

PRO-POOR TOURISM POTENTIALS OF GHANA
The Contribution of Accommodation Facilities to Poverty Alleviation in the Wa Municipality

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ABSTRACT

The livelihoods enhancement potentials of the accommodation sub-sector of the tourism and hospitality industry has been neglected by development practitioners and the 'academic community' for some time now. This study therefore sought to explore how accommodation facilities, most of which is privately owned, are contributing to the development of tourism in the Wa Municipality of Ghana. Questionnaire was administered to collect data purposively from registered hoteliers in the Municipality and the regional office of the Ghana Tourism Authority (GTA). Fifteen (15) accommodation facilities which had restaurants attached were selected out of a total of 27 registered plants in the Municipality for the study. Those who responded were the owners/managers of the facilities or their assistants. Additionally, in-depth interviews (IDIs) were held with the manager and some officials of the GTA. The study revealed that all the hotels or accommodation facilities operating in the Municipality were of local origin (Ghanaian owned), offered employment to a cross-section of people from the entire Upper West Region of Ghana, sourced their products locally and supported guests to locate tourist attractions in the Region. Encouraging these facilities to continue to 'chart' this path of "local service production" was a sure way to ensuring that they contributed their quota to poverty alleviation and livelihood enhancement in the study area.

KEY WORDS: Pro-poor Development, Accommodation Facilities, Tourism, Employment, Poverty Alleviation.

INTRODUCTION

The Hotels, Catering and Tourism (HCT) sector is one of the fastest growing economic sectors in countries around the world. It is a labour-intensive and significant source of employment and development of personal (employable) skills especially for those with limited access to the labour market, such as women, youth, migrant and rural populations. It can significantly contribute to the social and economic development and poverty alleviation efforts in developing countries (Wolfgang & Lucie, 2011).

The tourism sector is multi-faceted and has the ability to create linkages with various sectors of an economy such as agriculture, construction, health, education, the accommodation sub-sector, transport, communication, sports and recreation, trade and commerce including the local crafts industry (Diaz, 2001). This therefore increases the propensity of the industry to create the most pro-poor linkages. A potentially strong area for linkages is the accommodation sector, whose hospitality services complement tourism development. Tourists and tourism developers require accommodation facilities to aid in the delivery of various services.

According to Akyeampong (2006), the northern sector of the country has just about 7% of the national hotel accommodation stock. The northern, compared to the southern sector of Ghana,

is noted to have entered the hotel accommodation business quite late and there is relatively low involvement in the sector by foreigners (ibid). This therefore may imply low or no leakage in terms of profit repatriation with the added advantage of creating the economic multiplier effect within the study area. Nonetheless, in the Wa Municipality, despite the late entry into the sector by indigenes, for the past three decades, a considerable number of people have ventured into hospitality businesses (accommodation) and are making great strides in the sector.

The potential of the tourism and hospitality sector as a poverty reduction tool, specifically the accommodation sub-sector, has not been sufficiently recognized and exploited by developing countries and development-related agencies. Furthermore, until recently, the implication of tourism and hospitality for poverty reduction has been largely neglected by the tourism academic community (Brent & Zhao, 2000; Christie, 2002; cited in Hall, 2007). Yet, tourism is noted as one sector of the economy with the greatest pro-poor impact because the customer comes to the product creating room for 'direct sell.' Also, site attractions are the bedrock of tourism development in every destination (Akyeampong, 2008) and impact on rural communities through collection of entrance fees, guide fees and in some instances, the sale of handicrafts by indigenes to visitors. Some communities with attractions do sometimes also benefit from donations from these guests.

Ghana ranks 135th out of 187 countries on the United Nations Development Programme's 2011 Human Development Index-a comparative measure of life expectancy, literacy, education and standards of living worldwide (IFAD, 2012). The overall poverty rate has declined considerably in southern Ghana but the three regions of the north have witnessed marginal decreases in poverty levels. Unlike the southern part which has two growing seasons, the northern part is drought-prone and economic opportunities are few. Hence, rural poverty is particularly widespread in this dry savannah region. Over 40% of Ghanaians are known to live on less than one dollar a day and two-thirds of these are in rural northern Ghana (World Vision Ghana, 2012).

The 2000 Population and Housing Census of Ghana indicate that 66,644 people live in urban Wa while 157,422 live in rural areas (Ghana Statistical Service, 2000). It is those in rural areas who are affected the most by poverty although it also exists in urban Wa. More often, lack of financial services in rural areas and even if available, the high costs of accessing them constrain livelihoods initiatives. It is against this backdrop that in recent time, efforts have been directed at exploring the livelihoods enhancement potentials of tourism, among others, in order to empower rural communities. This is consistent with Alcock's (1993) assertion that poverty as a concept is not just a state of affairs but an unacceptable state of affairs, implying that some actions must be taken to remedy it. The question is: To what extent can tourism-related facilities (the accommodation sub-sector) contribute to poverty alleviation by way of livelihood enhancement in the study area? This question will be addressed by exploring the extent to which the tourism sector offers direct employment, makes use of products from local farmers, engages local artisans for repair works and sources furniture locally. Before then, a conceptual analysis is conducted to ground the analysis.

CONCEPTUAL FRAMEWORK

The conceptual framework adopted to guide the study was developed by Mitchell & Ashley (2007) who opined that for a developing country policy maker, knowing that tourism income would reach the poor was reassuring. However, such knowledge will not be as helpful as knowing how it happens, particularly in relation to efforts to deepen pro-poor linkages. According to Mitchell and Ashley, tourism can affect poor people in several different ways. In their analysis, they present three pathways for examining the effects of tourism on poverty as presented below.

Pathway 1: Direct Effects of Tourism on the Poor

With regard to the tourism sector, the direct benefits from tourism will include earnings, income and livelihood impacts/effects (Mitchell & Ashley, 2007) and these sub-divisions are as follows:

Labour Income

The earnings of non-management staff in hotels are a major element of the resource flow from tourism to the poor (see Figure 1 on earnings and livelihood impacts on poor households in the tourism sector), particularly in countries lacking a strong entrepreneurial environment and where unskilled wages are high (ibid). Arguing in the same frame, the Nairobi based African Pro-poor Tourism Development Centre (APDTC) has said that tourism is particularly potent with respect to job creation, investment attraction, foreign exchange earnings, poverty alleviation and in social terms, with specific reference to youth employment, community enrichment, gender equity and cultural preservations but yet to take centre stage in the development agenda of many LDC's (APTDC, 2006).

Small and informal enterprises offer different avenues for labour income, often with lower entry barriers for poorer people. In Tanzania, estimates of 'tourism employment' increased tenfold when the informal economy was included. A case of SMEs offering employment is the Okavango Polers Trust, which runs Mokoro (traditional dugout canoes) safaris into the Okavango Delta in Botswana and employs 100 people, each of whom supports an extended family and is usually the sole breadwinner (WTO, 2003). Critical also to the scale of informal economy tourist opportunities is the extent of out-of-pocket tourist expenditure beyond the hotel (e.g. shopping, eating and entertainment). A case in point is the handicraft sector of Vietnam which employs 1.5 million people, contributing significantly to poverty reduction and increasing income to rural areas. A study conducted by Japan International Development Cooperation (JICA) and the Vietnamese Ministry of Rural and Agriculture Development (MRAD) revealed that handicraft workers in Vietnam had an average income of 366,000 VND a month, higher than the country's average of 295,000 VND and the rural average of 225,000 VND in 2003 (Asiedu, 2005).

Non-Labour Income

Non-labour income normally accrues to a community rather than to individuals like in the area of donations by tourists. Seltzer (2004) in alluding to the issue of donations says the owners of Turtle Island Resort, an exclusive island resort in Fiji, have created the Yasawas Community Foundation to channel funds to village chiefs to address social needs. In addition, approximately US\$ 10,000 is allocated annually to local projects principally education. In Ghana, the Wednesday, 20th of February, 2008 (issue number 150286) edition of the Daily Graphic in line with donations as discussed above reports of Ms Mora Lechman, a student of Social Work in University in Switzerland. Ms Lechman came visiting Bofourkrom as a tourist in 2002 and went back home to solicit funds and eventually returned to Ghana and jointly financed the construction of a school block in that community with the Sunyani Municipal Assembly.

Livelihood Effects

Tourism can affect the livelihood of the poor in many ways other than through cash flows. These tend to include enhanced access to information, markets and infrastructure. As Bennett, Roe and Ashley (1999) posit, the infrastructure required for tourism development: transport, communications, healthcare, water and sewage and, energy supply is also of paramount importance to poor residents and can uplift an area for the benefit of both.

Pathway 2: Secondary Effects

With reference to the secondary effect (non-tourism sector), this basically involves supply chains especially in the agricultural sector (see Figure 1 on supply chains and wages spent by tourism staff) where rural people are seen to be in link with hotels by way of supplies of some essentials in the food sector. In a study by Mitchell and Faal (2006), they noted that facilitating poor producers to enter the tourism value-chain could be really significant in impacting on rural livelihood.

Making particular reference to the Gambia, they stated that the purchase of agricultural supplies by hotels and restaurants is an important element of a Pro-Poor Tourism (PPT) strategy in that country in that it is a key mechanism by which tourism can impact on livelihoods of large numbers of poor people. They concluded that the biggest pro-poor impact from tourism on the poor in terms of number of households affected either is or could be through agricultural linkages. A related study by Bath and Goodwin (2003) indicated that a number of hotels in the Gambia sourced fresh fruits and vegetables from local groups of women. By working closely with the National Women Farmers Association and emphasizing local cuisine, the hotel sector tends to increase the volume and improve the quality and freshness of the produce it provides.

Working examples of PPT links also exist in the Caribbean between farmers and hotels in St. Lucia, Tobago and St. Vincent where an Oxfam initiative has put four farmer cooperatives in St. Lucia in link with hotels in the locality for supplies. In Tobago, an 'adopt-a-farmer' approach is piloted with Hilton, Tobago and Mt. St. Georges Farmers Association, enabling consistent supplies to the plant while in St. Vincent, a group of women produce and bottle fruit juice and their product is far more popular with the hotels because it is far fresher and sweeter than the imported equivalent (United Kingdom Travel Foundation, 2006).

Pathway 3: Dynamic Effects on the Economy

Dynamic effects include impacts on entrepreneurialism as skills acquired on the job which can be applied to other businesses, factor markets and other export sectors or the natural environments were all included here. For instance, a study in Peru by Gordon, Carbone and Richards (2002) made reference to Inka Terra, a Peruvian hotel operator, in which during an expansion network of the lodge in Southern Peru, made use of local building materials and nearly all the furnishings were obtained using skilled local labour and materials. Hotels are also increasingly recognizing the need to adapt and support the local environment in which they are located, as part of their environmental management practices. A European Union (EU) funded hotel construction project in Western Samoa uses traditional designs and techniques and only imports materials where the substitutes cannot be produced locally. The hotel sites are owned by local villagers, local people are employed and local agricultural produce are consumed by tourists (Erber, 1992).

Turning attention on Grecotel, the largest hotel chain in Greece, the facility makes use of only local styles and materials in architecture and facility design, hence giving livelihood to sections of the locales. The hotel also further sustains the local economy by serving local dishes and encourages environmental conservation, as well as encouraging guests to visit smaller villages with attractions (Middleton & Hawkins, 1998). These pertinent issues are raised in relation to the model and the literature made in the framework above (see Figure 1) which have been found suitable in serving as a guide to the study.

Undoubtedly, the socio-economic benefits of the accommodation subsector of the tourism industry offers multiple benefits to the local economic. Specifically, the kinds of services offered benefits not just the users of the facility and owners but also the working class workers who are directly employed or deliver downstream complementary service in the process. Such jobs and services contribute to the wellbeing and livelihoods improvements of the poor. Indeed, many

studies on tourism-poverty linkages examine the impact of one of the above pathways. For instance, Scheyrens (2007) looked at the pro-poor discourse in the tourism literature by examining the tourism-poverty nexus with a focus on income flows. Other studies looked at pathway two. For instance, Zhao and Brent (2007) delved into tourism and poverty alleviation and ways to tap the potentials in terms of income to employees and indirectly from suppliers to hospitality related facilities. However, nowhere in the literature has it been revealed that an assessment of the impacts of all three pathways has been done (Mitchell & Ashley, 2007). The existing research is always missing at least one vital part of the jigsaw, most especially the “component” on dynamic effects on the economy. Despite this shortfall noted in the literature, this paper is also more focused on the first and second pathways, which clearly show the effect of tourism on the poor and are the parts of the jigsaw that are most researchable in the study area.

Noteworthy, however, is that the boundaries between categories are not water-tight as studies focus on different poor groups. Nevertheless, synthesizing different research provides some indications of the significance of each pathway in some contexts.

METHODS

In the Wa Municipality, a total of 27 accommodation facilities/ hotels are registered with the regional office of the Ghana Tourism Authority. Fifteen (15) accommodation plants were purposively selected and contacted. Priority was given to these fifteen because they had restaurant facilities attached. A set of similar questionnaire was designed for all categories of accommodation facilities to respond. The reason for engaging accommodation facilities with restaurants attached is that, the employment base of this category was broad and so were the departments in the facility. Hence, analysis from this category was more likely to be rich in scope. The respondents from these facilities were either proprietors/proprietresses or managers/manageresses manning the facility. In-depth interview (IDI) schedules were also held with personnel of the regional office of the Ghana Tourism Authority from whom useful information was sourced.

Analysis revealed that 11 of the respondents were male representing 73% while females were 4 constituting 27%. A fair bit of the respondents (53%) had education up to the tertiary level comprising basically university and polytechnic graduates and probably in line with the Ministry of Tourism and Diasporan Relations (2007) Policy which mandates that graduates should occupy such senior management positions in hotels. Information on the background of respondents also revealed 13 of the proprietors, constituting 87%, were local investors from the entire Region. Only 2 proprietors representing 13% were non-natives of the Region.

Some identified tourist attractions in the Municipality are the Wa Naa's Palace, the Palace Graveyard, the George Ekem Fergusson and Babatu Graves and the Nakore Ancient Mosque. In recent time, the Jengjeng Pond, which contains crocodiles and has continuous water flow throughout the year, has been under rehabilitation for tourist promotional purposes. Traditionally, these sites have attracted tourists from outside the Municipality. Accommodation facilities are thus required for the tourists. Hotels and other forms of accommodation such as guest houses and motels therefore serve as 'preparation spots' where guests could stay over and from where they prepare to visit the tour sites.

RESULTS, ANALYSIS AND DISCUSSIONS

The potentials of the tourism and hospitality sector taking into consideration the accommodation sub-sector are discussed as follows:

Class Rating and Employment Offered

From the responses gathered pertaining to classification, 11 accommodation facilities representing 73% of respondents were in the class rating of budget hotels (see Table 2), 2 facilities (or 13%) were rated Guest Houses while 1 and 2-star rated hotels were 1 each. Hence the best rated hotel in the Municipality and the whole region is a 2-star facility which has higher staff strengths. Hence, the higher the rating, the higher the number of people employed to run the facility.

With reference to maintaining quality in these accommodation facilities, the Regional Manager of the Ghana Tourism Authority and his officials responded that:

Our office undertakes periodic checks on these facilities to ensure that they conform to the right standards in terms of sanitation, furnishings, the interior decorations of their facilities, physical outlook of buildings, availability of appropriate safety gadgets and so on. Most of the time, these periodic checks are unannounced and could be conducted at any time of the day even in the night just to ensure that they are up and doing.

With reference to year of establishment, 2 facilities (13%) were established in the 1980's implying accommodation business and employment in this sector in the Region started more than two decades ago. From 2000 to date 10 plants under study belonged to this category, representing 67%. Hence, more accommodation stock was added in the 2000s. See Table 2 below.

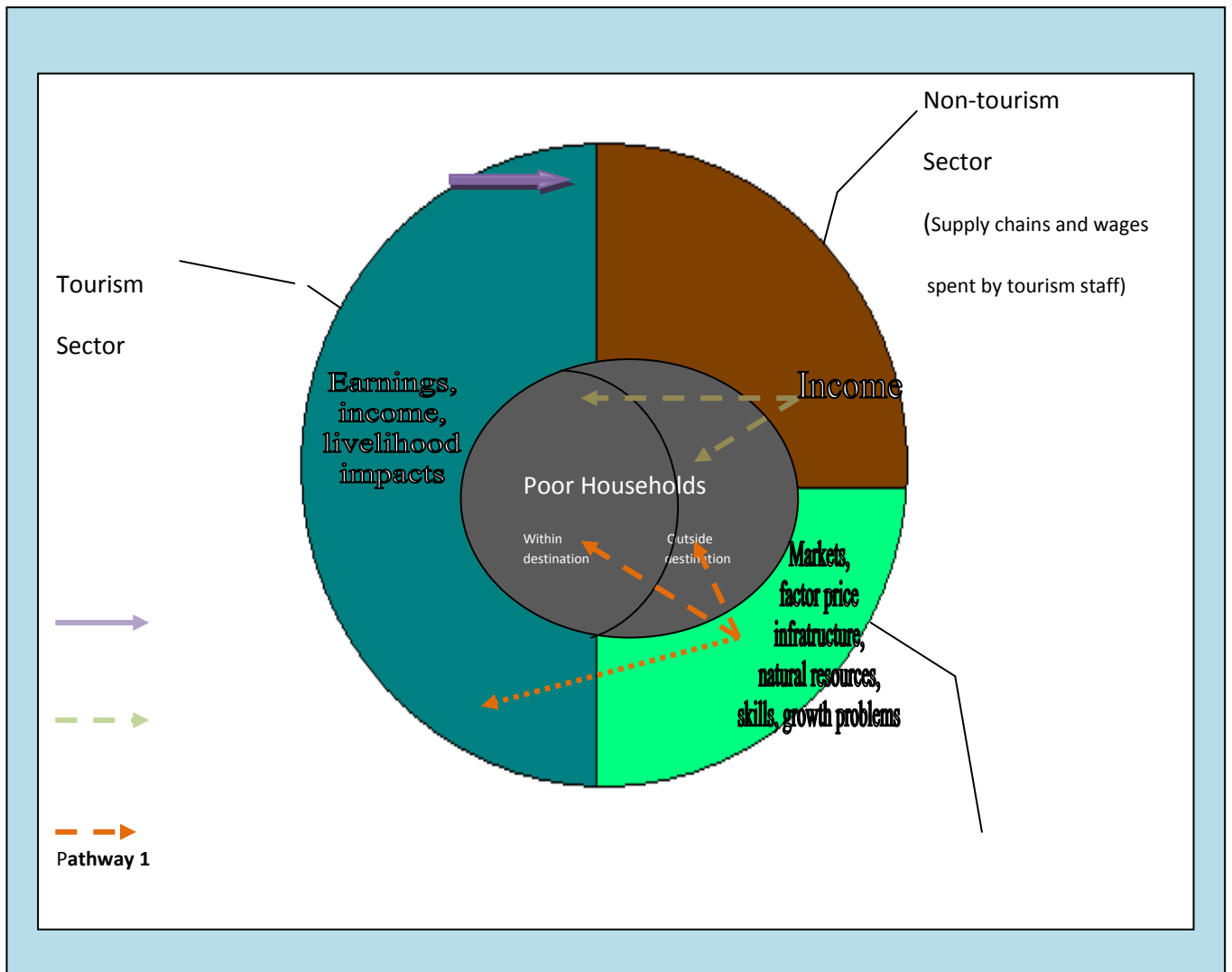
Table 2: Class rating and employment offered

Variable	Response	Respondents Frequency	Per cent
Classification	Budget	11	73.0
	Guest house	2	13.0
	1 star	1	7.0
	2 star	1	7.0
	(range)		
Year of establishment	1980-1989	2	13.0
	1990-1999	3	20.0
	2000 to date	10	67.0
Number on staff	(range)		
	1-10	12	80.0
	11-20	2	13.3
	21-30	1	6.7
Number of non-native staff	(range)		
	Nil	12	80.0
	1-5	3	20.0
Number of Male employees	(range)		
	1-5	9	60.0
	6-10	6	40.0
	(range)		

Number of female employees	1-5	8	53.4
	6-10	5	33.3
	11-20	2	13.3

Source: Fieldwork, 2010

With reference to employment, 12 plants constituting 80% of respondents had staff strengths of between 1-10 employees. Again, 13% of plants had staff sizes of between 11 and 20 and only one facility had staff strength of between 21 and 30. On employees from within the Upper West Region, 12 plants or 80% had all their staff being natives of the Region while only 3 of the hotels with number of employees ranging from one to five (i.e., 20%) hailing from outside the Upper West Region. This is suggestive of the fact that majority of the employees (80%) are from the Region. These employees thus obtain their livelihoods through the tourism chain. This is also in line with the assertion of Mitchell and Ashley (2007) that the direct effects of tourism on the poor include earnings of non-management staff which are a major element of resource flow from tourism to the poor as seen in Figure above 1 under the earnings, income and livelihood impacts from the tourism sector.



Support to Tourist Attractions

Results from the research also revealed that hotels in the study area helped visitors in one way or the other to reach tourism sites in various communities. The budget and guest house category, whose lodges serve as staging posts for tourists, also discussed the various attractions, which are located largely in rural and often impoverished areas of the Region. This category further explained that their employees helped by way of giving direction and linking visitors up with transport owners to move them to tour sites. All facilities claimed to avail flyers of attraction sites in hotel receptions and guest rooms.

The only 2-star rated facility in the Municipality also availed the hotel vehicle to transport visitors to the tour sites on request. Thus the accommodation facilities contribute to tourism development in diverse ways by helping tourists to visit attraction sites which are often located in rural communities. This is in link with the gesture of Greotel, the largest hotel chain in Greece, which encourages guests to visit smaller villages with attractions (Middleton & Hawkins, 1998).

Accommodation Facilities and Ancillary Services

Hotels were also found to be engaging in services that were of benefit to some sections of the communities. The study revealed that close to 34% (see Table 3) engaged the services of local cultural dancers to entertain guests while 66% did not. The few who engaged the services of local dance troupes stated it was done yearly at end-of-year dinner occasions including when many officials of a particular department were lodging therein and attending conferences. On how these cultural troupes were remunerated, an entrance fee was collected at end-of-year dinner dances including the organization of silver collection for them.

This element of culture as embodied and emphasized by the Sustainable Livelihood Framework Model posited by (DFID, 1999) as a livelihood activity is therefore given a boost by the accommodation plants. About 53% of the hotels also permitted local craftsmen to sell their wares within their plants but gave preference to those who dealt in local wares like leatherworks and locally woven materials. The other 47% indicated they did not want their guests to be disturbed hence security was given priority. An overwhelming 93% gave preference to local artisans by allowing them to do repair works in their facilities. The reasons cited were that these local artisans were readily available and at times their services could be taken on credit. Hence, these gestures of hotels are laudable as income is sunk within the localities. The discussion here also helps to inform Pathway 3 (see Fig. 1) which shows that the inception of tourism in an area leads to local skills development.

Table 3: Hotels and Supporting Services

Factor	Response	Frequency	Per cent
Do you engage local entertainment groups?	Yes	5	33.4%
	No	10	66.6%
Do you permit local craftsmen to sell their wares around?	Yes	7	53.0%
	No	8	47.0%
Who does maintenance in your plant?	Artisans from locality	14	93.3%
	Artisans outside the UWR	1	6.7%

Source: Fieldwork, 2010

Results from the research also revealed that all categories gave cash and other donations to the immediate community. All 15 hotels (100%) employed people from the immediate surrounding that are both skilled and unskilled thereby giving them a source of livelihood (see Table 4 on total employment statistics in the Municipality). These employment statistics also corroborate Pathway 1 as depicted in Figure 1 above. The provision of infrastructure by creating good access link roads between their facility and the major trunk roads were also undertaken by few hotels probably in line with Bennett, Roe and Ashley (1999) who posit that infrastructure put in place in the wake of tourism development could also benefit the disadvantaged in an area.

Table 4: Accommodation facilities and employment statistics within Wa municipality

Accommodation Category	Number within category	Total employment within category
2 Star	1	18
1 Star	1	22
Budget	12	74
Guest House	2	9
Not graded	11	37
Total	27	160

Source: Ghana Tourism Authority, UWR, 2011

Others also supported local events such as festivals and student functions with cash donations. Such charitable gestures seem to exemplify that of Turtle Island Resort in Fiji which offers funds to chiefs to address some social needs of their communities (Seltzer, 2004). A guest house among those established during 1990-1999 also allowed the immediate community to draw water from their premises at the expense of the facility.

Contributions to the Local Economy

The procurement of furnishings (tables, chairs, wardrobes and beds) for accommodation facilities for the furnishing of guest rooms, dining rooms, and conference centres although imperative for the facilities is also a means of providing jobs and income for local communities as it contributes towards livelihoods. It was observed with the exception of the 2-star facility that all the accommodation facilities procured their furnishings from artisans in the Wa area thus contributing to local incomes and livelihoods. This also informs the second pathway or section of the framework with regard to people outside the non-tourism sector who supply goods and services to hospitality facilities. This brings incomes to rural households and further confirms Pathway 3 in the area of skills development and factor markets (see Figure 1). The regional manager of the Ghana Tourism Authority in the Upper West Region intimated in an interview that: *We as an office encourage hotels to source local materials because these were readily available and cheap to repair and if hotels adhere to our advice, then these gestures will offer jobs to people within the locality which will enhance their livelihood.*

Observations in Table 5 indicate that all hotels obtained their supply of yam, millet, maize, beans, meat (animal/poultry products) fresh vegetables and groundnut paste locally from the markets and from local food contractors (Pathway 2).

Table 5: Source of ingredients for hotel restaurants

Food item	Year group of establishment	Sourced locally	Imported	Cumulative Total	Percentage
Yam	1980-89	2		2	100.0%
	1990-99	4		6	
	2000 to date	9		15	

Rice	1980-89		2	2	100.0%
	1990-99		4	6	
	2000 to date		9	15	
Millet, Maize and Beans	1980-89	2		2	100.0%
	1990-99	4		6	
	2000 to date	9		15	
Meat(Animal and poultry)	1980-89	2		2	100.0%
	1990-99	4		6	
	2000 to date	9		15	
Fish	1980-89		2	2	100.0%
	1990-99		4	6	
	2000 to date		9	15	
Fresh Vegetables	1980-89	2		2	100.0%
	1990-99	4		6	
	2000 to date	9		15	
Groundnut paste	1980-89	2		2	100.0%
	1990-99	4		6	
	2000 to date	9		15	

Source: Fieldwork, 2010

A study in the Gambia has shown that the purchase of agricultural supplies by hotels and restaurants is an important element of PPT strategy in that country (Mitchell & Faal, 2006). This is exemplified in the conceptual framework posited by Mitchell & Ashley (2007) who report that hotels engage in some forms of PPT though this is unfortunately rarely quantified. Rice and fish are the only food items “imported” (*imported here means brought in from other regions in Ghana or from a foreign source*) as reported by all year groups. The reasons advanced were that the local rice was not customer attractive while fish could only be sourced from the southern sector of the country in commercial quantities.

Frequency of Demand for Local Cuisine

Consumption of local foods by guests gives ready market to produce farmers in the local area. Such ‘contracted’ ready market for local food from farmers is an important source of income in salvaging rural livelihoods. In this regard, results from the research revealed that two guest houses and a budget hotel often prepared local cuisine for guests while 4 others indicated they sometimes prepared local cuisine. A guest house and the 2-star hotel stated that local rice (indigenous) was cooked upon request and NGOs and donor agencies such as Plan Ghana, Japan International Cooperation Agency (JICA) and SEND Ghana often organized workshops in their hotels and requested local rice for participants in line with the assertion of Erber (1992) that local agricultural produce are consumed by visitors to hotels in Western Samoa. While a few indicated they prepared continental dishes, two guest houses indicated that they never prepared continental dishes. Encouraging guests to take delight in local cuisine could therefore be sources of livelihood enhancement for farmers in the study area since it could draw more rural people into farming and enable them make ‘contracted’ supplies to the hospitality sector.

CONCLUSION

Accommodation facilities in the Wa Municipality play significant roles through preparing and aiding tourists to use the regional capital and/or the entire Municipality as staging post to accessing attractions in the area. These same facilities source most of their food and furnishing locally, hence implying there is collaboration between some local suppliers and these plants on one hand and also between the attraction sites and the hotels on the other. Since all facilities claim to display leaflets on attraction sites in guest rooms and posters in lobbies, this is a positive development that could be described as an intervention. Again with accommodation facilities employing locals and sourcing foodstuffs from local farmer groups, it can be said that the hotels are engaging in pro-poor ventures. As far as benefits flow from tourism related facilities to the poor even if the rich are seen to benefit more, the venture is described as pro-poor tourism. As many as 160 people are employed (see Table 4) directly by the sector though small this is a significant contribution to livelihood enhancement. The people who receive various forms of benefits indirectly in terms of job links contribute to the socio-economic development of the area. Hence, it can be concluded that pro-poor potentials exist and the prospects will be brighter with the under listed recommendations.

RECOMMENDATIONS

Accommodation facilities in the Municipality should be encouraged to continuously engage the services of local artisans in acquiring furnishing for their facilities and also in repair works. This will continue to foster resource flow from their outfits to the neighborhoods in order to enhance livelihoods.

Indigenes must also be enticed to venture more into the accommodation sector in the Municipality since it poses the greatest pro-poor potentials in terms of offering some forms of employment to sections of the local populace.

These facilities must also encourage their guests to consume more local cuisine by explaining the nutritious nature and value of local Ghanaian dishes. This will go a long way to keep local farmers continuously in business since it will pave way for agricultural supplies to these hospitality-related facilities and enhance the livelihoods of local farmers.

Ghana Tourism Authority also owes it a duty to continuously and meticulously monitor accommodation facilities in the Municipality so that they deliver quality service to attract guests since they are the pivot of their businesses.

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