails were some of reasons that can be attributed to the low patronage.

Some of the responses that some of the Dutch gave was viewed with surprise and shock. The most shocking response was the answer given by one Dutch to the question 'Have you ever considered travelling to Ghana'. The response was because of the absence of doctors, and the presence of illness and wild animals he/she would not travel to Ghana. Honestly the picture painted really saddened her as a Ghanaian and African too. Another respondent's description of Ghana was the lack of water. There were two surprises from the results she got from the Dutch. The first one was the assertion that the Ghanaian community in the Netherlands is a closed community which was difficult for her to comprehend. Not being bias as a Ghanaian, Ghanaians are the friendliest, helpful and sociable individuals you can found around in the Netherlands and even back home. The last surprise is that most Dutch cannot differentiate between Ghana as an African country and the Africa continent which is made of 53 countries.

To sum everything up, the coming out of the research report has been a most fulfilling experience; and the joy of writing something that would be beneficial to my country which made her to appreciate herself as a Ghanaian.

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## Appendices

### Appendix 1: Ghana Tourism Overview

The chapter gives a background analysis of Ghana in relation to the geography, economic and political situation of the country. The tourism industry would be looked at with special emphasis on tourism demand, tourism organisations, tourism plan, and the challenges the industry face in Ghana.

#### Geography

Ghana situated in the western coast of Africa, only a few degrees north of the equator and one of the peaceful and thriving democracies on the Africa continent. It shares political boundaries with Togo to the East, La Cote d'Ivoire to the west, Burkina Faso to the north and the Gulf of Guinea, to the south.

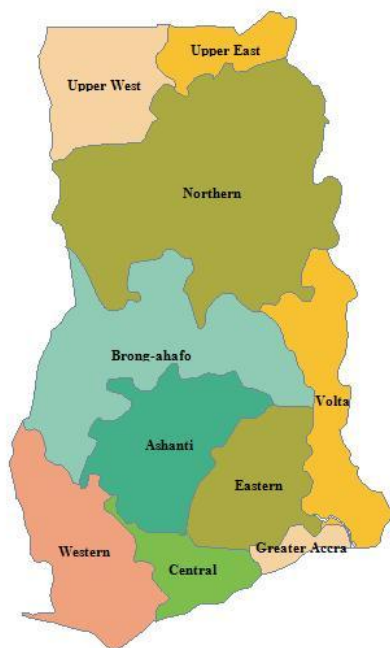
Ghana covers a land mass of approximately 238, 500 square kilometres roughly the size of Great Britain with a 539km coastline. The land area is relatively flat and the altitude is generally below 500m with more than half of the country below 200m but the highest point in the country is Mount Afadjato which rises to only 880m. The Volta River basin dominates the river system and includes the 400km-long Lake Volta. It is situated in the eastern part of the country and is the world's largest artificial lake.

The climate is characterised by two rainy seasons in the southern parts and one rainy season in the northern regions of the country with moderate temperatures (21-32°C), constant breeze and sunshine throughout the year.

The population of the country is estimated to be around 23 million but official census will be conducted later in the year to know the actual population size of country. The population is drawn from more than forty ethnic groups, each with its own unique language but the major languages that are spoken by the majority of Ghanaians are Akwapim Twi, Asante Twi, Dagaare, Dagbani, Dangme, Ewe, Fante, Ga, Gonja, Kasem and Nzema. English however is the official language, a legacy.

Ghana began a move towards economic stability and democracy in April 1992 when a referendum was held to vote in a new constitution ushering a multi-party system after a long period of political instability right after the attainment of independence. This latest and most enduring democratic experiment have made the country gain recognition as one of the leading democracies in Africa and sometimes the country is being referred as the oasis of peace in one of the chaotic regions of the world (Ghanaweb, 2010). Ghana is divided into ten administered regions with Accra as the capital. At the international arena, Ghana has a high-profile peacekeeping role; having troops deployed in La Cote d'Ivoire, Sierra Leone and Democratic Republic of Congo.

The backbone of the Ghanaian economy is agriculture which employs about 60% of the working population and in the year 2009 the sector contributed 34.5% to the overall economy according to the Ghana Statistical Service (Joy FM, July 2010). Ghana is the world's second-largest producer of cocoa in the world and also significant producer of commodities such as gold and lumber. Tourism is one of the sectors of the economy contributing a lot of foreign exchange for country, after cocoa, gold, remittances and non-traditional exports.



Map of Ghana and its administrative regions

According to the Ghana Statistical Service, in 2009 the total value of goods and services was GH¢ 22 billion (about \$15.4 billion) representing a growth of 4.1% of the economy (Joy FM, July 2010). Ghana's record of deepening democracy has bided well for the continued economic expansion (AfDB/OECD, 2008). The Ghanaian Cedi (GH¢) is the currency of the country. Ghana has one of the highest per capita in West Africa due to the country's abundance of natural resources. But however, it still dependent on financial and technical assistance from abroad (Millington, May 2007).

**Table 11: International Tourist Arrivals, 2000-06**

Year	Arrivals
2000	399,000
2001	438,833
2002	482,643
2003	530,827
2004	583,910
2005**	642,301
2006*	706,531

Note: \*estimate

\*\*In April 2006 the Ministry of Tourism reported 408, 187 arrivals for 2005, in May 2006, it reported 421, 799 arrivals for 2005, and in June 2006, it reported 428,533 arrivals for 2005.

Source: UNWTO/Ministry of Tourism and Modernisation of the Capital City/Mintel

According to the United Nations Development Programme (UNDP, 2009:213), Ghana is ranked 152 out of the 182 countries which is in the medium human development for the developing country category (HDI 0.500 – 0.799). The 2000 population census of Ghana showed that 45% of the population (approximate 20 million) are employed and also 57.9% of the population from 15 years and above can read and write (SNV, 2010).

## Tourism Demand

### Tourist Arrivals

Tourism statistics shows that there were over 700,000 international tourist arrivals in to the country in 2006, representing a 77% increase over the period from 2000. The average annual growth rate is 10% representing an above average rate against the world as a whole and West Africa in particular (see Table 11).

It was estimated that during the country's celebration of 50 years of attaining independence there would be a sharp increase in visitor numbers due to the year-long celebrations. But it was anticipated that the growth in arrivals would have reach 20% during 2007, thereby indicating a figure short of 850,000 arrivals. In 2008, this momentum was expected to be carried forward, although at a slightly reduced growth rate of 15%. Therefore projected tourist arrivals for 2008 would have reach 975,000, just short of the 1 million that the Ministry of Tourism was aiming for in 2007.

**Table 12: International Tourism Receipts, 2000-06**

	Receipts (US\$m)	Year-on-year % change	Spend/tourist trip (US\$)
2000	290	-	727
2001	320	+10.3	729
2002	358	+11.9	742
2003	414	+15.6	780
2004	466	+12.6	798
2005	520	+11.6	810
2006*	582	+11.9	824

Note: \*estimate

Source: UNWTO/Mintel

## Tourist Receipts

In recent years, tourism has demonstrated the potential and ability to contribute significantly to the foreign exchange earnings of the country. Even though figures from the tourism industry varies from source to source but it was estimated that international tourism generated US\$582 million in 2006, plus an additional US\$ 33 million in international fare receipts (arrivals travelling on Ghana International Airlines) to Ghana (Millington, May 2007). Since 2000, international tourism receipts have increased by 100%; with the average annual growth rate being 12.3% (see Table 12). Significantly, expenditure per tourist trip had also increased by almost US\$100 per trip. However, as there are no statistics available relating to the length of stay, it could be that visitors are staying longer rather than spending more.

**Table 13: Estimated International Tourist Arrivals, by Country of Origin, 2006**

		Arrivals	%
<b>Africa</b>			
Nigeria	96,973	13.7	
Côte d'Ivoire	33,968	4.8	
Togo	21,144	3.0	
Liberia	18,528	2.6	
<b>Rest of world</b>			
UK	61,171	8.7	
US	46,602	6.6	
Germany	34,088	4.8	
France	25,530	3.6	
Netherlands	17,103	2.4	
Nationals abroad	192,319	27.2	
Other	159,105	22.5	
<b>Total</b>	<b>706,531</b>	<b>100.0</b>	

Note: data may not equal totals due to rounding

Source: UNWTO/Ministry of Tourism/Mintel

## Tourist Markets

**Domestic Market:** The domestic market is an important component for the tourism industry in terms of numbers and income generation (more local residents visit and spend more at tourist sites than international visitors). A typical example is the Cape Coast Castle, one of the most popular attractions in Ghana where in 2004; of the 37,000 who visited the Castle, some 27,000 or 74% were Ghanaians. Between 2003 and 2004, the number of Ghanaian residents who visited the castle increased by 50 % (Millington, May 2007). There is considerable domestic interest in the historical and natural sites in the country by the populace.

**International Market:** Tourist arrivals to Ghana are mostly from the African continent. The main individual source market for tourism from Africa is Nigeria, which is not a neighbouring country but has West Africa's largest population with 132 million people and the whole of Africa too. The main reasons that Nigerians visit Ghana are for business and visit friends and family. La Cote d' Ivoire and Togo make up the next two important markets with most of these visits also being for business and to visit friends and relatives (see Table 13).

Europe is the most significant source market after Africa, representing around one quarter of all arrivals. The United Kingdom is the most significant market from Europe largely due its strong historical ties. The United States of America has always been a significant market for Ghana, in particular with its historical ties especially for African Americans (generating leisure trips) and for business purposes too. Increasing accessibility to the US

market has been made possible because of the direct flights from Ghana to that country (see Table 14). Ghana is also attracting visitors through promoting itself as homeland for the African diaspora.

Finally, significantly large number of Ghanaian citizens travelling back to Ghana to visit friends and family accounts for over one quarter of all arrivals into the country (Millington, 2007)

**Table 14: Estimated International Tourist Arrivals, by Region of Origin, 2006**

	Arrivals	%
Africa	240,220	34.0
Europe	175,220	24.8
Americas	59,349	8.4
Asia/Pacific	33,913	4.8
Middle East	5,652	0.8
Not stated	192,176	27.2
<b>Total</b>	<b>706,531</b>	<b>100.0</b>

**Note:** data may not equal totals due to rounding

## Tourism Purposes

Trips for business purposes account for well over one third of all international arrivals to Ghana and represent the most important purpose of all visits. The importance of business trips – in particular is conference tourism. The Meeting, Incentives, Conventions & Exhibitions (MICE) sector is gradually growing in Ghana, recent years has seen Ghana hosting big international conferences such as the African Union summit in March 2007 and the United Nations Conference for Climate Change in August 2008.

**Table 15: Estimated International Tourist Arrivals, by Purpose of Visit, 2006**

**Purpose Arrivals %**

Business	268,482	38
Holiday	254,351	36
VFR	141,306	20
Health	21,196	3
Other	21,196	3

**Total 706,531 100**

*Source: Ministry of Tourism and Modernisation of the Capital City/Mintel*

Holiday trips account for just over one third of all arrivals, with VFR accounting for one fifth; together, holiday and VFR make up over half of all arrivals. But there might be discrepancies when collecting arrivals information where travellers do not fully comprehend the distinction between a holiday and a VFR trip. In a destination such as Ghana, which has experienced considerable emigration over the years and which does not have a significant

international holiday tourism industry, VFR arrivals would be expected to be greater than holiday arrivals (see Table 15).

## **Tourism Organisations**

### **Ministry of Tourism**

The Ministry of Tourism was set up in 1993 by the Government of Ghana with the mandate to develop, promote and coordinate tourism activities in Ghana. The Ministry acts as the policy making body and their two implementing agencies are the Ghana Tourist Board and Hotel, Catering and Training Institute (HOTCATT).

The core functions of the Ministry are:

- Policy formulation, planning and programming for the development and promotion of domestic, regional and international tourism.
- Promulgation of legislation and regulation on tourism development including investment policies and incentives.
- Monitoring tourism statistics and research on tourism.
- Human resource development within the private and public sectors to effectively promote tourism
- Liaison with other agencies, international tourism agencies and associations, international donor-assistance agencies and private tourism and NGOs.
- Promoting awareness in Ghana of the benefits of Tourism.

### **Ghana Tourist Board**

The Ghana Tourist Board is the main implementing agency of the Ministry of Tourism policies on tourism. The Board was established in 1973 and their vision is to see Ghana become the **TOURISM CAPITAL** of West Africa, especially in culture, heritage, and ecotourism as well as conference tourism in a quality non-mass manner (Ghana Tourist Board, 2008).

The Tourist Board functions are:

- Regulation of tourism enterprises namely accommodation, catering, travel and charter operations through registration, inspection, licensing and classification.
- Promotion and marketing tourism, both in Ghana and outside Ghana
- Carrying out research and studies on trends in the tourism industry both at home and abroad to aid decision and policy making.
- Facilitating the development of tourist facilities and products.

In pursuance of these functions, the Tourist Board have four main operating departments: marketing, research, statistics and information, quality assurance and planning and business development. There are also supporting departments such as public relations, human resources development and training, finance and others.

### **Ghana Tourism Federation (GHATOF)**

GHATOF is the highest organisation established to champion the cause of the private sector in Ghana's tourism industry. Membership of GHATOF is comprised of the presidents of the various trade associations engaged either directly or indirectly in the tourism industry and meets regularly to discuss issues confronting the tourism industry and to consider possible ways of addressing such issues (GHATOF, 2008).

The Federation was established in 1995 to empower associations in the tourism sector (car rentals, restaurants, airlines, hotels, etc.) to effectively articulate their concerns and to enhance productivity. It also serves as an umbrella organisation or single voice for the myriad organisation and their affiliates.

The functions of the Federation are:

- Ensuring that the tourism sector is properly focused and tuned-up to achieve the goals for which it was set up by the Ministry towards the maintenance of standards among member associations and due compliance of regulations pertaining to the industry.
- Lobbying, advocacy, marketing and promotion as well as influencing legislations that impact on the business activities of member associations.

Since 2006, GHATOF have been in collaboration with the Ministry and the Japanese International Co-operation Agency (JICA) working to advance further the implementation of tourism development through the strengthening of the public-private partnership. The objective of the project is to strengthen, facilitate and build the capacity of stakeholders in the tourism industry to boost tourism development in the country. The Netherlands Development Agency (SNV) is also an important partner to the Ghana Tourism Federation.

### **The Netherlands Development Agency (SNV)**

The SNV Netherlands Development has been in the country, Ghana, since 1992 and their development goal is to contribute to the attainment of the Millennium Development Goals (MDGs) and Poverty Reduction Strategy, which is the country's development blue print (SNV, 2010) . SNV's areas of interventions are Education, Health and Production Income and Employment (PIE) which involves tourism.

The SNV have been instrumental in the development of tourism in Ghana especially in the northern part of the country. In 2008 and 2009, SNV supported a team of local organisations to develop savannaland which is in the northern part of Ghana as a tourist destination as part of the UNWTO Sustainable Tourism for Eliminating Poverty (ST-EP) programmes.

With SNV's advice, the park staff of the Mole National Park commissioned a new information and safari centre, craft shop, viewing platforms and tree hides in the most interesting areas of the park. SNV advisors coached the destination management team at the Park in customer friendly language and information, and supported them in producing marketing materials for visitor centres. These were used to promote the Savannaland destination at Ghana's celebration of the 2009 UNWTO World Tourism Day in September 2009. The team were also able to launch a website in 2009 to attract domestic and international tourists to Savannland: [www.savannatourism.com](http://www.savannatourism.com).

They extended support to the Ministry of Tourism in Ghana in formulating a tourism policy, which will be the basis of an inclusive Tourism Act to be passed in, 2010. This policy aims to improve the enabling environment for tourism – focused business and stimulate investment.

### **Tourism plan/policy**

In order to derive the maximum benefit from the tourism industry, the Government has, in collaboration with a number of development partners, targeted tourism as major area of expansion in the economy. To this end, a 15-year National Tourism Development Plan (1996-2010) was prepared with funding and technical assistance from the United Nations Development Programme and the World Tourism Organization. The Ministry of Tourism is implementing the plans in this document in tandem with key stakeholders.

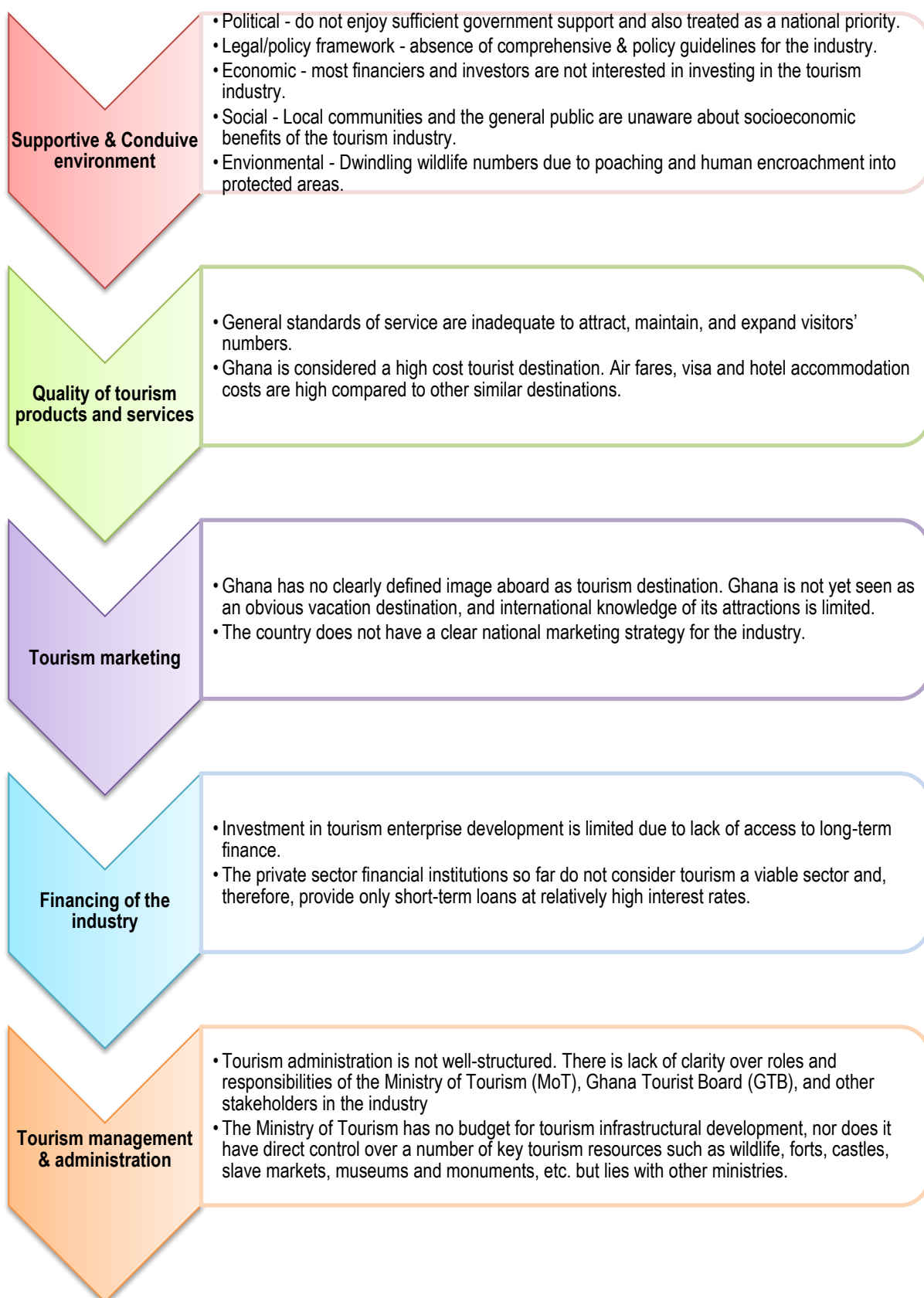
This plan provides a planned approach to tourism development in the country. In order to fast track the benefits that can be gain from tourism, the Ministry of Tourism in collaboration with the private sector, prepared a 5-year Strategic Tourism Action Plan (2003-2007) outlining clearly defined objectives, outputs, activities, milestones. The vision and overall goal of the Government so far has been to realise the potential of the tourism sector in contributing to the nation's economy by generating growth of 20% per annum by the year 2007. But right now in the year 2010, the Government is yet to achieve this goal.

In order to achieve this, Ghana needs to become a competitive and quality tourism destination within the framework of respect for the country's cultural, historical, and environmental heritage. Specific objectives relate to the need for upgrading and expanding the stock of tourist attractions, facilities, and supporting infrastructure, as well as tourism services. In addition, marketing efforts need to become more effective, while the standards and quality of human resources in the tourism industry require upgrading. Lastly, domestic tourism should be promoted, as this is still a largely untapped market (MoT, 2006).

Government has planned to increase tourist arrivals to one million and foreign exchange earnings to US\$1.5 billion by 2007, making it the largest employer in the formal sector and the second largest after agriculture and retailing taking into account the informal sector as well (MoT, 2006).

## **Challenges**

There are several challenges which the Ministry have identified facing the Ghanaian tourism industry which needs to be addressed effectively play a more meaningful role in the national economy and in the society. These identified factors can be categorised into five main issues see figure 4.5



**Figure 4.5: The challenges of the tourism industry**

## Appendix 2: Questionnaire for Ghanaian Respondents

### SURVEY ON DIASPORA FROM GHANA AND DESTINATION IMAGE GHANA

Hello, my name is Ada Adoley Allotey and I am doing a Masters in Tourism Destination Management. The final part of this program is a dissertation. My topic is based on the Ghanaian community in the Netherlands and the destination image they create for their Dutch host. Therefore, I would like to ask your cooperation by answering the following questions. It will help me to find out the influence of the Ghanaian community in creating an organic image about Ghana in the Netherlands. Please, check the appropriate boxes.

#### 1. Questions related to identity, Ghana and Destination image

1.1 Do you identify yourself as a Ghanaian?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.1A If yes, in what ways can you be identified as a Ghanaian? (Choose at most 3)

- ☐ Food ☐ Language ☐ Other (specify):  
☐ Dressing ☐ Religion

1.2 Do you talk about your country Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.2A (1) If yes, who do you talk to Ghana about? (Choose at most 3)

- ☐ Family ☐ Co workers ☐ Other (specify):  
☐ Friends ☐ Colleague students

1.2B (2) What do you talk about? (Choose at most 3)

- ☐ Culture ☐ Economics ☐ Politics  
☐ Education ☐ Football ☐ Other (specify):

1.3 Do you attend social events/gatherings with the Dutch?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.3A(1) If yes, how often do you attend these events/gatherings with them?

- ☐ Daily ☐ Monthly  
☐ Weekly ☐ Other (specify):

1.3A(2) Which venue do these events/gatherings take place? (Choose at most 2)

- ☐ Church ☐ Supermarkets & malls ☐ Other (specify):  
☐ School ☐ Work

1.4 Do you often talk to the Dutch about Ghana?

- ☐ Yes  
☐ No (explain & go to 1.4B): \_\_\_\_\_

1.4A(1) If yes, what do you talk to them about Ghana? (Choose at most 3)

- |                                    |                                    |                                           |
|------------------------------------|------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Culture   | <input type="checkbox"/> Economics | <input type="checkbox"/> Politics         |
| <input type="checkbox"/> Education | <input type="checkbox"/> Football  | <input type="checkbox"/> Other (specify): |

1.4A(2) Do you think a good impression is made when talking to them about the country?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.4A (3) Does this good impression create an interest in the Dutch to visit Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.4B If No, did you think support from the Ghanaian embassy or other organisations, in the form of the promotion materials & events, can help in talking about the country?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.4B(1) If yes, suggest examples of promotion materials & events that the Ghanaian embassy/ other organisations can provide/organise that will be helpful in talking about Ghana?

\_\_\_\_\_

1.5 Do you see Ghanaian cultural events as an avenue for creating awareness about Ghana to the Dutch community?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.5A If yes, which events? (Choose at most 2)

- |                                                                            |                                                          |
|----------------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Football match between Ghana and the host country | <input type="checkbox"/> National holidays' celebrations |
| <input type="checkbox"/> Musical concerts perform by Ghanaian artists      | <input type="checkbox"/> Other (specify):                |

1.6 Do you have any suggestion(s) to how awareness can be created for the Dutch community apart from the cultural aspect?

\_\_\_\_\_

**2. Countries who have their citizenry residing in the diaspora have helped to develop a sector in their homelands in a big way. For instance, Indians who lived in America have changed the software sector by investing in the sector which has transformed the country in terms of technology. These questions are related to the potential of the tourism industry in Ghana**

2.1 How do you see the situation (political, economic, etc.) in Ghana today?

- |                                    |                               |
|------------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Bad  |

2.2 Do you see yourself contributing to the development of Ghana?

- ☐ Yes  
☐ No, why not : \_\_\_\_\_

2.2A If yes, in what way do you contribute? (Choose at most 3)

- ☐ Economic ☐ Socio-cultural ☐ Other (specify):  
☐ Political ☐ Career development

2.3 Do you see any potential in the tourism industry in Ghana?

- ☐ Yes  
☐ No (explain & go to 2.3B): \_\_\_\_\_

2.3A(1) If yes would you invest in the tourism industry in Ghana when given the opportunity?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.3A(2) If yes, which sectors of the tourism industry in Ghana would you want to invest in? (Choose at most 3)

- ☐ Accommodation ☐ Providing tourism services like car rentals, restaurants etc.  
☐ Developing new and existing attractions  
☐ Training human resources for the tourism industry ☐ Other (specify):

2.3B If no, would you consider investing in the tourism industry if the Ghanaian government provide incentives such as tax holidays, starting capital etc.?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.3B(1) If yes, which sectors of the tourism industry in Ghana would you want to invest in? (Choose 3)

- ☐ Accommodation ☐ Providing tourism services like car rentals, restaurants etc.  
☐ Developing new and existing attractions  
☐ Training human resources for the tourism industry ☐ Other (specify):

2.4 What is Ghana's major tourist attraction? (Choose at most 2)

- ☐ Natural resources e.g. climate, scenery, landscape, beaches etc. ☐ Hospitality  
☐ Cultural/heritage resources e.g. festivals, slave castles, music etc. ☐ Human resources  
☐ Technological innovations  
☐ Other (specify):

3. Listed below are a number of statements. Each represents an opinion and there are no right and wrong answers. Please indicate the extent to which you agree or disagree by ticking the letters in the appropriate columns.

	AGREE	STRONGLY AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION
Adopting key aspects of the Dutch culture in addition to some key values of the Ghanaian culture is important.					
The Dutch culture is more preferable to the Ghanaian culture.					
The Ghanaian culture should be maintained without taking key aspects of the Dutch culture.					
Ghanaians do not feel close to their culture or the Dutch culture.					
The Dutch community is more open and acceptable in their interactions to other cultures.					
The Dutch community values Ghanaians on their personal qualities and achievements only.					

#### 4. Demographics

##### 4.1 Gender:

☐ Male

☐ Female

##### 4.2 Age range

☐ 15-25 years

☐ 36-45 years

☐ 55+ years

☐ 26-35 years

☐ 46-55 years

##### 4.3 Marital status

☐ Single

☐ Separated

☐ Widowed

☐ Married

☐ Divorced

☐ Cohabiting

##### 4.4 Level of education

☐ None

☐ Undergraduate

☐ Other (specify):

☐ Secondary

☐ Postgraduate

##### 4.5 Occupation

☐ Administration

☐ Health care

☐ Manual work

☐ Education

☐ Manufacturing

☐ Other (specify):

##### 4.6 Residence

☐ Amsterdam

☐ Den Haag

☐ Utrecht

☐ Breda

☐ Rotterdam

☐ Other (specify):

##### 4.7 Nationality

☐ Ghanaian

☐ Dual Citizen

☐ Dutch

☐ Other (specify)

4.8 Place of birth

- |                                        |                                           |                                           |
|----------------------------------------|-------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Ashanti       | <input type="checkbox"/> Central/Western  | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Brong Ahafo   | <input type="checkbox"/> Eastern/Volta    |                                           |
| <input type="checkbox"/> Greater Accra | <input type="checkbox"/> Northern Regions |                                           |

**5. Questions related to migration and trans-nationalism behaviour (If your answer on question 4.8 is outside Ghana then skip question 5.1 & 5.2)**

5.1 What are your reasons for migrating from Ghana?

- |                                    |                                               |                                                 |
|------------------------------------|-----------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Economic  | <input type="checkbox"/> Family reunification | <input type="checkbox"/> Tourism & sight seeing |
| <input type="checkbox"/> Education | <input type="checkbox"/> Refugee/Asylum       | <input type="checkbox"/> Other (specify)        |

5.2 Period of migration:

- |                                                         |                                          |                                           |
|---------------------------------------------------------|------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Before & during the late 1960s | <input type="checkbox"/> In the 1970s    | <input type="checkbox"/> 1990s to present |
|                                                         | <input type="checkbox"/> Between 1980-90 |                                           |

5.3 How long have you been in the Netherlands?

- |                                     |                                      |                                    |
|-------------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> < 5 years  | <input type="checkbox"/> 11-15 years | <input type="checkbox"/> 20+ years |
| <input type="checkbox"/> 5-10 years | <input type="checkbox"/> 16-20 years |                                    |

5.4 How well can you communicate in Dutch?

- |                                    |                               |
|------------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Fair |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor |

5.5 Any future plans of relocating to Ghana?

- ☐ Yes
- ☐ No, why not: \_\_\_\_\_

5.5A If yes, when do you plan to relocate to Ghana?

- |                                   |                                  |                                           |
|-----------------------------------|----------------------------------|-------------------------------------------|
| <input type="checkbox"/> < 1 year | <input type="checkbox"/> 2 years | <input type="checkbox"/> Not sure         |
| <input type="checkbox"/> A year   | <input type="checkbox"/> 5 years | <input type="checkbox"/> Other (specify): |

5.6 Have you travel back home for visits since residing in the Netherlands?

- ☐ Yes ☐ No (go to 5.6B)

5.6A(1) If yes, how often do you travel to Ghana for visits?

- |                                         |                                        |                                          |
|-----------------------------------------|----------------------------------------|------------------------------------------|
| <input type="checkbox"/> Twice per year | <input type="checkbox"/> Every 2 years | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Once per year  | <input type="checkbox"/> Every 5 years |                                          |

5.6A(2) What are your reasons for visiting Ghana? (Choose at most 2)

- |                                                                      |                                           |
|----------------------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> To maintain social ties to family & friends | <input type="checkbox"/> Family emergency |
| <input type="checkbox"/> Holidays                                    | <input type="checkbox"/> Other (specify): |

5.6B If no, what prevents you from going back home?

- |                                                                |                                           |
|----------------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Family obligations in the Netherlands | <input type="checkbox"/> School           |
| <input type="checkbox"/> Financial                             | <input type="checkbox"/> Other (specify): |

5.7 Do you send money back home?

☐ Yes

☐ No

5.7A(1) If yes, how often do you send money back home?

☐ Weekly

☐ Every 3 months

☐ Other (specify):

☐ Monthly

☐ Yearly

5.7A(2) What is the money used for? (Choose at most 3)

☐ Building houses

☐ Family welfare

☐ Other (specify):

☐ Educating family members

☐ Health care

☐ Start a business

5.8 Do you participate in any level of Ghanaian political activities either in Ghana or the Netherlands?

☐ Yes

☐ No

5.8A If yes, how do you take part in the political activities? (Choose at most 2)

☐ Fund political activities

☐ Vote in elections in Ghana

☐ Take part in political discussions in the Netherlands

☐ Other (specify)

5.9 Do you participate in any Socio-cultural events organised for Ghanaians here in the Netherlands?

☐ Yes

☐ No

5.9A(1) If yes, which of the events do you participate? (Choose at most 2)

☐ Football match between Ghana and the host country

☐ National holidays' celebrations

☐ Musical concerts perform by Ghanaian artists

☐ Other (specify)

5.9A(2) Who are the organisers of these events? (Choose at most 2)

☐ Churches

☐ The Ghanaian Embassy

☐ Home Town Associations (HTAs)

☐ Other (specify):

☐ NGOs

5.10 Are you a member of any Home Town Association (HTA)?

☐ Yes

☐ No

5.10A Name the HTA:

---

***Thank you very much for your collaboration***

## Appendix 3: Questionnaire for the Dutch Respondents

### SURVEY ON DIASPORA FROM GHANA AND DESTINATION IMAGE GHANA

Hello, my name is Ada Adoley Allotey and I am doing a Masters in Tourism Destination Management. The final part of this program is a dissertation. My topic is based on the Ghanaian community in the Netherlands and the destination image they create for their Dutch host. Therefore, I would like to ask your cooperation by answering the following questions. It will help me to find out the influence of the Ghanaian community in creating an organic image about Ghana in the Netherlands. Please, check the appropriate boxes.

#### 1. Questions related to Destination image about Ghana

1.1 Do you know about the country called Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.1A If yes, where do you get informed about Ghana? (Choose at most 3)

- ☐ Newspaper ☐ Internet ☐ Other (specify)  
☐ Television ☐ Ghanaians

1.2 List three words to describe Ghana:

\_\_\_\_\_

1.3 Have you ever considered travelling to Ghana?

- ☐ Yes, because of: \_\_\_\_\_  
☐ No, why not: \_\_\_\_\_

1.4 Are Ghanaians creating awareness about their country here in the Netherlands?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.5 Do you think Ghanaian cultural events held in the Netherlands tell you about the country Ghana?

- ☐ Yes  
☐ No (explain & go to 1.5B) : \_\_\_\_\_

1.5A(1) If yes, which of these Ghanaian events do you think is helping to create the awareness? (Choose at most 2)

- ☐ Football match between Ghana and the host country ☐ National holidays' celebrations  
☐ Musical concerts perform by Ghanaian artists ☐ Other (specify)

1.5A(2) Does these events create an interest in you to know more about the country?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.5A(3) If yes, does it create an interest to travel to Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.5B(1) If No, did you think support from the Ghanaian embassy or other organisations, in the form of the promotion materials & events, can help in creating awareness about the country Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.5B(2) If yes, suggest examples of promotion materials & events that the Ghanaian embassy/ other organisations can provide/organise that will be helpful in creating awareness about Ghana?

\_\_\_\_\_

1.6 Do you agree Ghanaian cultural events can be an avenue for creating awareness about the country to the Dutch community?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.7 Do you have any suggestion(s) to how awareness can be created for the Dutch community apart from the cultural aspect?

\_\_\_\_\_

1.8 List three things that you look out for when choosing a destination for holidays?

\_\_\_\_\_

1.9 Do you have access to any travelling information materials (brochures, adverts, leaflets etc.) about Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

1.9A If yes, where did you get them?

- |                                                           |                                         |
|-----------------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> The Ghanaian Embassy in Den Haag | <input type="checkbox"/> Travel agents  |
| <input type="checkbox"/> Tour operators                   | <input type="checkbox"/> Other(specify) |
| <input type="checkbox"/> Family & Friends                 |                                         |

## 2. Questions related to cultural identity and Ghanaians

2.1 Have you met any Ghanaian(s)?

- ☐ Yes,  
☐ No, why not : \_\_\_\_\_

2.1A If yes, where did you meet them?

- |                                 |                                               |                                          |
|---------------------------------|-----------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Church | <input type="checkbox"/> Supermarkets & malls | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> School | <input type="checkbox"/> Work                 |                                          |

2.2 Have you attended social events/gatherings with Ghanaians?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.2A (1) If yes, how often do you attend these events/gatherings?

- ☐ Daily ☐ Monthly  
☐ Weekly ☐ Other (specify): \_\_\_\_\_

2.2A(2) Where do these events/gatherings take place?

- ☐ Church ☐ Supermarkets & malls ☐ Other (specify): \_\_\_\_\_  
☐ School ☐ Work

2.3 Do Ghanaians talk to you about Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.3A(1) If yes, what do they talk to you about Ghana? (Choose at most 3)

- ☐ Culture ☐ Economics ☐ Politics  
☐ Education ☐ Football ☐ Other (specify): \_\_\_\_\_

2.3A(2) Do you think a good impression is made when they talk about their country?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.3A(3) Does this impression create an interest to visit Ghana?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

2.3A (4) Do you get a different impression, other than what Ghanaians give, from other information sources such as the TV and internet?

- ☐ Yes  
☐ No, why not: \_\_\_\_\_

3. Listed below are a number of statements. Each represents an opinion and there are no right and wrong answers. Please indicate the extent to which you agree or disagree by ticking the letters in the appropriate columns.

	AGREE	STRONGLY AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION
Adopting key aspects of the Dutch culture in addition to some key values of the Ghanaian culture is important.					
The Dutch culture should be preferable to the Ghanaian culture.					
The Ghanaian culture should be maintained without taking key aspects of the Dutch culture.					
The Dutch culture should not be adapted and Ghanaians should not maintain their own culture.					
The Dutch community is more open and acceptable in their interactions to other cultures.					
The Dutch community values Ghanaians on their personal qualities and achievements only.					

#### 4. Demographics

##### 4.1 Gender:

☐ Male

☐ Female

##### 4.2 Age range

☐ 15-25 years

☐ 36-45 years

☐ 55+ years

☐ 26-35 years

☐ 46-55 years

##### 4.3 Marital status

☐ Single

☐ Separated

☐ Widowed

☐ Married

☐ Divorced

☐ Cohabiting

##### 4.4 Level of education

☐ None

☐ Undergraduate

☐ Other (specify)

☐ High school graduate

☐ Postgraduate

##### 4.5 Occupation

☐ Administration

☐ Manufacturing

☐ Education

☐ Manual work

☐ Health care

☐ Other (specify)

##### 4.6 Residence

☐ Amsterdam

☐ Rotterdam

☐ Breda

☐ Utrecht

☐ Den Haag

☐ Other (specify)

***Thank you very much for your collaboration!***

