

## The National Democratic Government and tourism development in Ghana: A retrospection

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### ABSTRACT

Ghana came under democratic rule from 1993-2000 after the National Democratic Congress (NDC) had won the general election conducted in December 1992. Flt. Lt. J.J. Rawlings, the Party's leader became the President of the Fourth Republic. It was refreshing to see Ghanaians embrace democracy with renewed energy, zeal and enthusiasm. Meanwhile the tourism industry was perceived to grow at a rate of between 12% and 16% and a less costly export item. The new government undertook measures and policies to improve the tourism industry and at the same time embarked on export diversification to reap the foreign exchange that the industry could generate. The objective of this paper is to examine the measures and policies of the NDC to improve the tourism industry in order to reap the foreign exchange focusing on the role of the government as an agent of tourism development, creation of conducive environment for tourism to flourish, the provision of tourism facilities and political stability and how these factors impacted on the tourism industry in Ghana. In the final analysis an assessment is made on the NDC Government's contribution towards tourism development.

### 1. INTRODUCTION

In 1992, the National Democratic Congress (NDC) won the general election conducted in December. Flt. Lt. J.J. Rawlings, the party's leader became the President of the Fourth Republic from January 1993 to December 2000. It was refreshing to see Ghanaians embrace democracy with renewed energy, zeal, and enthusiasm. Ghana experienced a period of political stability during the reigns of the NDC Government. The tourism industry in Ghana was perceived to grow at the rate of between 12% and 16% so the new democratic government rolled out measures and policies to enhance the tourism industry and to reap the foreign exchange that tourism could generate. This paper critically explores the efforts of

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the NDC Government during the period from 1993-2000 to enhance the development of tourism in Ghana.

Wyllie (2000) states that in Ghana, politics and tourism are so intertwined that political circumstances tend to shape the fortunes of the tourism industry. This paper argues that tourism development in Ghana has always depended on the general processes of development. Although tourism development should be seen as sectoral, it depended on the general level of economic development of the country and such economic development depended on the plans and policies of various governments, Akyeampong (1996) for instance, the provision of infrastructure like energy, airport, water, harbor and roads. Governments' involvement in the tourism industry has been in a variety of ways, most notably, through national tourism organizations like the Ghana Tourist Board, the Ministry of Tourism, and through policies.

The political stability created by the NDC Government made it possible for the Government to initiate and implement economic policies including tourism policy which had positive impact on tourism in terms of international tourist arrivals and tourism receipts. Although any study would agree that there was an increment in tourist arrivals and receipts, the extent of increment in terms of international tourist arrivals and tourism receipts have not been analyzed. In order to fill this gap, analysis is made on the increment and the Government's contribution to tourism development. Opare-Addo (2018) claims there are very few documentary materials on the historical aspect of tourism development in Ghana and explains that available documentary materials on the development of tourism in Ghana are mostly on its prospects. In discussing politics in Ghana, Wyllie (2000) states that there are seven major changes in government since the independence of Ghana till 1981 and attributes the retardation of tourism development in Ghana to the volatile political climate. He discusses the organization of 'Inter-Tourism 86' and indicates that the GTB bowed to external pressure to include exhibits and seminars relating to domestic tourism and that the Provisional National Defense Council (PNDC) government secured a major 'political plum' to host the Non-Aligned Movement Ministerial conference at Accra in 1991. Akyeampong

(1996) discusses the Structural Adjustment Programme initiated through the Economic Recovery Programme in which the PNDC Government had to put public enterprises including tourism enterprises on divestiture. Teye (1988) gives an impressive summary of the various tourism plan formulations and discusses the impact of political instability. Asiedu (1997) tries to trace the development of tourism in Ghana, indicates that the year 1985 marked a turning point in the development of the tourism industry.

The various governments in Ghana have exploited the tourism industry with the view of generating foreign exchange to develop the country in terms of provision of infrastructure, economic, and social prosperity of the people of Ghana. The research problem is the extent or how the NDC Government was able to fulfil or satisfy this problem of generating foreign exchange to develop the country.

The paper has two parts and it is based on the theoretical framework of tourism political economy which incorporates international, regional and domestic tourism. The first part considers the efforts of the NDC Government towards tourism development while the second part provides an analysis on the efforts of the NDC Government to develop tourism in terms of its consequence on international tourist arrivals and receipts.

## **2. METHODOLOGY**

Qualitative method of research was adopted for the study. Data was collected from both primary and secondary sources and analysis was done using descriptive analysis because descriptive analysis made it possible to describe or summarize the statistical data in the research. To gather data from primary sources, questionnaires, oral interviews, and semi-structured discussions were conducted. Respondents included public officials from Ghana Tourist Board, Ministry of Tourism, Hoteliers, restaurant operators and travel and tour operators in Accra. Interviewees were Prince Kodua (Ghana Airways), Martin Twum (Ghana Tourism Board) and K. Ofosu-Yeboah (Ghana Tourism Development Company) who provided information on their respective departments. Secondary data sources included

Ghana Airways News Bulletin, A Roadmap to Recovery, and Brief History of Ghana Airways provided information on Ghana Airways, the Medium-Term National Tourism Development Plan for Ghana provided information on the Three-Year Development policy, the 15 year Development Plan Report provided information on the National Tourism Development and Structural Plan policy and the Wildlife Department's Final Draft provided information on Forest and Wildlife Policy. Article in journal; Prospects for an emerging tourism in Ghana provided information on the review of the Three-Year Medium-Term Plan. Book; The Attitudes of the various Governments towards Tourism Development provided information on the array of tourism associations and their importance. GTB Statistical Handbook on Tourism and GTB Statistical Fact Sheet provided information on the yearly international tourism arrivals and receipts for the research.

### **3. RESULTS AND DISCUSSION**

#### **The Efforts of the NDC Government towards Tourism Development (1993-2000)**

The NDC Government demonstrated its commitment to the development and promotion of the tourism industry by placing the industry under a full ministerial portfolio called the Ministry of Tourism in 1993 (Twum, 2004). The Ministry administered the affairs of the industry. Within the public sector, there was the Ghana Tourist Board (GTB), which exercised regulatory and monitoring functions; the Ghana Tourist Development Company (GTDC), was charged with the responsibility of providing financing mechanisms for potential developers in the industry (Ofosu-Yeboah, 2003). Opare-Addo (2018), however, posits in the private sector there was an array of tourism associations like the Ghana Tourism Federation, Hoteliers Association, Car Rental Association, Tour Guide Association, Ghana Restauranteurs Association, Travel Writers Association, Tour Operators Association, and the National Drinking Bar Association. Tourism associations assist members of the associations in certain ways. For instance, they encourage members to come together and serve as mouthpieces of the associations especially when they need assistance from the government.

These associations deal collectively with the GTB in matters of interest. For example, they negotiate with the GTB for the amount to pay as license fees. They organize training programs for their members to improve upon their efficiency and cater for their members in times of difficulty.

It was recognized that Ghana's quest for tourism development would be meaningless unless Ghana had a vibrant national airline (Airways, 2004). The dream of making Ghana the preferred tourism destination would never materialize and the government to show its commitment to the promotion of tourism passed Act 461, the Statutory Corporation (Conversion to Companies Act) 1993, which provided for the conversion of specified statutory corporations into companies limited by shares. Ghana Airways was incorporated as a limited liability company under the Companies Code 1963 Act 179 on 1<sup>st</sup> June 1995. It was an attempt to modernize and improve the operations of the national airline. (Davies, 2003) Increased revenue and improved profitability characterized the company's operation in 1997 thus its financial stability was recognized. This enabled it to obtain financial facilities to enhance its operation. It was in this light that the corporation claimed that since December 1997, our regional operations had a boom, with the resumption of suspended services to Monrovia and Freetown respectively in December 1997 and April 1998. Also, the inauguration of operations to Ouagadougou and Bamako in February 1998. Ghana Airways weekly flight frequency to major capitals included four to London and three to New York, all, of which were direct flights. The airline was one of only three in Africa with Federal Aviation Authority (FAA) Category one accreditation, which allowed it to fly direct to the US, using her own aircraft and crew (Bulletin, 1998). Ghana Airways was the proud recipient of the African Travel Association Award in 1997 for promoting responsible tourism to Africa. Travel Agents catered for 60% of Ghana Airways ticket sales in 1997. It was designated the official carrier for the Africa / African American Summit in 1999 held in Accra at the Accra Conference Centre. Again, according to Prince Kodua the national airline with Ghana inscription and Ghanaian national colours enhanced the image of Ghana as tourist destination (Kodua, 2004).

From 1993-1995 the government decided to implement a three-year Medium-Term Plan. The document, Medium-Term National Tourism Development Plan for Ghana: 1993-1995, was prepared by a Tourism Task Force in November 1991. The objective of the study was to provide guidelines for the development of Ghana's tourism over the next three years with a view to making the industry internationally competitive, maximizing economic benefits into the country, and enhancing Ghanaian social, cultural, natural, and economic resources (Plan, 1996). The broad goals of the medium-term plan were stated as: Lay the foundations for a qualitative take-off of the tourism industry, Develop an integrated tourism product and positive image of Ghana as a destination, Enhance visitor satisfaction and increase Ghana's share of the international and sub-regional tourism market, Promote leisure travel as a major form of recreation among wider segments of the Ghanaian populace, Maximize the contribution of the tourism sector to Ghana's economy in the areas of net foreign exchange earnings and job creation, promote tourism as a viable option for rural development and national integration, and Develop tourism as a vehicle for sub-regional development and economic cooperation.

Several actions were recommended for implementation which were summarized as follows: Reviewing and updating tourism policies to reflect changing trends and the growing importance of tourism to the economy, Reviewing the organizational structure of tourism administration, especially the Ghana Tourist Board, Enhancing the tourism product, for instance improving airline access and domestic flight systems, Developing a greater tourist market awareness of Ghana and its attractions, Developing the human resources for tourism, especially through the effective operation of a National Hotel and Tourism School (now functioning as the National Hotel, Catering and Tourism Training Centre-HOTCATT), Enhancing delivery capabilities of the public and private sector tourism institutions, Providing adequate financing of tourism development including identifying development financing sources, setting up a Tourism Development Fund, including tourism in the various technical assistance and grants under multilateral and bilateral programs, allocation of 50% of the 10% tax on hotel and restaurant customer bills to fund the activities of the national

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tourism organizations and development of the industry as a whole, and upgrading the present status of the tourism industry from miscellaneous to a priority rating on the lending portfolio of local financing institutions and Recognizing the possible negative impact of intensive tourism development on the environment and culture, and applying measures to conserve historic sites, the natural environment, and cultural traditions (Plan, 1996).

As stated earlier the Medium-Term Plan emphasized the need for a comprehensive policy and plan to guide the development of tourism. The plan included an estimate of the total cost required to achieve these actions. An implementation schedule for 1993-1995 and project profiles were presented in the plan. (Asiedu, 1997) states that in short, this three-year term development plan (1993-95), covered a review and recommendations for action in the following areas: Tourism Policy, Tourism Administration, Product development, Manpower development, Tourism financing and Tourism related environmental issues.

### **The National Tourism Development Policy and Structure Plan**

In 1996, the NDC government came up with a national tourism development policy and structure plan. It provided the framework for developing an integrated and sustainable tourism over the long-term period in Ghana. This policy was formulated within the broad guidelines of Vision 2020. Vision 2020 states that the development of Ghana will be realized by creating an open and liberal market economy founded on competition, initiative and creativity, that employs science and technology in deriving maximum productivity from the use of all our human and natural resources and in optimizing the rate of economic and social development, with due regard to the protection of the environment and to equity and distribution of the benefits of development (Plan, 1996). The tourism policy provided the conceptual basis for the planning, development, promotion, and management of Ghana's tourism sector. Its policy goal was to develop tourism as a leading socio-economic sector of the country and a good quality, internationally competitive tourist destination, within the framework of maintaining its permanent sustainability.

Among the basic tourism policies were that: Tourism would be developed as one of the major socio-economic sectors of the country, generating substantial foreign exchange earnings, income, employment, and government revenues, and appreciably raising the living standards of the Ghanaian people. Tourism would be used to strengthen the economies of both the urban and rural areas. The socio-economic benefits of tourism must be distributed widely throughout the country and society. In addition to direct benefits accruing from tourism, it would serve as a catalyst for the expansion of other economic sectors and help pay for improvement of the country's infrastructure. Tourism must be developed in a manner that helps achieve conservation of the country's cultural, historical, and environmental heritage. In addition to its economic benefits, tourism would serve as a means to present Ghana's unique cultural and historical and environmental heritage to the international community and to educate Ghanaians about their own heritage. Tourism must be developed on a sustainable basis, so that it does not generate any serious environmental or socio-economic problems. Tourism resources should be conserved indefinitely and where appropriate, enhanced for future as well as present use, and tourist satisfaction levels be maintained. By achieving sustainability, tourism would bring continuous benefits to the country.

Tourism must be carefully planned, developed, and managed so that socio-economic benefits are optimized, and negative impacts are minimized. Problems that have resulted from uncontrolled tourism in other destinations would be avoided in Ghana through application of the planned development approach. Tourism development must be comprehensive based on attractions, facilities, services, and marketing that were aimed at serving a broad but desirable range of international, regional African and domestic tourists. Good quality tourism must be developed that is internationally competitive, compatible with Ghana's social values and environmental setting and attracts tourists who show respect for the country's culture, history, and environment. The policy went further to give guidelines to be used for planning and programming for international tourism, regional African tourism, domestic tourism and for all types of tourism.

## **For International Tourism**

Within the framework of developing 'quality' tourism, higher spending, and both general and special interest international tourist markets must be sought. Conventional forms of 'mass' tourism were not considered desirable for Ghana because of their limited benefits and the problems they may engender. Lower spending 'budget' tourists would not be discouraged, if they do not generate social or environmental problems, because they brought some benefits directly to local communities and helped publicize the country's attractions.

Holiday tourism was to be based primarily on the inherent attractions and heritage of the country including its historical sites, cultural traditions, and events and the natural environment, especially nature parks and beaches. In addition to holiday tourist business, conference, and incentive tourism would be developed, with these markets encouraged to also spend some time visiting the country's attraction features. A good standard of the tourism product (tourist attractions, facilities, services, and infrastructure) was to be developed in all the tourism areas, but with the country remaining price competitive with other international quality destinations.

International tourism was based on Ghana being marketed both as a single destination and included on multi-destination African and West African tours. Ghana should be viewed as one of the tourist gateways for multi-destination tours to Africa.

## **For Regional Tourism**

Cooperation was to be effected and maintained with other West African countries and more generally with countries elsewhere in Africa in the development and promotion of tourism. Linkages must be established between the public and private tourism sectors of Ghana and those of other African countries. Again, cooperation between tour operators in Ghana and those in other African countries should be encouraged in organizing regional

African and West African tours. Through development of regional tour programmes, the tourism product would be enriched, and the tourist markets broadened.

For regional tourism, encouragement would be given to Ghanaians visiting other countries and other Africans visiting Ghana, especially with tourist exchange taking place among the West African countries. This regional travel fosters mutual understanding and respect among Africans and promote economic development within Africa.

### **For Domestic Tourism**

The development of domestic tourism was to be facilitated in order for Ghanaians to become more aware of and appreciate their historical, cultural, and environmental heritage as well as enjoy recreational activities. Youth, student, and workers travel was especially to be encouraged for educational and recreational purposes. It would be developed and promoted throughout the country to geographically spread its socio-economic benefits from urban to rural areas and from more to less affluent areas. Ghanaians who normally travel overseas should be encouraged to travel more within their own country and the African region.

Affordable access to all types of historic, cultural, and natural tourist attractions must be provided to domestic tourists. Similarly, provision of affordable transportation, tourist facilities and services to domestic tourists would be encouraged to the extent possible. Domestic meeting or conference tourism was already established in Ghana and its expansion would be encouraged as a means of developing tourism at the regional and domestic levels.

### **For All Types of Tourism**

Efforts must be directed to enhance economic benefits such as encouraging greater tourist spending and establishing strong linkages between tourism and other economic sectors such as agriculture, fisheries, manufacturing, crafts, construction and transportation.

Tourism's socio-economic benefits will be measured based on performance standards of net contribution to the country's economy and society including net foreign exchange earnings, direct and indirect employment, multiplier effect, direct and indirect government revenues.

All tourist facilities and services must meet minimum acceptable standards of satisfaction, safety, comfort, and service and be properly licensed. Within the framework of developing good quality tourism, a variety of types of facilities and services will be developed to satisfy the different market needs. Many tourist facilities and services are substandard and emphasis is to be placed on improving and upgrading existing facilities and services, where feasible. The number of higher quality level of hotels and other tourist facilities and services are to be increased in the country, with emphasis on development of good quality facilities outside of Accra.

Tourism was to be developed and managed to bring socio-economic benefits directly to local communities as well as to the national economy. Community involvement in tourism and community-based tourism projects are an important element of tourism development. Community-based conservation programs, especially related to conservation and visitor facility development of national parks, nature reserves and historic sites, must also be emphasized. In conservation and development of tourist attractions, emphasis was to be placed on accurate and imaginative interpretation of the attractions so that these are understandable and interesting to visitors. Contemporary techniques of interpretation must be applied, utilizing the best of internationally accepted approaches adapted to the Ghanaian situation. More generally, attraction features would be developed with appropriate types of well designed, and environmentally compatible visitor facilities.

Adequate education and training of manpower to work in the public and private sectors must be carried out in an effective and systematic manner. This was essential for tourism to be professionally managed in the public sector and good quality tourist services provided by the private sector. Training was viewed as a shared responsibility between public and private sectors. Expansion and development of a permanent campus of the national hotel, catering and tourism institute was considered an essential vehicle for providing proper training. The

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general public, students and other groups must be informed about tourism and the economic opportunities in the tourism sector. Public awareness programs on tourism would be pursued utilizing a variety of techniques.

The organizational approach to developing tourism must establish a clear definition of the respective roles and responsibilities of the various agencies involved in tourism. As a multi-sectoral activity, coordination among the public sector agencies involved in tourism must be emphasized. The role of the sector associations in developing and managing tourism must be defined, and the private sector associations encouraged to perform an active role in developing and managing tourism. Strong coordination linkages between the public and private sectors must be maintained.

Emphasis must be given to implementation of tourism plans with suitable regulatory, financial and organizational techniques applied. The effective management of the tourism sector and continuous monitoring of the economic, environmental, and socio-cultural impacts of tourism must be pursued. Especially important was the mobilization of adequate public and private financial resources for the development and management of tourism. Within the framework of the adopted tourism objectives and policies, development and marketing approaches must be adapted to trends and changing circumstances of global and regional tourism in the future (Plan, 1996).

## **The Structure Plan**

The national tourism structure plan was derived from the tourism development policy, the marketing analysis, survey, and evaluation of tourism resources of tourist attractions and activities, present development patterns and other considerations. As stated in the tourism development policy, the plan was designed for a combination of international, African regional and domestic tourists. The structure plan reflected the type and location of tourists' attractions, present tourism development patterns, the existing road transportation network and their planned improvements as well as desirable future development patterns.

The plan should be viewed as a long-time guide for development, within the framework of Vision 2020, as mentioned earlier. By basing the plan to an appreciable extent upon existing but greatly improved development patterns, implementation of the plan was more likely to be achieved. At the same time, the planning would provide the necessary guidance to development so that it is sustainable, meets the expectations of the desired tourist markets and bring socio-economic benefits to both the country and local communities.

The plan was designed as an integrated pattern of tourism zones, tourist gateways, tourism centers and tourist stopovers all linked together by tourist excursion routes that are also often attraction features. Each tourism zone is integrated within itself. It is focused on a tourism center and contains a combination of tourist attractions, activities, facilities and services. Outside the tourism centers, important points of tourist interests are designed as tourist stopovers. Most of these are situated within the tourism zones. Other stopovers are located outside the zones but on or near excursion routes so that they are readily accessible. The major gateways to the country are located within the tourism zones and some of these also function as tourist stopovers.

## **Wildlife Department**

The Wildlife Department was seriously involved in the development of national parks. A new Forest and Wildlife Policy was adopted in 1994. Therefore, there was the need to articulate a clear plan of action to guide its implementation. This need was partially addressed by the preparation of the Forestry Master Plan 1996-2000, as a framework document to guide sector institutions in the preparation of their own work plans. The Wildlife Development Plan built on the sector Master Plan by describing the strategies to be pursued and specific actions to be taken in the Wildlife sub-sector over. It was prepared to satisfy a number of objectives, of which the most important were to: undertake an internally-driven planning process, with local ownership and commitment to implementation, achieve consensus on wildlife issues and the approaches necessary to address them, establish clear

priorities for action, determine the costs involved, and resources required to implement necessary actions, communicate the outcome of the planning process, and generate support for its implementation and provide a framework for coordinated support by donors, NGOs, the private sector and others (Department, 1998).

Work on the wildlife development began towards the end of 1996, when a team of Wildlife Department officers, was assembled under the umbrella of the Protected Areas Management and Wildlife Conservation Project (PAMWCP). The PAMWCP was originally set up to consolidate earlier work on protected area management plans, by estimating the costs of their implementation so that donor funds could be sourced to support it. However, following a two-day workshop involving all the Wildlife Department's professional staff, it became apparent that a wider strategic review of issues in the sub-sector was necessary. The PAMWCP was therefore re-designed to undertake this review and prepare a strategic plan for the sub-sector. At the Wildlife Department workshop, 11 key topics emerged as priority issues to be addressed. Implementation of the PAMWCP was therefore structured around these issues, which were: Institutional reform, Training, Community participation in wildlife conservation, Eco-tourism, Sustainable use of bush meat, Research and monitoring, Implementation of existing protected area management plans, Resolving conflicts over people living in protected areas, Public education and awareness, Commercial use of wildlife and Environmental impact assessment of proposed infrastructure developments in protected areas (Department, 1998).

The importance of Ghana's wildlife resources are ecological, economic and cultural values. From an ecological perspective, Ghana's wildlife is outstanding because it is particularly rich in species; it includes a significant number of plants and animals that are globally threatened with extinction; as well as important populations of migratory species, whose survival internationally depends on adequate protection in Ghana. Consequently, Ghana has a particular reason to develop effective wildlife conservation programs.

With 220 species of mammals, 721 of birds and more than 850 of butterflies Ghana's bio- diversity is exceptional. Ghana supports about four times as many species as the United

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Kingdom, (a country of similar size), and is consistently ranked amongst the top 25% of African countries for the number of species in all the major groups (Wildlife Development Plan, 1998). This is because it spans both the forest and savanna zones and includes marine and coastal habitats.

On economic value, wildlife and protected areas make an important contribution to the Ghanaian domestic economy notably through various kinds of direct use: as a tourist attraction which is our main concern, as a source of bush meat, for use in traditional medicine and cultural practices, as live animals exported for the international pet trade, as plant and animal products exported for use in the international pharmaceutical industry and as a source of food, craft, and building materials and other items used in rural households. It is difficult to quantify the value of these uses, as they often exist outside the formal monetary economy. Nevertheless, several studies were carried out during the preparation of this plan indicating a total value of approximately US \$ 292 million annually (Opare-Addo, 2018).

**Table 1. Estimated Annual Value (US\$) of Wildlife Use in Ghana**

Category of Use	Units	Annual Quantity	Unit Value (US\$)	Total Value (US\$)
Bushmeat	tons	305,000	900	275,000,000
Medicinals etc	plants			6,500,000
Medicinals etc	animals			6,500,000
Park visitors-domestic	Visitor-days	16,000	10	160,000
Park visitors-International	Visitor-days	18,000	50	900,000
Zoo visits		120,000	2	240,000
Live animal export				600,000
Pharmaceutical product export				2,000,000
<b>TOTAL</b>				<b>291,900,000</b>

Source: Wildlife Development Plan p.7

Wildlife and protected areas contribute to the national economy in less diverse ways by protecting vegetation cover, soils and environmental conditions that help to sustain water supplies, protect inland fisheries and ensure climatic conditions favourable to agriculture. Several reserves were originally established to protect watersheds, for example, the Kyabobo National Park in the Volta Region, Owabi Wildlife Sanctuary, Kakum and Assin-Attandaso. Kyabobo protects the water dam that supplies Ho, Owabi protects the water dam

that supplies Kumasi while Kakum and Assin- Attandaso protect the water dam that supplies some townships in the Central Region. Kakum and Assin-Attandaso not only serve as water protection but also as a source of fresh water for more than 300,000 people. Maintaining the natural vegetation within the protected areas also contributes to ameliorating the effects of global warming – by locking up carbon that would otherwise contribute to the build-up of atmospheric carbon dioxide.

In the area of cultural values, wildlife has always played an important role in Ghanaian culture and traditions and wildlife conservation has been practiced for centuries through popular acceptance of community values, reinforced by rituals, oral histories and social sanctions. For example, hunting traditionally required the consent of the chief, and certain species, were protected as 'totem' animals by particular communities. The most visible testimony to traditional conservation practices is provided by continued existence of sacred (fetish) groves throughout the country. There are probably well in excess of 2000 such groves in Ghana established by different communities for a wide variety of reasons. Although they are often quite small, they play an important role in species conservation and provide a unique opportunity to satisfy contemporary conservation goals by strengthening local traditional institutions. Such sacred groves presently serve as tourist attractions and the best-known example of these, is the Boabeng-Fiema monkey sanctuary, where a diverse forest habitat is being protected by reinforcing respect of ancient beliefs about the monkeys that inhabit the area.

The Wildlife Department is a division of Forestry Commission supposed to develop national parks in the country to serve as places of relaxation or pleasure. It is expected to generate revenue from these national parks to support its operation. It is not just the Wildlife Department but indeed the Forestry Commission, which comprises Timber Industry Development Division, Forestry Services Division as well as Wildlife Department.

Revenue was just US \$ 58,000 in 1996, mainly from Park entrance fees (57%) and zoo gate fees (26%). Although bush meat harvesting and sale are subject to payment of hunting and trade license fees, tax enforcement and unrealistically low rates have meant that

these resources contributed only US \$ 3,800 in 1996 (7% of total Wildlife Department [WD] revenue, or about 0.000014% of the bush meat retail value!). There is clearly scope for increased revenue generation, from a steadily increasing number of park visitors and through rationalization of license and permit arrangements. This is important if WD is to achieve the policy objective of autonomous or semi-autonomous status, since a high degree of financial self-sufficiency would be required for this. Apparently, the department's primary aim in this respect is not only to raise revenue for itself, but also to provide an appropriate enabling environment to support private sector involvement in wildlife related enterprise

**Table 2. Wildlife Department Revenue (in US\$ 000s)**

Game license	4.8	4.0	6.0	4.2	3.8	6	7
Sale of animals & trophies	0.1	0.3	0.3	0.8	0.5	37	1
Game & trophy export permit	5.2	4.2	2.6	2.9	2.7	15	5
Zoo gate fees	27.8	8.0	13.1	15.6	15.0	14	26
Park entrance fees	0.1	-	3.2	5.4	32.9	360	57
Guide & transport charges	0.6	0.2	4.8	3.1	2.5	45	4
Motel & rest house charges	1.9	0.2	0.1	-	-	100	-
Ivory registration	-	-	0.2	0.1	-	-	-
Pet license fees	0.0	0.0	0.0	0.0	0.0	6	0
Miscellaneous	0.1	-	-	0.5	0.6	62	1
<b>TOTAL</b>	<b>40.6</b>	<b>17.0</b>	<b>30.1</b>	<b>32.8</b>	<b>57.9</b>	<b>9</b>	<b>100</b>

Source: Wildlife Development Plan p.9

Wildlife protects 18 areas, (two of which remain to be formally gazetted), together occupying 13,048 km<sup>2</sup> or 5.5% of the country's land area and include seven National Parks, six Resource Reserves, four Wildlife Sanctuaries and a Strict Nature Reserve. The six wildlife areas in Ghana have huge leaps in visitation in recent years as this has risen from 5,688 paying visitors in 1992 to about 68,104 in 2000 with a generated revenue of about 334.8 million cedis. Kakum visitation increased from 19,014 persons in 1996 to 57,660 persons in 2000 and raking in 246.3 million cedis (Daily Graphic, 2002:4).

### **The Status of the Tourism Industry by the Year 2000**

Growth in international arrivals was very encouraging. It continued to rise from 256,680 in 1993 to 399,000 in 2000. International arrivals rose over 155%, reflecting a cumulative

annual percentage growth of about 46% since 1993. The average growth rate was 6.5% during the period.

**Table 3. The Growth on International Arrivals**

Year	Arrivals	% Annual Growth	% Annual Growth (Cumulative)
1993	256,680	-	-
1994	271,310	5.69	5.69
1995	286,000	5.41	11.10
1996	304,860	6.59	17.69
1997	325,438	6.74	24.43
1998	347,952	6.91	31.34
1999	372,653	7.09	38.43
2000	399,000	7.07	45.50

Source: GTB (2000)

Foreign exchange earnings continued to rise from 1993 - 2000 with increases in foreign arrivals. They rose from US \$ 205.62 M in 1993 to US \$ 386.00 M in 2000. Earnings therefore rose to about 188% during the period, reflecting a cumulative annual growth of about 62%. The average annual growth rate was 8.7%.

**Table 4. Ghana: International Tourism Receipts (1993-2000)**

Year	Receipts (million US\$)	% Annual Growth	% Growth (Cumulative)
1993	205.62	-	-
1994	227.60	10.99	10.99
1995	233.20	2.46	13.45
1996	248.80	0.45	13.90
1997	265.59	6.74	20.64
1998	283.96	6.91	27.55
1999	304.12	7.09	34.64
2000	386.00	26.92	61.56

#### 4. CONCLUSION

The rise in international tourist arrivals and its consequent rise in tourism receipts is due to the efforts of the NDC in improving the tourist industry in Ghana. In lieu, one is inclined to accept the notion that the NDC Government contributed towards tourism development in Ghana since indeed, international tourism arrivals rose from 256,680 in 1993 to 399,000 in 2000, a rise of about 155%, reflecting a cumulative percentage of about 46% during the period. The annual growth rate is about 6.5%. Moreover, international tourism receipts rose from a sum of \$205.62M in 1993 to the sum of \$386M in 2000, a rise of about

200% during the period, reflecting a cumulative percentage of 62%. The average annual growth was about 8.7%.

The commitment of the NDC government to the development and promotion of the tourism industry by placing the tourism industry under a full ministerial position made it possible for a clear-cut institutional framework for tourism's development. Again, the Government's attempt to modernize and improve a tourism facility, albeit the national airline, Ghana Airways, by incorporating it as a limited liability company improved the operations of the airline. The airline not only carved a positive image for Ghana, it also made it possible for tourists to access direct flights from West Africa, Europe and North America to Ghana thereby enhancing the fortunes of the tourism industry. The commitment to the implementation of the NDC government's policies for instance, the three-year medium term development plans which provided guidelines for the development of Ghana's tourism over the next three years with a view to making the industry internationally competitive, maximizing economic benefits into the country, and enhancing our social, cultural, natural, and economic resources as well as the national tourism development policy and structure which provided the framework for developing an integrated and sustainable tourism over the long-term period which was important for the management of Ghana's tourism sector developing it as a leading socio-economic sector of the country and a good quality, internationally competitive tourist destination, within the framework of maintaining its permanent sustainability. Moreover, the formulation and implementation of the Forestry Master Plan 1996-2000, as a framework document to guide sector institutions in the preparation of their own work plans by the NDC Government contributed immensely to tourism development. The Wildlife Department was not only seriously involved in the development of national parks, which are tourist attractions but also made provisions for protected forest areas in Ghana. To sum up, the wildlife Development Plan built on the sector Master Plan by describing the strategies to be pursued and specific actions to be taken in the Wildlife sub-sector over. Considering Ghana's history of political instability, the most important achievement in the area of tourism was the Government's ability to provide

political stability in the country which created conducive environment for the government to pursue and implement its tourism policies. Political stability alone is crucial for tourism development without which tourism cannot survive as an economic activity.

The implication of the paper is its insight into the attitudes of the NDC Government, which committed itself to formulating a clear-cut institutional framework and policies towards the development and promotion of the tourist industry, an emulating practice, and the generation of foreign exchange which is relevant to all third world developing countries including Ghana. The importance of this paper is its contribution to knowledge on political and historical aspects of tourism development in Ghana, which is almost non-existent and the debates on generation of foreign exchange for social, economic, and infrastructural development of third world countries.

A major limitation for this research is the lack of literature on the historical as well as political aspects of tourism development in Ghana. Therefore, I recommend future investigations into the activities of governments and how these activities impacted on domestic as well as international arrivals and receipts, thus: roles of governments as agents

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