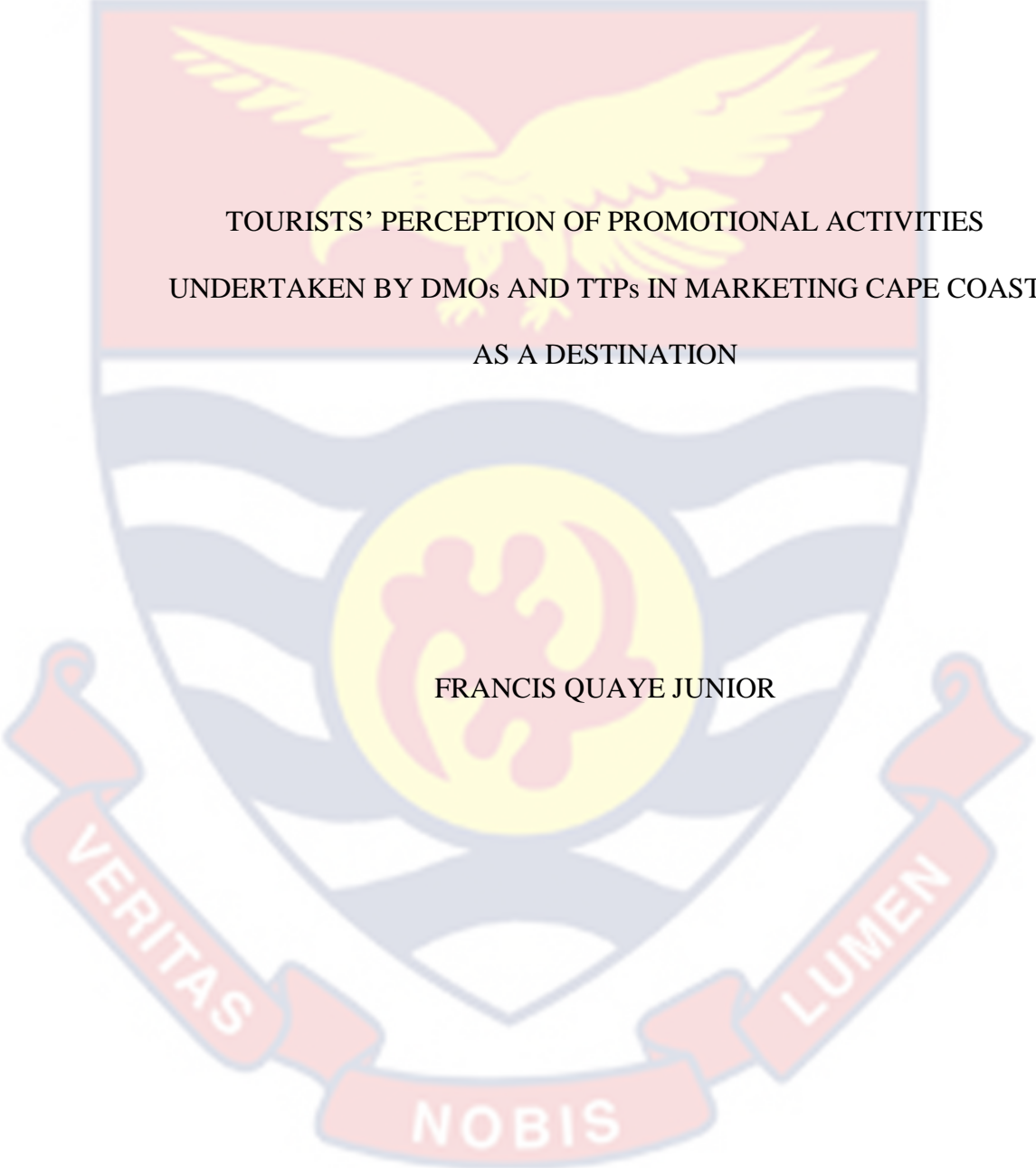


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TOURISTS' PERCEPTION OF PROMOTIONAL ACTIVITIES
UNDERTAKEN BY DMOs AND TTPs IN MARKETING CAPE COAST
AS A DESTINATION

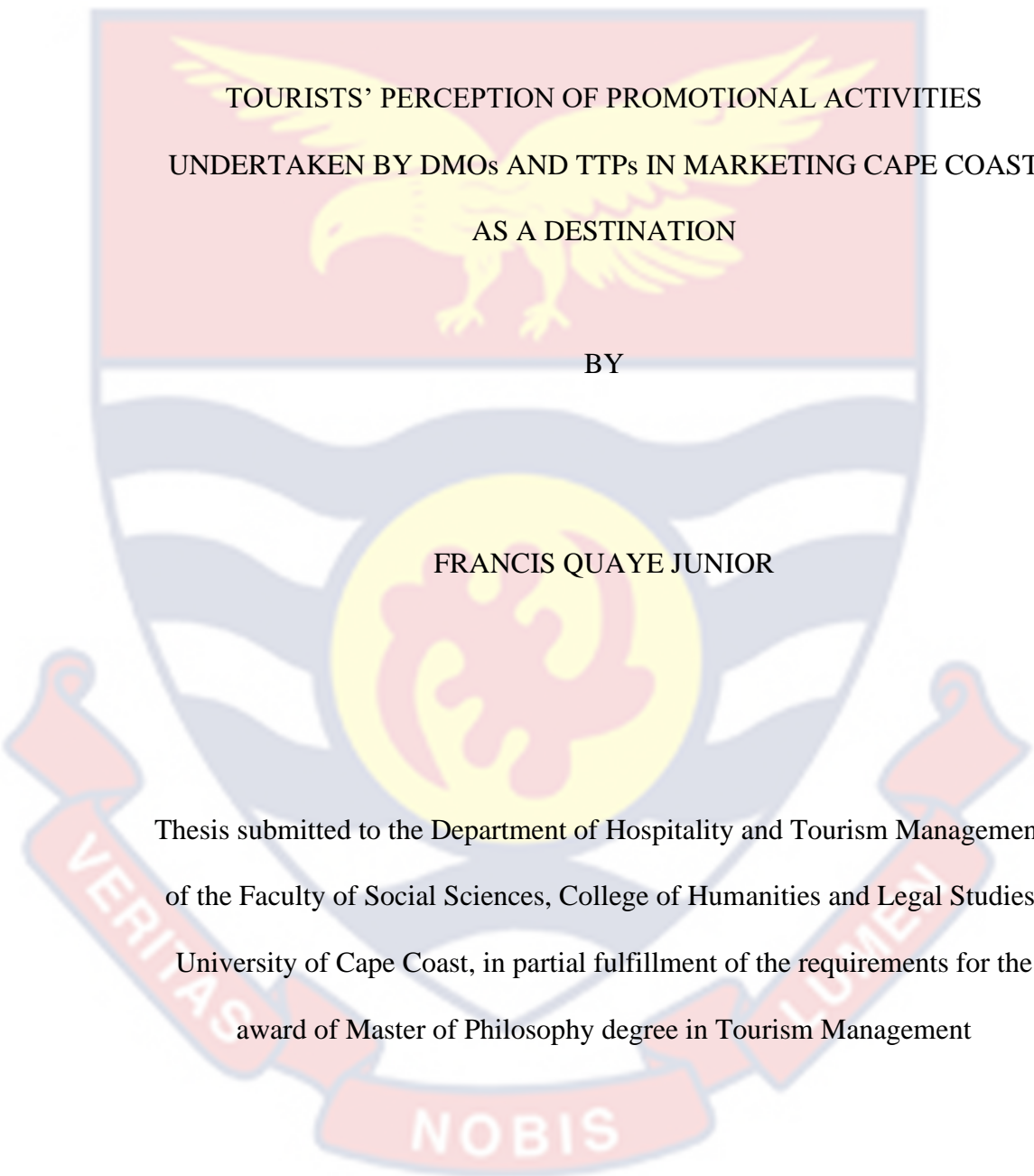
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AS A DESTINATION

BY

FRANCIS QUAYE JUNIOR

Thesis submitted to the Department of Hospitality and Tourism Management,
of the Faculty of Social Sciences, College of Humanities and Legal Studies,
University of Cape Coast, in partial fulfillment of the requirements for the
award of Master of Philosophy degree in Tourism Management

MARCH, 2025

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: Date:

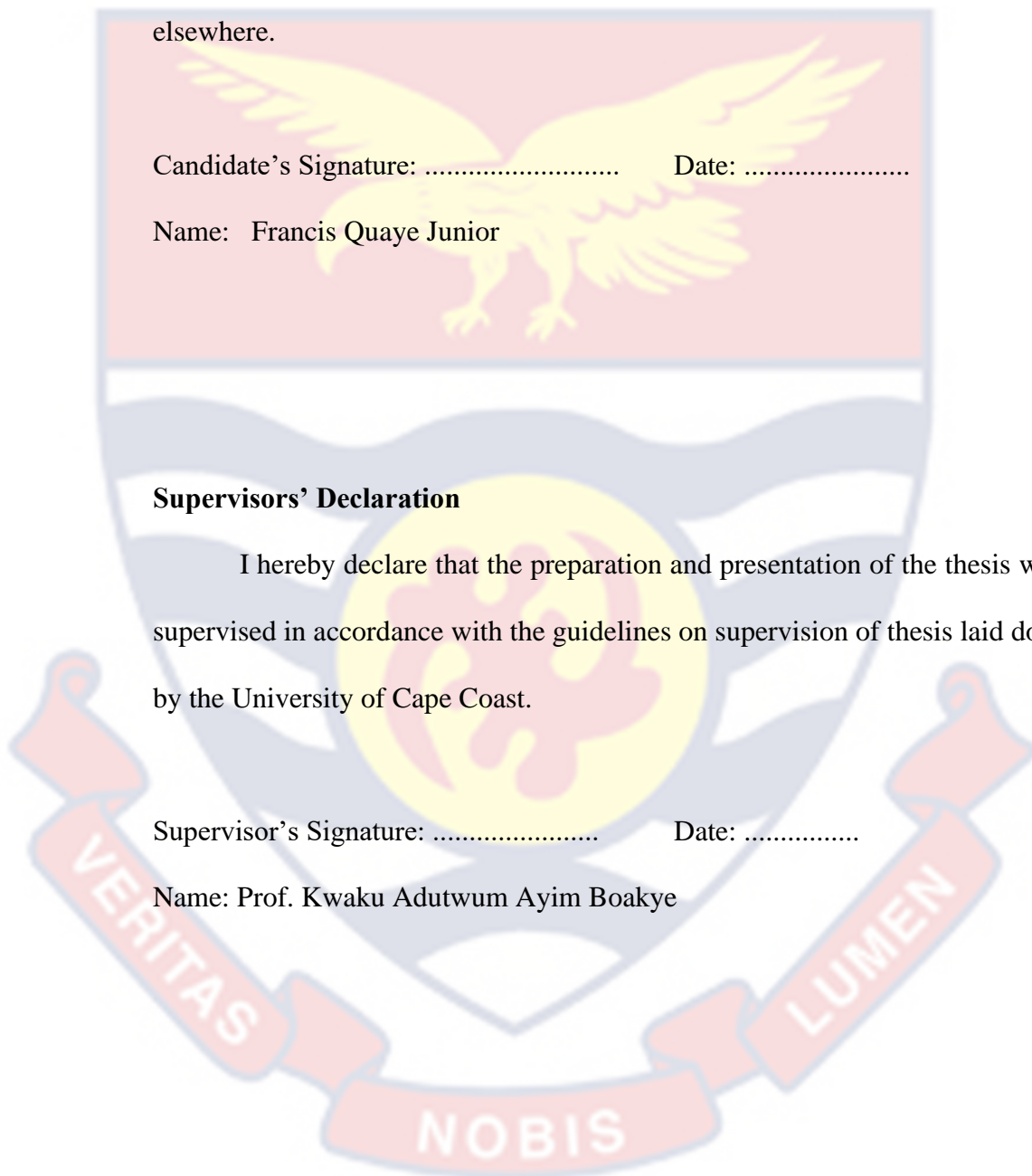
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Supervisors' Declaration

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Supervisor's Signature: Date:

Name: Prof. Kwaku Adutwum Ayim Boakye



ABSTRACT

Destination marketing in tourism is essential for recruiting tourists by shaping perceptions and influence travel choices. Notwithstanding numerous promotional efforts, there is scanty knowledge regarding tourists' perceptions of these activities and their influence on destination appeal. This study analyses tourists' perceptions of the promotional strategies employed by Destination Marketing Organisations (DMOs) and Tourism Trade Practitioners (TTPs) in marketing Cape Coast as a tourist destination. The research employed a pragmatic philosophy, combining qualitative and quantitative methods using surveys and interviews. Data was gathered from tourists (396), DMOs (4) and TTPs (12) using structured questionnaires and semi-structured interviews. Statistical analysis such as descriptive and inferential (Chi square) were employed for quantitative data to evaluate patterns, whereas theme analysis offered profound insights into DMOs and TTPs opinions of their qualitative data collected. The study found that tourists perceive festival and event promotions are the most effective promotional activity, followed by digital marketing and word-of-mouth referrals as used by DMOs. Nonetheless, the DMOs affirmed that challenges such as inadequate funds, bureaucratic inefficiencies, and low community engagement in promotion impede promotional effectiveness. The study indicates that enhancing digital marketing efforts, optimizing bureaucratic processes, and increasing local engagement in promotion can enhance the competitiveness of the destination. Recommendations encompass public-private collaborations for effective marketing, tailored promotions for diverse tourist demographics, and enhanced training for stakeholders in digital marketing.

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DEDICATION

To my family



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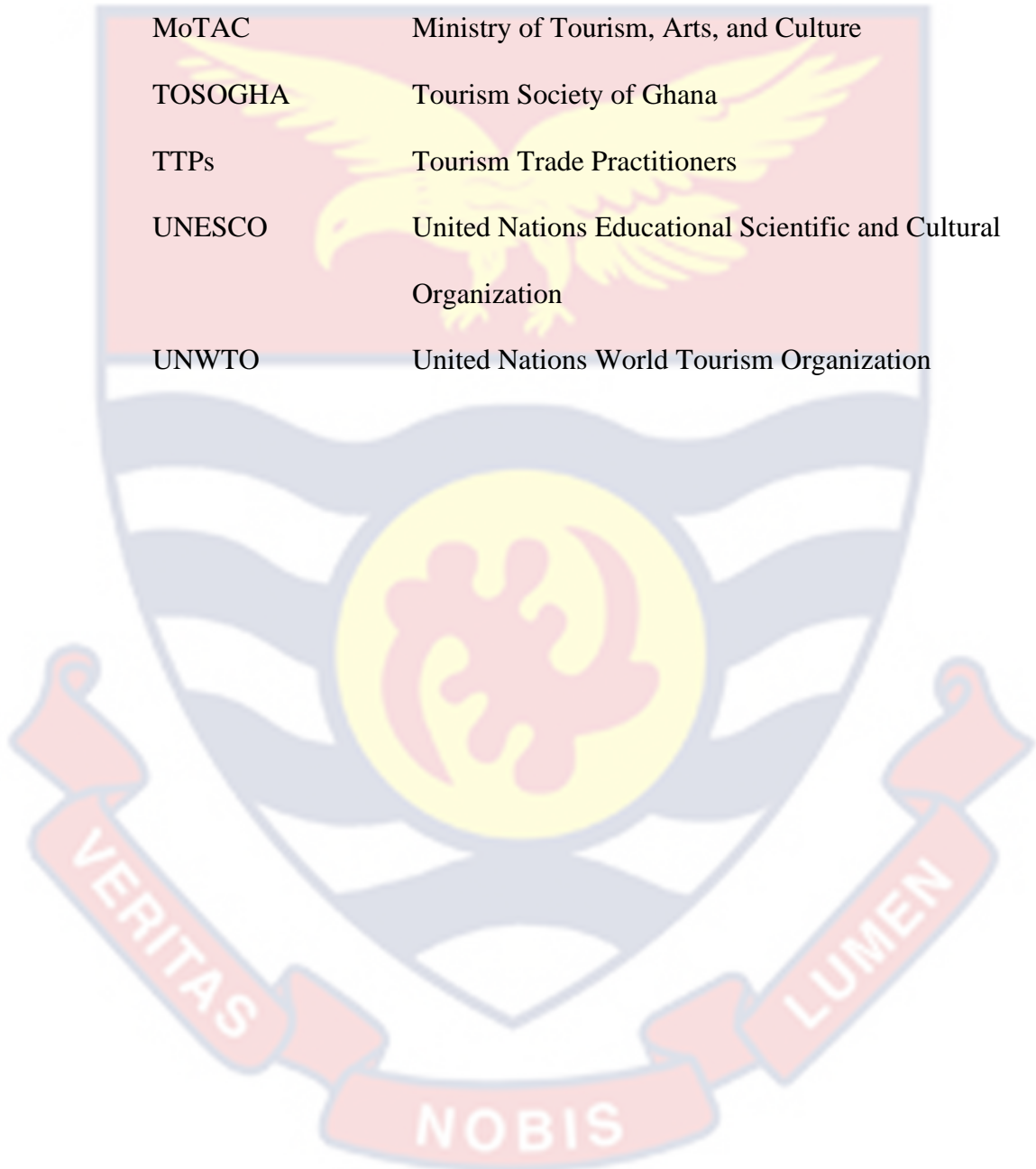
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LIST OF ABBREVIATIONS

| | |
|---------|--|
| DMOs | Destination Marketing Organizations |
| GTA | Ghana Tourism Authority |
| GDP | Gross Domestic Product |
| MoTAC | Ministry of Tourism, Arts, and Culture |
| TOSOGHA | Tourism Society of Ghana |
| TTPs | Tourism Trade Practitioners |
| UNESCO | United Nations Educational Scientific and Cultural Organization |
| UNWTO | United Nations World Tourism Organization |



CHAPTER ONE

INTRODUCTION

Background of the study

Edwards (2024) defines a tourist destination as a site that attracts a considerable influx of tourists owing to its unique cultural landmarks, natural wonders, or recreational facilities. It provides the setting for memory-making and diverse experiences, from lively urban environments to tranquil coasts, each offering a distinct combination of excitement and discovery (Edwards, 2024). According to Gardiner & Scott (2018), a tourist destination is a multifaceted system within the tourism sector that includes various products and services aimed at delivering distinctive experiences for tourists.

Thus, destination marketer endeavor to position and promote all destinations by fostering favorable perceptions among potential tourists, persuading them to choose their destination over alternatives (Ndlovu & Heath, 2013). Each factor presented by a tourist attraction might influence the overall perception or experience of tourists.

Furthermore, tourist perceptions are shaped by both the destination's physical attributes, such as its attractions, culture, and natural beauty, and the methods employed in its promotion. Armutcu, Tan, Amponsah, Parida, & Ramkissoon (2023) assert that advertising efforts generate a mental image of a destination that shapes tourists' expectations, thereby impacting their experiences.

Moreover, promotional activities function as a principal method for destinations and tourist enterprises to convey their distinctive selling propositions to tourists. Lai & Vinh (2013) assert that properly executed

promotional efforts foster confidence among tourists, increasing the likelihood of their return or recommendation of the destination to others. Heung & Lee (2024) assert that promotional activities, especially social media campaigns and influencer partnerships, have gained significant influence in shaping tourist perceptions, often favouring destinations with robust digital visibility and compelling promotional content, thereby enhancing tourists' familiarity and trust in those destinations.

The effectiveness of these promotional activities is contingent upon the proficiency with which the destination and its tourism enterprises administer the tourist experience on-site. Lee & Chang (2024) assert that it is imperative for tourism marketers to guarantee that the actual experience of the destination aligns with the expectations established by their marketing initiatives.

Destination Marketing Organisations (DMOs) are responsible for the promotion and management of destinations to attract tourists. The Ghana Tourism Authority (GTA) functions as the primary destination marketing body in Ghana, tasked with the development and regulation of the tourist sector (GTA, 2023). The GTA partners with the Ministry of Tourism, Arts, and Culture to position Ghana as a leading tourism destination in Africa (GTA, 2023). Their objective is to advocate for sustainable tourism that advantages local communities, conserves cultural heritage, and stimulates economic development.

Likewise, DMOs in Ghana seek to establish the nation as a competitive tourism center by capitalizing on its abundant historical heritage, natural attractions, and dynamic cultural experiences. An exemplary instance of this initiative is the "Year of Return" campaign in 2019, which effectively engaged

the African diaspora and led to a substantial increase in foreign arrivals and revenue production (GTA, 2019). The "Beyond the Return" campaign aims to enhance Ghana's tourism brand by promoting heritage tourism and investment prospects, building on its previous success.

Conversely, Tourism Trade Practitioners (TTPs) encompass travel agencies, tour operators, providers of accommodation, dining establishments, and transportation services that enable smooth travel experiences. These businesses are essential in augmenting Ghana's tourism sector by providing tailored and immersive travel experiences. The Ghana tourist Federation (GHATOF) asserts that TTPs enhance tourist development by providing high-quality services that conform to international standards (GHATOF, 2023).

Moreover, Ghana's tourism sector thrives due to robust coordination between governmental bodies and commercial firms in marketing the nation as a leading destination. For example, (DMOs) like the Ghana Tourism Authority (GTA) function as the principal agents for extensive tourism marketing and promotion (Lukaz, 2021).

To accomplish this, the GTA utilizes an array of promotional channels, encompassing digital platforms, online publications, international exhibitions, and collaborations with stakeholders. These platforms allow tourism enterprises to display Ghana's attractions, enabling prospective tourists to evaluate the destination's allure prior to their journey (Acheampong, 2020). The GTA and various TTPs have engaged in multiple international tourism events, including the Vakantiebeurs International Tourism Fair in Utrecht (Netherlands), the Feria Internacional de Turismo (FITUR) in Madrid (Spain), and the Internationale Tourismus-Bourse (ITB) in Berlin (Germany), among

others (MoTAC, 2019). The main aim of these initiatives is to position Ghana as a premier global tourism destination.

The Ministry of Tourism collaborates with entities like Tourist Clubs and the Tourism Society of Ghana (TOSOGHA) to promote domestic tourism. Diverse efforts, such as Chocolate Day (February 14), the Paragliding Festival, Emancipation Day, and PANAFEST, aim to enhance local tourism engagement. Events conducted in venues such as Assin Manso and Cape Coast are crucial in advancing Ghana's cultural heritage (MoTAC, 2019).

Preko, Ameyibor, & Mohammed (2020) recognize Cape Coast as one of Ghana's premier tourism attractions, surpassed only by Greater Accra, the nation's primary entrance point. The popularity is primarily ascribed to Cape Coast's ancient castles and forts, constructed during the transatlantic slave trade period. Cape Coast's tourism attractions are varied, featuring well-preserved cultural relics, picturesque beaches, and its status as a UNESCO World Heritage Site (Preko, Ameyibor, & Mohammed, 2020).

Cape Coast serves as an access point to Kakum National Park, a prominent natural destination in Ghana, in addition to its cultural and historical importance (Cities Alliance, 2020). In recent years, there has been a consistent rise in both domestic and foreign tourist arrivals. The specific variables contributing to this increase remain to be carefully examined. The Ghana Tourism Authority reported that Cape Coast had the biggest influx of international tourists in 2017, totaling 74,988 tourists (Ghana Business News, 2019). Moreover, in 2019, the diaspora constituted almost fifty percent of all international arrivals. Kakum National Park drew the highest percentage of

diaspora tourists (55.3%), succeeded by Cape Coast Castle (23.1%) (GTA, 2020).

Following the success of the "Year of Return" campaign, Cape Coast has been designated as a priority city for enhanced tourism development (Graphic Online, 2019). The Ghanaian government initiated the "Beyond the Return" program, a decade-long strategy themed "A Decade of African Renaissance" (Asare, 2021), to capitalize on this momentum. This program aims to leverage the successes of the "Year of Return" campaign to augment Ghana's tourist sector and provide new avenues for economic development.

The objective is to promote Ghana, namely Cape Coast, as an excellent travel destination, enhancing tourist numbers, prolonging their duration of stay, and stimulating increased expenditure. Through this initiative, Ghana seeks to provide tourists with an exceptional and unforgettable experience, distinguishing itself from other destinations.

Statement of the problem

Recent studies have examined the promotional strategies employed by Destination Marketing Organizations (DMOs) and Tourism Trade practitioners (TTPs) in Cape Coast; nevertheless, there exists a notable lack of study about tourists' perceptions of these efforts. Quaye (2025) noted substantial promotional efforts and challenges faced by DMOs and TTPs in marketing Cape Coast, although did not assess tourists' perceptions of these efforts. Yeboah & Ashie (2024) investigated the promotion of local cuisine as a tourism product in Cape Coast; however, their research did not explore tourists' perspectives on these promotional initiatives.

Moreover, recognized theoretical frameworks in tourism marketing, such as the AIDA model (Attention, Interest, Desire, Action), have been extensively employed to analyze tourist behaviours and responses to marketing stimuli. Nevertheless, their application inside Cape Coast's tourism sector remains inadequately scrutinized. Quaye (2025) analyzed various promotional strategies employed by DMOs and TTPs but did not integrate these findings into established theoretical frameworks. Moreover, there is a scarcity of research that customizes these concepts to consider the unique cultural and historical background of Cape Coast, which may influence tourists' impressions of promotional activities.

Additionally, a methodological deficiency remains. While numerous studies have investigated various facets of tourism marketing, a significant number have predominantly employed either quantitative or qualitative approaches in isolation. This distinctive method may not fully capture the intricate nature of DMOs, TTPs and tourists' thoughts regarding promotional initiatives concurrently. Recent evaluations, such as that by Molina & Font (2016), have highlighted the limited application of mixed methods research in tourism studies. Their analysis revealed that just a small percentage employed a mixed techniques approach, underscoring a reliance on single-method studies. Furthermore, a comprehensive examination by Khoo-Lattimore, Mura, & Yung (2019) scrutinized mixed-method research in eight leading tourism and hospitality journals from 1998 to 2019. The findings indicated that, while mixed methods research can provide a more nuanced understanding of complex phenomena, its use in the tourism sector is still limited.

This gap indicates a need for empirical, theoretical, and methodological research evaluating tourists' perceptions of the promotional activities employed by DMOs and TTPs to market Cape Coast as a tourism destination, utilizing a mixed-methods approach and the AIDA model. To achieve particular objectives by evaluating the promotional activities conducted by the DMOs and TTPs, identify the problems encountered by the DMOs and TTPs in marketing Cape Coast, and review tourists' perceptions of the promotional efforts, as well as the opinions of the DMOs and TTPs.

Objectives of the study

The main objective of the study was to explore tourists' perception of the promotional efforts undertaken by the Destination Marketing Organisations (DMOs) and tourism trade practitioners (TTPs) in marketing Cape Coast as a tourist destination. The specific objectives were to:

- i. Ascertain destination promotional activities undertaken by the DMOs and TTPs.
- ii. Assess tourists' perception of the promotional efforts of the DMOs and TTPs in Cape Coast as a tourist destination.
- iii. Ascertain the challenges faced by the DMO and TTPs in marketing Cape Coast as a tourist destination.

Research questions

The research questions for the study were:

1. What are the promotional efforts undertaken by the DMO and TTPs at the destination?
2. What are perceptions of the tourists on these promotional activities undertaken by DMOs and TTPs in Cape Coast as a tourist destination?

3. What are the challenges faced by DMO and TTPs in marketing Cape Coast as a tourist destination?

Significance of the study

The importance of research is typically assessed according to three criteria: its theoretical contributions, its practical contributions, and its methodological contributions. This study aims to deepen comprehension by analyzing tourists' perceptions of the promotional strategies employed by Destination Marketing Organizations (DMOs) and tourism trade practitioners (TTPs). It also examines the promotional initiatives conducted by DMOs and TTPs, as well as identifying the challenges they face in marketing Cape Coast as a tourism destination by the DMO. Furthermore, it will address the apparent deficiency in competence concerning destination marketing for Cape Coast as a tourism destination.

The study's results and conclusions may provide significant insights for destination marketers in Ghana, particularly within the Cape Coast Metropolis. This information can augment marketing and promotional initiatives, ultimately delivering increased value to tourists. This will create a more attractive destination for tourists, resulting in increased visitation, extended stays, and greater expenditure at various attractions. This study is significant as it allows both public and commercial entities (DMO and TTPs) to identify various promotional challenges. This acknowledgement will assist in alleviating or eliminating minor marketing challenges and improving the promotion of Cape Coast as a tourism destination.

Limitation of the study

The purpose of this research was to examine explore tourists' perception and promotional activities carried out by the DMO and TTPs in promoting Cape Coast as a tourist destination. The study employed a concurrent mixed method design, utilising interviews and questionnaires simultaneously to gather data. The purpose was to evaluate the promotional activities carried out by the DMO and (TTPs) for Cape Coast as a tourist destination. Additionally, the study aimed to determine tourists' perceptions of the DMO's promotional efforts and to analyze the challenges encountered by the DMO and TTPs in marketing Cape Coast as a tourist destination. Obtaining quantitative through simple random sampling proved challenging, necessitating the use of systematic sampling as a supplementary strategy. Systematic sampling is widely applied in qualitative studies.

Nevertheless, the data gathering process encountered challenges as certain tourists exhibited a lack of response or participation. This was attributed to the fatigue experienced by certain tourists following their excursions (such as tourists from Cape Coast Castle), which hindered their ability to allocate time for responding to the questionnaire. Some individuals were in clusters, rendering it challenging to simultaneously address all of them, leading to a lack of participation in completing the questionnaire for some individuals. In addition, the research region had several tourist amenities like as castles, forts, hotels, and restaurants. However, the selection of venues to engage participants was based on their proximity to the most frequently visited facility or attraction. The investigation was limited to a certain

collection of facilities and respondents in the Cape Coast Metropolis, rather than encompassing all facilities or trade organizations.

To address this constraint, the researcher reached out to participants who had not finished the survey and offered them the opportunity to provide replies to the unanswered questions, within the designated data collecting timeframe. Furthermore, in cases when individuals were unavailable or could not be contacted for data collection, the researcher substituted them with other respondents or participants who were deemed appropriate for the study.

Delimitation of the study

Cape Coast, the administrative centre of Ghana's Central Region, spans around 122 square kilometres and is recognised as one of several tourist sites in the country that are being promoted globally by Destination Marketing Organisations (DMOs). Nevertheless, this study is specifically focused on the Cape Coast Metropolis for the goal of promoting tourism destinations.

Moreover, destination marketing is a complex concept that encompasses various elements, which vary depending on the situation. These elements include marketing planning and market research, the development of primary marketing strategies, the execution of marketing action plans, the monitoring and evaluation of performance, the study of tourist consumer behaviour, and the organisational structure of DMOs, among others (Sotiriadis, 2020).

However, this research explicitly examines destination marketing in relation to tourist experiences (their perspective), the actions taken by DMOs and TTPs, with a specific focus on the Cape Coast Metropolis. It also explores

the challenges encountered by DMOs and TTPs in promoting Cape Coast as a tourist destination.

Organization of chapters

This study is divided into five (5) chapters. This section being Chapter One provides a background to the study. It outlines the research problem, gives the research questions, states the objectives as well as the significance of the study. It also defines the scope, delimitations, and limitations of the study.

Chapter Two provides the theoretical and conceptual frameworks for the study. Theories were reviewed to serve as the foundation of this study, Then, based on the theories a conceptual framework was proposed to disclose the linkage between the constructs underpinning this study. Also, literature was reviewed, which begins with an overview of tourism in Ghana, tourist destination marketing, marketing Ghana as a tourist destination, tourists' perception of destination, tourist perceived experiences and promotional activities, tourist perception of the promotional effort of DMOs visiting destination, and destination promotional efforts undertaken by DMOs and tourism trade practitioners as well as challenges faced by DMOs and tourism trade practitioners in marketing a tourist destination.

Chapter Three, which is the research methodology provides information on the study area, underlying the research philosophy, research method and the research design. It also contains the sources for data collection, study population, sample size determination and sampling procedures as well as the research instrument used for the collection of primary data. Additionally, it discusses the procedure for data collection, data management and analysis and ethical issues considered for the study.

Chapter Four is the data analysis which includes data presentation, analysis, and discussion of findings. The chapters were respectively titled: tourist expectation for visiting and marketing of a destination; tourist experiences towards the marketing of destination; promotional efforts undertaken by relevant actors (DMO and TTPs) and challenges faced by DMOs and TTPs in marketing destinations.

Chapter Five comprises the summary of major findings and post-analysis review of the proposed conceptual framework. The chapter sums up with conclusions drawn from the study and relevant recommendations for further studies.

Summary

The chapter discussed the background of the study focusing on Ghanaian tourism industry, the marketing activities undertaken by the DMO and TTPs; the statement of the problem, stating both knowledge and empirical gaps, and the general and specific objectives of the study, as well as the research questions, which were generated from the specific objectives. Furthermore, the significance of the study was outlined to justice contribution the research may introduce. Also, the delimitation and organization of chapters involved in the study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The theoretical and conceptual frameworks for the investigation are discussed in this chapter. Also included is literature that begins with an overview of tourism in Ghana, marketing Ghana as a tourist destination, tourist expectations for visiting and marketing a destination, tourist experiences towards destination marketing, tourist perception of DMO promotional efforts of the destination, and the destination promotional efforts undertaken by relevant actors [DMOs and tourism trade practitioners (TTPs)] as well as the challenges in terms of their structure operation promoting the destination.

Theoretical framework

In exploring tourists' perceptions of promotional activities undertaken by Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) in marketing Cape Coast as a tourist destination, this study is grounded in three key theories: the AIDA Model, the Destination Image Theory, and the Expectation-Confirmation Theory. These theoretical frameworks provide a comprehensive lens through which the effectiveness of promotional activities can be assessed in shaping tourists' perceptions and influencing their travel decisions.

AIDA Model (Attention, Interest, Desire, Action)

The AIDA model, initially formulated by Elmo Lewis in 1898, is extensively utilized in marketing to comprehend customer decision-making

processes. The concept asserts that consumers undergo four phases prior to making a purchase or decision:

Attention: Promotional initiatives must initially engage potential tourists with clever content and captivating images.

Interest: After capturing attention, marketers must maintain interest by emphasizing the distinctive features of Cape Coast.

Desire: Effective marketing strategies must evoke a profound emotional response, compelling potential tourists to long for an experience in Cape Coast.

Action: Ultimately, promotional initiatives ought to motivate tourists to take decisive steps, such as reserving a trip or interacting with tourism service providers.

Within the framework of this study, DMOs and TTPs utilise various marketing methods, such as digital advertising, influencer marketing, and cultural promotions, to guide tourists through the AIDA stages. The effectiveness of these strategies is contingent upon their alignment with the expectations and desires of tourists (Armutcu et al., 2023).

Destination Image Theory

Destination Image Theory, articulated by Gartner (1993), posits that tourists' views of a destination are influenced by both organic and induced image formation agents.

Organic Image Formation: This arises from personal experiences, suggestions from peers, and independent sources, like travel blogs and reviews.

Induced Image Formation: This is generated by the marketing initiatives of Destination Marketing Organisations (DMOs) and Travel Trade Partners (TTPs), encompassing commercials, promotions, and branding techniques.

In Cape Coast, promotional activities influence the perceived image by highlighting its historical importance, cultural wealth, and natural attractions. The eventual perception of the destination is contingent upon the degree to which the actual tourist experience corresponds with the advertised picture. Lee & Chang (2024) assert that a discrepancy between the induced picture and the actual experience might result in adverse perceptions, underscoring the necessity for authenticity in promotional endeavours.

Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory, proposed by Oliver (1980), elucidates post-consumption satisfaction through the correspondence between anticipated outcomes and actual experiences. The theory consists of four fundamental components:

Anticipations: Established by previous information, promotional communications, and endorsements.

Perceived Performance: Tourists' genuine experiences throughout their visit to Cape Coast.

Confirmation or Disconfirmation: Tourists are satisfied (confirmation) if the experience meets or surpasses expectations; conversely, if it fails to match expectations, they suffer discontent (disconfirmation).

Satisfaction and Behavioural Intentions: Content tourists are more inclined to return and endorse the destination, whereas discontented tourists may disseminate unfavourable remarks.

In the instance of Cape Coast, Destination Marketing Organisations and Touristic Trade Partners must guarantee that promotional endeavours establish reasonable expectations that correspond with the genuine destination experience. Deceptive promotions may result in negative disconfirmation, diminishing repeat visits and favourable word-of-mouth endorsements (Lai & Vinh, 2013).

Conceptual framework

The conceptual framework offers an organized depiction of the principal concepts, variables, and their interconnections within a research project. This study utilizes a conceptual framework to analyze tourists' perceptions of the promotional activities employed by Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) in marketing Cape Coast as a tourist destination. The framework establishes logical consistency and coherence in the research by clarifying the relationships among variables and expected findings. The conceptual framework of this study was constructed upon numerous essential components, including independent variables, dependent variables, and intervening variables, as follows:

Independent Variables: These encompass the diverse promotional activities conducted by DMOs and TTPs. The research examines digital marketing, conventional advertising, word-of-mouth endorsements, and event promotions as key marketing tactics.

The dependent variables are the tourists' perceptions of promotional efforts. This encompasses the precision of promotional messaging, their

influence on decision-making, the degree of trust in the information presented, overall satisfaction, and the propensity to suggest Cape Coast to others.

Intervening Variables: Numerous obstacles affect the efficacy of promotional initiatives. These encompass constrained financial resources, fierce competition, evolving market trends, political instability, environmental issues, and the management of stakeholder relationships. These intervening elements are crucial in ascertaining the efficacy of marketing initiatives.

This study employs the AIDA Model, Destination Image Theory, and Expectation-Confirmation Theory to comprehensively analyze tourists' impressions of promotional efforts. The AIDA model elucidates the effects of promotional activities on tourist decision-making, Destination Image Theory investigates how marketing constructs perceptions, and Expectation-Confirmation Theory assesses the effect of these views on tourist satisfaction and behaviour. This framework will direct the analysis of: the promotional strategies utilized by DMOs and TTPs to market Cape Coast, the efficacy of these strategies in influencing tourists' perceptions, and the congruence between tourists' expectations and their actual experiences, affecting their overall satisfaction and propensity to revisit or recommend Cape Coast as a destination. Furthermore, the application of these theories will enhance comprehension of promotional activities' significance in destination marketing and offer pragmatic insights for tourist stakeholders in Cape Coast.

It is presumed that tourists are affected by promotional endeavours and that DMOs and TTPs are crucial in constructing the destination's image. Moreover, it assumes that promotional activities undertaken influence tourists' trust, satisfaction, and propensity to recommend. Furthermore, the study may

face limitations such as restricted access to tourist input, swiftly changing marketing trends, and external difficulties like political instability and environmental catastrophes, which might impact marketing efficacy.

This conceptual framework corresponds with the research objectives by organizing the study around the effectiveness of promotional strategies utilized by DMOs and TTPs, offering a basis for examining tourists' perceptions of promotional initiatives and their travel decisions, and establishing a justification for the impact of marketing on destination image and tourist behaviour, while also facilitating the forecasting of the effectiveness of diverse marketing strategies and pinpointing areas for enhancement. The conceptual framework is illustrated in Figure 1 below.

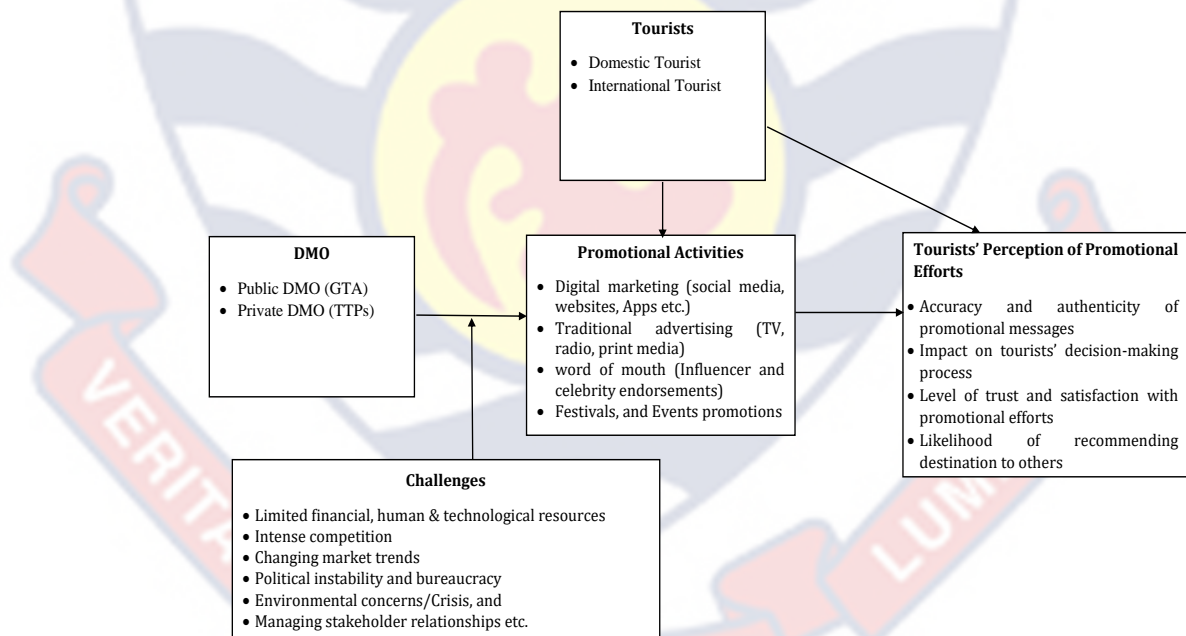


Figure 1: Conceptual framework on exploring tourist perception of promotional activities undertaken by DMOs and TTPs

Source: (Authors own creation)

Promotional activities influence consumer decision-making processes.

It is suggested that effective marketing strategies guide potential tourists

through a sequence that leads to engagement and eventual travel decisions. Tourists' perceptions of a destination are influenced by promotional efforts, personal experiences, and word-of-mouth recommendations. The way Cape Coast is marketed shapes tourists' expectations and influences their decision to visit. Moreover, when expectations are met or exceeded, tourists express higher satisfaction and are more likely to recommend the destination.

In an attempt to successfully market Cape Coast for it to become attractive for tourist, the DMO and TTPs organises effectively promotional programmes and communicate through modern promotional space. The effectiveness of destination promotional efforts can be evaluated by examining the alignment between tourist perceptions and the intended message conveyed by the DMO and TTPs through their promotional channels.

However, due to the complex structure of operation or multifaceted nature of tourism and its players. The DMO and TTPs face several challenges in implementing the promotional strategies in marketing Cape Coast as a tourist destination. These challenges impact the effectiveness of these promotional endeavors and directly influence the experience of tourist leading to the formation of a perception about the destination. These challenges may include limited financial resources, intense competition, changing market trends, political instability, environmental concerns, and managing stakeholder relationships (example: interest of local participation).

This conceptual framework establishes the relationships between tourist perceptions, destination promotional efforts, and the challenges faced by DMOs and TTPs in promoting Cape Coast as a tourist destination. Understanding these connections can assist DMOs and TTPs in developing

targeted and effective promotional strategies that align with the expectations and preferences of tourists, thereby enhance destination competitiveness and attracting a larger tourist base based on the perception formed.

Tourism in Ghana

Ghana is a West African country located on the coast of the Gulf of Guinea. According to the World Bank's 2018 report, Ghana encompasses a land area of 238,540 square kilometres situated north of the equator. The nation has a population of approximately 33 million inhabitants, as per the World Bank's 2023 data. As stated by Sasu (2023), Ghana is a significant tourism destination in West Africa. The primary influx of tourists to this anglophone nation comes from the United States, Nigeria, and the United Kingdom. In 2020, the count of tourists from the United States to the country exceeded 39,000 (Sasu, 2023). The Ministry of Tourism, Culture and Creative Arts of Ghana projects an increase in foreign tourist arrivals in 2022, estimating a total of one million tourists (International Trade Administration U.S. Department of Commerce (ITA), 2022). In 2021, Ghana's travel and tourism sector contributed around 3.1 billion U.S. dollars to the nation's Gross Domestic Product, an increase from the 2.1 billion U.S. dollars noted in the preceding year (Sasu, 2024).

Ghana has tourist resources that enable the delivery of tourism services, including infrastructure, thereby promoting the expansion of the nation's hotel business. The infrastructure of Ghana supports several types of tourism, including heritage, ecotourism, festival, leisure, business, health, educational, urban, and city tourism (Preko, Ameyibor, and Mohammed, 2020). The government considers tourism a crucial catalyst for economic

expansion, job development, and diplomatic engagement. In 2018, the government pledged to provide resources for the enhancement of infrastructure to bolster the expansion of Ghana's tourism sector. The 2019 budget allocates GHS75 million (\$16.2 million) to the Ministry of Tourism, Arts, and Culture (MoTAC), demonstrating a robust commitment to this goal (Oxford Business Group, 2019).

The potential exists for the enhancement of tourism infrastructure and services around prominent historical monuments, 334 miles of Atlantic coastline with some of West Africa's most captivating beaches, national parks, and animal reserves. Furthermore, there are opportunities in specialized sectors such as water sports, including surfing, water parks, entertainment complexes, and ecotourism (ITA, 2022).

Notwithstanding the beneficial effects of the tourist sector on the nation, it has some problems that, if unaddressed, could lead to its downfall. Kaguah and Owusu (2022) contend that Ghana's tourism sector encounters numerous obstacles, such as poor physical infrastructure, restricted capacity, inefficient technology utilization, insufficient investment and financing, and temporal constraints. The 2022 Ghana HIT report cited travel promotion, taxation, infrastructure, security, and border processing as the primary difficulties faced by the industry. Furthermore, tourist sites may demonstrate inadequate preparedness to accommodate tourists, resulting in tourists feeling dissatisfied with their overall experience at the destination. Furthermore, Ghana HIT (2022) indicated that the tourism sector has variable rates and exorbitant pricing.

Similarly, Mwaikusa (2023) identified certain issues faced by the tourism sector in Ghana. The challenges encompass inadequate infrastructure, insufficient funding, and limited marketing initiatives; safety and security concerns; inconsistent service quality and customer experiences in tourism sectors; unsustainable tourism practices, including poor waste management, pollution, and damage to natural and cultural heritage sites; along with inadequate training programs and restricted professional development opportunities. Furthermore, the industry encounters challenges stemming from the lack of explicit policies and bureaucratic impediments.

Tourist destination marketing

Ianeva et al. (2021) describe a destination as a unique geographical area acknowledged by tourists as a distinctive destination with a special political and legislative framework for tourism marketing and planning. Pinto & Kastenholtz (2011) defined destinations as destinations that individuals select for travel and temporary residence to engage with particular attributes, resulting in a perceived allure. Furthermore, destinations may be viewed as a collection of commodities and facilities offered to tourists as a cohesive entity, sometimes promoted under a particular brand, and ultimately as genuine local experiences (Pinto & Kastenholtz, 2011).

Tourists with specific preferences visit destinations to satisfy their individual desires and interests, which may encompass exploring man-made or natural landmarks, participating in various recreational activities, and having particular personal experiences that elicit positive emotions through their engagement with the destination and its tourist offerings (Kaleychev, 2022). Tourists are likely to be drawn to a destination if the many stakeholders in

destination marketing effectively promote the services available at the site. Numerous destinations are diligently endeavouring to draw increased tourist traffic, and it is clear that marketing initiatives are pivotal in realising this objective. Kongoley (2021) asserts that marketing is crucial in influencing the attractiveness of tourist destinations and motivating individuals to visit based on the projected image. Destination marketing presents an opportunity to underscore its vital importance for tourism and the potential it holds for providing modern products and services that adequately meet market wants and expectations (Kaleychev, 2022). Consequently, destination marketing encompasses distinct responsibilities pertaining to both demand and supply dimensions.

Destination marketing is frequently linked to promotional activities (Pinto and Kastenholz, 2011). Destination marketing involves the promotion of a certain destination to attract a greater number of tourists (Promodo Team, 2018). Destination marketing in tourism is defined as the methodical promotion of a certain tourist site via advertising. Marketing tourist destinations differs from conventional marketing efforts as it entails the promotion of intangible experiences to tourists at the site, necessitating the involvement of destination marketing organisations (DMOs) and tourism industry professionals (Ünal, & Celen, 2020). Bobier, Mico, & Sabater (2019) contend that destination marketers use many initiatives, such as social media, advertisements, and tourist narratives, to promote and sell a particular area.

Tourists may be motivated to visit a destination if it is effectively marketed to resonate with their ideas of the destination or if the site meets their needs. Consequently, through promotional initiatives, tourists evaluate

the attractiveness of a destination and subsequently create informed decisions. Thus, the appeal of a specific site may be the primary determinant in attracting tourists to visit, allocate their time, and expend their financial resources there.

Marketing Ghana as a tourist destination

In 2018, the Ministry of Tourism and Culture (MoTAC) and the Ghana Tourism Authority (GTA) initiated numerous promotional initiatives (Oxford Business Group, 2019). Ghana is endeavoring to improve its local tourism industry while simultaneously enhancing its status as an international tourist destination. In early 2018, the Ministry of Tourism, Arts and Culture (MoTAC) obtained a television broadcast license from Ghana's National Communications Authority. This license permitted the ministry to create a local television station aimed at marketing Ghanaian products and showcasing the nation's historical, cultural, and natural features, as reported by the Oxford Business Group (2019). However, the channel's programming remains under development, and no formal release date has been announced (Oxford Business Group, 2019).

Additionally, in late 2017, the GTA appointed 30 distinguished Ghanaians to serve as tourism ambassadors for the country. At the outset of 2018, two representatives, singer Daddy Lumba and actress Agya Koo, launched their own mobile media channels. Both platforms seek to augment the promotion of Ghana as a tourism destination in various ways (Oxford Business Group, 2019).

Furthermore, according to the Oxford Business Group (2019), the GTA initiated a systematic marketing campaign in Nigeria in 2018. Nigeria is not just Africa's largest economy but also the third-largest source of tourists to

Ghana. GTA officials met with local tour operators and travel agents at the campaign launch in Lagos to highlight Ghana's potential as a beach and holiday destination (Oxford Business Group, 2019).

In contrast, Ghana formed a partnership with specific interest and hobby organizations in Europe to access new markets. In 2018, Ghana's esteemed birdwatching destinations, renowned in West Africa, formed a cooperation with the Royal Society for the Protection of Birds, the largest environmental conservation membership organization in Europe (Oxford Business Group, 2019). Ghana utilized music and the promotion of heritage excursions as a marketing tactic to attract a greater number of tourists. This was accomplished by forming official alliances with international travel companies to arrange and offer these excursions, as well as to create and deliver cultural vacations. Between 2012 and 2017, this represented 12% of the total overseas tourists to Ghana (Oxford Business Group, 2019).

Tourists' perception of destination

Tourists often view a destination as the outward manifestation of tourism services or products, as it represents the destination of tourist consumption (Andrades & Dimanche, 2017). A destination is characterized as a geographically delineated entity that may encompass multiple countries, a singular country, a region, a city, or any destination that relies economically on tourism earnings (Andrades & Dimanche, 2017; Wang & Zhang, 2017). A destination refers to a destination visited by humans, while a tourist destination is a site predominantly chosen for lodging by tourists (Manhas et al., 2012). A tourism destination, in contrast, prioritizes the quality of services designed to meet the needs of tourists, as noted by Buhalis and Amaranggana

(2015). Gao and Zhang (2009) characterized a tourism destination as a site that offers all requisite services for tourists, including infrastructure, accommodation, hospitality, and entertainment.

Perception is the cognitive process through which an individual interprets, organizes, and evaluates sensory information (Hassan et al., 2010). Tourists' perceptions of a destination indicate their comprehension of its characteristics and amenities, leading to anticipations of outstanding experiences (Almeida-García et al., 2020). Tourists' perceptions of a destination profoundly influence their choice of that destination (Lian & Yu, 2019).

Consequently, tourists are more inclined to revisit and endorse a destination when it is highly regarded (Kim et al., 2019). Elements influencing tourists' perceptions of a destination encompass (a) the information provided before to their arrival (Lin & Kuo, 2016; Moon & Han, 2019) and (b) their evaluations of the aesthetics, quality, and value of the experiences received at that destination (Dedeoğlu, 2019). Anastassova (2011) asserts that physiological factors, including travel motivation, can influence a tourist's destination selection during the decision-making process. Each tourist may carefully curate and organize the information they gather about a site, influenced by their socio-demographic factors, including age, educational attainment, and viewpoint. Consequently, every traveler will possess a unique viewpoint regarding a spot (Chi, 2012). A tourist's overall understanding of a destination is a multifaceted concept shaped by several external information sources, social factors, and personal experiences at the site (Dam, 2018).

Tourist perceived experiences with promotional activities

Pine, as cited in Chen's study (2023), posits that the tourist experience is widely regarded as a noteworthy and esteemed occurrence or series of occurrences deemed memorable by an individual tourist. The tourist experience is regarded as a subjective and multifaceted phenomenon encompassing various cognitive, emotional, and behavioural dimensions that represent tourists' assessments of their interactions with the destination (Chen, 2023).

The tourist experience is a crucial element in the advancement of the tourism sector. According to the research by Cifci, Cetin, & Dincer (2018), tourists pursue unique experiences that are infrequently found in their daily lives or environments. Moreover, experience is crucial in assessing tourist behaviour since it directly affects tourist satisfaction and the probability of return visits (Rini, Absah, Sembiring, & Nasution, 2021). Furthermore, the tourist experience is essential for a destination's thorough understanding of tourists (Chaney, Lunardo & Mencarelli, 2018).

Tourists exhibit considerable discernment while choosing destinations for ideal travel experiences. Modern tourists possess enhanced awareness and elevated expectations when choosing a destination (Vukovic, Zunac, & Martincevic, 2021). An effective promotional activity that precisely highlights the quality and diversity of tourist resources may be the most vital component of a tourism destination's appeal nowadays. Additionally, significant marketing strategies may be utilized to enhance tourist number to specific areas. It is prudent to advocate for marketing activities or campaigns in this manner. Promotional efforts not only attract and retain tourists for an extended

period at the site but also improve the tourist experience (Vukovic, Zunac, & Martincevic, 2021). These contacts may include marketing activities or initiatives conducted by destination marketers.

In contrast, operators and marketers within the tourism sector endeavour to craft unique experiences through their marketing strategies, seen vital for the continued success of both businesses and destinations (Kotler & Keller, 2016). Therefore, implementing marketing methods to create an exceptional experience at a venue may be crucial for retaining current tourists and attracting new ones. Similarly, the promotional initiatives of the destination may act as the primary motivation for their visit. The tourist experience is intricately connected to promotional activities, since they substantially influence the attraction and motivation of tourists to the promoted destination (Bobier, Mico, & Sabater, 2019).

The development and execution of an exceptional tourist experience necessitate numerous marketing efforts (Sotiriadis and Gursoy, 2016). Consequently, it is essential to enhance marketing efforts, as any deficiencies by marketers in delivering a positive tourist experience could lead to considerable negative repercussions for the destination. Sotiriadis and Gursoy (2016) assert that dissatisfaction with any aspect of service diminishes overall satisfaction with tourist experiences. Furthermore, adverse interactions associated with marketing initiatives may degrade the overall quality of the tourist experience at the site. According to Sotiriadis & Gursoy (2016), tourist dissatisfaction might reduce the overall value of their tourism experience and overall satisfaction, resulting in considerable negative consequences.

Notwithstanding the aforementioned factors, it is feasible to enhance tourists' experiences with efficient promotional activities. Various scholars emphasize distinct facets of the destination, encompassing the physical environment (including perceptions of the built and natural surroundings) (Ryu & Han, 2011), social interactions (including engagements with locals and other tourists) (Chandralal & Valenzuela, 2013), cultural dimensions (including comprehension and appreciation of local culture and heritage) (Hwang & Seo, 2016; Jauhari & Bharwani, 2017), and the tangible offerings and services (including assessments of activities and attractions) (Lorentzen, 2013). Furthermore, these features may solely influence the tourist's experiences during their physical presence at the site, rather than before their arrival. Consequently, promotional activities should concentrate on alternative elements that will significantly improve the promotional initiatives to elevate the tourist experience.

Tourist perception of the promotional effort of DMOs

Perception, as articulated by Kotler & Armstrong (2003), denotes the process by which an individual obtains and assesses sensory information via the five senses to extract meaning. Furthermore, as articulated by Solomon, as referenced in Bagaihing & Conterius (2020), perception is the cognitive mechanism by which sensory inputs are absorbed and evaluated by the human brain to extract meaning. This interaction is achieved by the implementation of promotional tactics that stimulate the tourist's sensory perceptions, specifically their visual, aural, tactile, gustatory, and olfactory senses (Bagaihing & Conterius, 2020). Comprehending the aspirations and anticipations of tourists

in a destination is essential for the effective promotion of items and tourism attractions (Bagaihing & Conterius, 2020).

Promotion in marketing denotes the distribution of information or persuasive communications intended to persuade individuals or organisations to participate in transactions (Bagaihing & Conterius, 2020). Promotion may be efficient if it successfully converts indifferent people into interested individuals, hence motivating them to visit a specific destination. If tourist attractions and regional tourism growth are not effectively promoted, tourists may remain unaware. Destination Management Organizations have executed various promotional tactics. They have built an information center to encourage recreational activities in Ghana. They have participated in international tourism fairs. They have developed a digital platform that catalogues all tourism destinations in a database, facilitating easy access to information for tourists. This has successfully attracted both international and domestic tourists. Furthermore, they have partnered with Forest Green. Ghana has launched a publication dedicated to the hotel and tourism industry. Furthermore, they have established a website, www.mytourismgh.com, aimed at promoting tourism, arts, and culture (Oxford Business Group, 2018).

Moreover, to position Ghana as the premier destination for tourism in Africa, the Destination Marketing Organizations (DMOs) actively participate in international seminars, workshops, and local fairs to promote Ghana in key markets such as Europe and America, as well as in rising markets like Korea and China. Concurrently, they utilize efficient techniques to augment Ghana's tourist products and showcase them appealingly (MoTAC, 2022). Moreover, Ghana is augmenting its initiatives in online marketing to elevate the global

promotion of its products and services. Concurrently, prospective clients and Ghana's diplomatic missions overseas are receiving promotional materials, including thematic brochures, documentary videos, posters, and maps. Furthermore, advertisements appear to be purposefully destinationed throughout international media outlets to augment the marketing initiative.

The Destination Management Organizations (DMOs) in Ghana, including the Cape Coast branch, actively participate in national promotional initiatives to market the tourism destination. A notable project is the innovative marketing campaign titled "See Ghana, Eat Ghana, Wear Ghana, and Feel Ghana," organised by the government via the Ministry of Tourism (MoTAC, 2019). The National Chocolate Day, Okwahu Hang and Paragliding, PANAFEST Grand Anniversary, and World Tourism Day are meticulously orchestrated to attract tourists and augment foreign exchange and revenue for the local community and District Assemblies. Concurrently, these events enhance the operations of local small and medium-sized firms (hotels, restaurants, recreational and entertainment providers, handicrafts, etc.) and promote job prospects for Ghanaians, particularly the youth and women (MoTAC, 2019).

Nonetheless, various attempts executed by Destination Management Organizations (DMOs) to promote tourism destinations in Ghana, such as Cape Coast, appear to lack sustainability and long-term feasibility. Consistent and effective advertising is essential to create a perception that consistently attracts attention and ultimately encourages people to visit the region (Bagaihing & Conterius, 2020). Moreover, the promotion of a tourist destination requires the evaluation of tourist perceptions.

Therefore, it is essential to meticulously formulate DMO advertising tactics and distribute sensory-engaging tourist information to create a lasting impression and significantly elevate Cape Coast's appeal as a tourist destination. The perception of tourists appears to be shaped by the promotional initiatives of a specific site.

Destination promotional efforts undertaken by DMOs and tourism trade practitioners

Destination promotion involves strategic actions executed at a particular destination to improve its overall market performance. A destination promotional initiative involves the thorough process of assessing a destination's offerings (the product), identifying specific demographics with the resources and desire to travel to and enjoy the destination (the target markets), and formulating the most effective strategies to engage and persuade these individuals to visit (promotion) (Pinto & Kastenholz, 2011).

Promotional activities are essential in influencing the performance of businesses. They select the destination, timing, and execution techniques of these events, while also evaluating their capacity to enhance demand for a specific destination (Bobier, Mico, & Sabater, 2019). Strategically crafted promotional activities are essential to a destination's marketing strategy. These activities must be meticulously managed and aligned with the destination's distinct objectives and goals. According to Saif & Aimin (2016), marketing strategy is integral to company operations as it directly affects the organization's performance outcomes. Moreover, it is expected that appealing destinations might enhance tourist demand in their specific locales through effective promoting strategies (Addison, 2019). Promotional initiatives

conducted by Destination Marketing Organisations (DMOs) or tourist trade groups can improve destination performance by increasing tourist arrivals.

Sotiriadis (2012) contends that Destination Management Organizations (DMOs) worldwide must employ innovative and appropriate strategies, with permitted instruments and methodologies, to improve the efficiency and efficacy of their promotional activities across various locales. Given the participation of multiple stakeholders and the distinctive nature of tourist products and experiences, strategies such as digital marketing, strategic promotion, and value chain marketing proficiently address the intricacies of destination marketing (Bobier, Mico, & Sabater, 2019). Furthermore, Bobier, Mico, & Sabater (2019) contended that Destination Management Organizations (DMOs) are tasked with the oversight of planning, research, implementation, control, and assessment of tourist programs. Their main goal is to address the needs and interests of both tourists and destinations. The effectiveness of DMO advertising campaigns relies on the collaboration of various groups and individuals, both within and beyond the destination (Morrison, 2013).

Moreover, tourism industry experts appear to engage in diverse promotional initiatives to market destinations. The tactics utilized by tourism industry professionals to promote a destination may differ. Bobier, Mico, and Sabater (2019) contend that trade organizations, including travel agents, enhance destinations by offering economical holiday packages, hence attracting a segment of tourists. Furthermore, Ekstrom (2023) contended that Destination Marketing Organisations (DMOs) employ several marketing strategies to effectively engage their intended target audiences. This list

encompasses print and digital advertising, social media campaigns, website creation, search engine optimization, public relations, and involvement in travel trade exhibitions and events. Tourism industry associations, including hotels, car rental services, and tour operators, may engage in advertising by offering tour packages for sale. These packages might entice tourists by offering economical rates and enriching activities.

Furthermore, Destination Marketing Organizations (DMOs) and tourism industry experts play a vital role in creating an environment that fosters the development and delivery of outstanding service experiences through their collaborative efforts. DMOs may allocate cash for infrastructure development to improve destination advertising. Moreover, DMOs can promote and enhance tourist destinations by coordinating cultural events, festivals, artistic exhibitions, and other cultural initiatives that elevate the overall tourist experience (Sotiriadis & Gursoy, 2016). Tourists who interact with the local culture are more likely to have a favourable experience if tourism trade groups aggressively promote local gastronomy, indigenous architecture, farmers' markets, and other associated activities, as they are the primary facilitators of these services. These can also be utilized in destination marketing. Sotiriadis and Gursoy (2016) discovered that the incorporation of local cuisine in tourism marketing is seldom. Employing local cues is significantly more effective than depending on photographs of beaches or global facilities, which are prevalent in practically every region worldwide.

Wang (2008) emphasized the necessity of collaboration, arguing that destination marketing is a collective effort requiring the cooperation of various institutions and firms within a certain geographic area to effectively pursue a

common goal. Gunn previously emphasized the importance of collaboration among many groups in the development of a destination. He observed that the conventional inclination of diverse tourist sectors to adopt independent strategies is now being supplanted by an increasing trend of cooperation and collaboration. No one enterprise or political entity can function autonomously" (Gunn, 1988, as cited in Pinto & Kastenzholz, 2011). Jansen-Verbeke underscores the necessity for networks that optimize the utilization of "destination advantages" and foster synergies within a multifaceted tourism offering (Pinto & Kastenzholz, 2011).

Sharma (2016) contended that favourable trends indicate that tourism marketing tactics can be realized via diligence and effort. Most establishments should offer tailored packages designed for specific target demographics to attract a greater influx of tourists. The target audience comprises tourists, especially those with digital skills and substantial social media influence. This audience can engage their acquaintances and followers by disseminating their trip experiences across multiple social media platforms (Bobier, Mico, & Sabater, 2019).

Challenges faced by DMOs and tourism trade practitioners in marketing a tourist destination

Prideaux & Cooper, as noted in Gretzel et al. (2006), said that destination marketing organizations (DMOs) are non-profit or governmental institutions committed to promoting specific regions to tourists. They often take on the task of creating a distinctive representation of the site. DMOs can accomplish this by efficiently coordinating and harmonizing the diverse tourism trade practitioners, including hoteliers, tour guides, and transportation

providers, delivering extensive information to guests, and managing the overall tourism operations within a specific region.

Tourist sites are facing numerous hurdles in showcasing their tourism potential. Dredge (2016) indicated that DMOs have faced numerous challenges in recent years, with signs that their utility may be diminishing. This was a rigorous assessment of their operational strategy and revealed their deficiencies in all efforts (Gretzel, 2022). DMOs have numerous obstacles in developing and implementing effective marketing strategies. These issues stem from the complex and varied attributes of the tourist sector and its players (Gretzel et al. 2006). The participation of numerous stakeholders in defining the purpose and development of a tourism attraction results in a diverse array of interests and aspirations. These must finally align to improve the advertised image of the destination (Gretzel et al., 2006).

The complexity of the image is one of the concerns highlighted by Muluneh, Chiriko, & Taye (2022). A ruined reputation is difficult to rehabilitate (Wall & Nuryanti, 2008). A negative perception by tourists can lead to disastrous outcomes for a destination, hindering efficient promotion and sales of the area. The rehabilitation of physical damage can be accelerated; but, the reconstruction and enhancement of a destination's tarnished reputation may be more complex (Institute of Directors 2024). Technological advancements, alterations in market and industry frameworks, economic recessions, warfare and terrorism, climate change, and natural disasters such as hurricanes and tsunamis, along with disease outbreaks like SARS, Covid-19, and avian influenza, have precipitated numerous crises that profoundly affect destination marketing organizations.

Furthermore, Gretzel et al. (2006) delineated various challenges faced by DMOs, including the adaptation to technological innovations, the effective management of expectations, the transition from destination marketing to destination management, the escalation of competition, the recognition of the significance of creative partnerships, and the establishment of new success metrics. The mentioned concerns may resemble the difficulties faced by certain destination tourism trade associations in promoting tourist sites.

The network of DMOs has become fragmented, poorly supported, and weak in coordination due to changes in national policy and uneven financing. Moreover, disparate performance requirements exist across several bodies (Local Government Association, 2021). Moreover, numerous DMOs were created to provide extensive support services and pursue a strategic objective for the sector, rather than solely concentrating on marketing and supplying tourist information to attract tourists. Tourism trade associations throughout various regions receive differing degrees of support, resulting in considerable discrepancies (Local Government Association, 2021).

Sheehan et al. (2016) noted that DMOs have emerged as essential entities that facilitate knowledge management and strategic decision-making while addressing the increasing expectations of stakeholders. Moreover, the absence of a clear strategy and cooperation among the government, DMOs, and tourism trade practitioners resulting in insufficient efforts to recognise the tourist economy during execution or to determine the most effective local methods for achieving destination marketing objectives (Local Government Association, 2021).

Summary

The chapter discussed theories and conceptual frameworks, as well as associated literature relevant to the topic. The chapter discussed tourism in Ghana as well as marketing Ghana as a tourist destination. The evaluation also took into account tourist expectations for visiting and marketing a destination, as well as tourist experiences with destination marketing. Tourists appear to have expectations of a destination based on how they see themselves or how they want to be seen, and what they would like to experience at the tourist site. In order to realize this tourist wants, DMOs and TTPs must engage in destination promotional efforts or activities that appear to be effective enough to persuade or show promise of meeting their needs and wants. Therefore, relevant theories were considered, revealing some of the perceptions and experiences of tourists to destinations, as well as promotional efforts or activities that were or should be involved in. The chapter also discussed the challenges that DMOs and tourism trade practitioners confront while promoting a tourist destination.

CHAPTER THREE

METHODOLOGY

Introduction

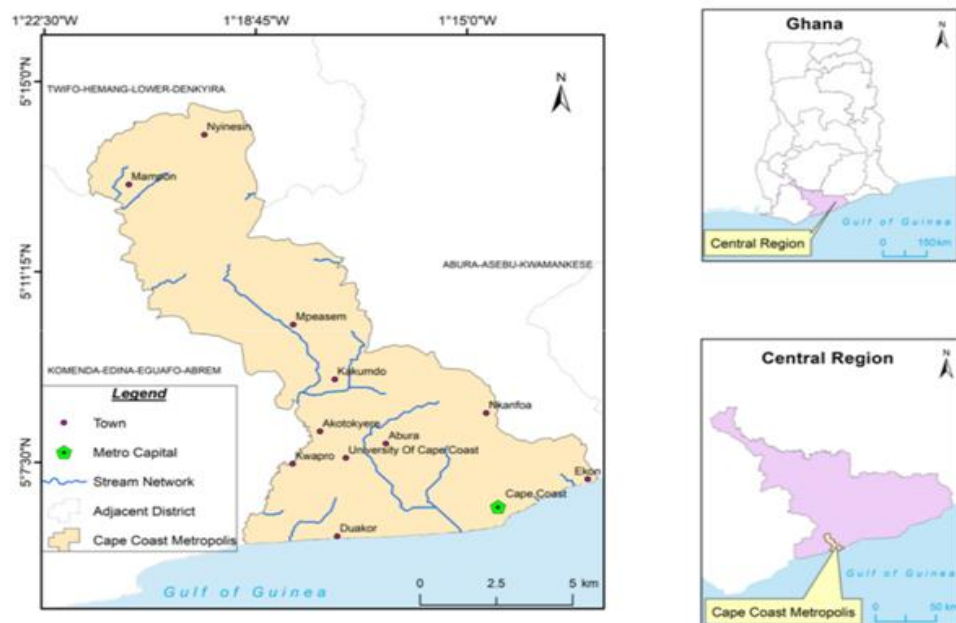
The research approach for the research study is discussed in this chapter. It describes the research philosophy, research design, and study area. It also includes information about the study's sampling and procedures for sampling, research instruments, data analysis methods, and ethical issues.

Study area

Cape Coast, located along the Gulf of Guinea in Ghana, situated at latitude 5.1054°N and longitude 1.2795°W. it is renowned for its historic sites, most notably the Cape Coast Castle, a UNESCO World Heritage Site. The castle, built by the British in the 17th century, served as a pivotal destination in the trans-Atlantic slave trade. Today, it stands as a poignant reminder of this dark chapter in history, drawing tourists interested in exploring the historical narratives preserved within its walls (UNESCO, 2021).

Also, Cape Coast is home to tourist attractions bolstered by hospitality infrastructure such as hotels, restaurants, beach resorts, forts, castle museums, souvenir traditional craft shopping centres, and others (Preko, Ameyibor, and Mohammed, 2020). There's also the Centre for National Culture and the Kotokuraba market, both of which provide historical background for how the city has evolved. There is a funfair with activities that go along with the celebrations of the "Oguaa Fetu Afahye" (harvest festival) for city tourists to enjoy. Moreover, the city has become a destination of pilgrimage for many African-Americans in the diaspora to reconnect with their past, particularly after going through the "no return" gate and back again.

The study area Cape Coast, was chosen because it among the tourist destinations that receives most tourists in Ghana (Ghana Business News, 2019; GTA, 2020). Cape Coast is one of the most visited cities in Ghana, because it is characterized by most prominent attractions and events such as Cape Coast Castle, which is a UNESCO world heritage monument, Fetu Afahye festival and Beaches etc., and also it is surrounded by other communities and attractions that are viable for tourism development, such as, Kakum National Park, and Elmina Castle; among all of these, Cape Coast is considered one of the most visited destinations in Ghana. Therefore, this makes it worthwhile researching into tourists' experiences of promotional activities undertaken at the destination area.



Map Production: Danso, SY

Figure 2: Map of Cape Coast

Source: Danso, Ma, Adjakloe, and Addo (2020)

Research philosophy

Philosophical paradigms in social scientific research direct the research approach, technique, and interpretation of results. The paradigms encompass positivism, interpretivism, realism, and pragmatism, each providing unique viewpoints on the generation and comprehension of information.

Positivism posits that reality is objective and autonomous from human perception. It underscores empirical facts, hypothesis testing, and measurable metrics. Researchers employing positivism frequently utilize statistical approaches to evaluate hypotheses and formulate generalizable laws (Bryman, 2023). Unlike positivism, interpretivism posits that reality is socially produced and inherently subjective. It prioritizes qualitative research, focusing on the comprehension of human experiences, beliefs, and social situations. Interpretivist scholars utilise methodologies such as interviews and ethnography to provide comprehensive insights into social phenomena (Creswell & Poth, 2023).

Furthermore, realism integrates positivism with interpretivism by positing that reality exists independently yet is comprehensible solely through human interpretation. Critical realism, a subset, acknowledges that underlying structures affect observable phenomena, promoting mixed-method approaches (Saunders, Lewis, & Thornhill, 2023). In contrast to the previously listed paradigms, pragmatism focusses on the practical implementation of research. It does not adhere to a singular epistemological perspective but instead synthesizes several methodologies to successfully tackle research enquiries. Pragmatists assert that knowledge is developed via action and inquiry,

prioritizing problem-solving over strict philosophical classifications (Morgan, 2022).

The study aims to investigate tourists' opinions of promotional activities conducted by DMOs and TTPs at a destination; nevertheless, alternative philosophies have limitations: positivism is overly strict and may inadequately encompass personal and emotional reactions to promotional activities. Furthermore, interpretivism is profound in its complexity and appears to preclude the generalization of findings to a wider population. Furthermore, realism presents challenges that may conflict with the study's practical objective of evaluating actual promotional actions and their efficacy.

This study utilized a pragmatic mindset, facilitating the integration of both qualitative and quantitative data for a full analysis. Initially, comprehending DMOs and TTPs as the architects and executors of destination promotion necessitates qualitative insights into their promotional endeavours and the challenges they encounter. This is consistent with interpretivism. Measuring the perceived promotional efforts and their efficacy requires empirical data collection and analysis, employing a positivist methodology. Pragmatism offers the adaptability to integrate all of these perspectives, facilitating a more comprehensive understanding.

Moreover, pragmatism is focused on results, which aligns effectively with the practical essence of this research. Destination marketing is a dynamic endeavour that necessitates actionable information to improve guest happiness and market attractiveness for tourism destinations. Pragmatism promotes research that enhances theoretical understanding while providing practical guidance for industry stakeholders (Patton, 2023).

The research adopted a mixed-method strategy, which may surpass a singular method in yielding comprehensive insights into phenomena that cannot be fully comprehended through solely qualitative or quantitative methods. Poth and Munce (2020) assert that a mixed-methods methodology and design can amalgamate and enhance various data sources, facilitating the investigation of complex issues. Moreover, the approach facilitates a comprehensive examination of a study by permitting the analysis of a phenomenon from multiple perspectives and research frameworks (Shorten & Smith, 2017).

The researcher aims to generalise the findings to a broader demographic and to gain a profound grasp of the significance of destination marketing for individuals. The implementation of pragmatism facilitates the collection of both closed-ended quantitative data and open-ended qualitative data, which enhances comprehension of a research subject and enables researchers to expand their inquiry with sufficient depth and breadth (Cresswell, 2014). This philosophical framework is deemed suitable for examining tourist experiences related to promotional activities conducted by DMOs in marketing Cape Coast as a tourism destination.

Research approach

Research approaches can be classified into three primary categories: qualitative, quantitative, and mixed methods. The quantitative research methodology emphasizes numerical data, statistical analysis, and objective measures (Creswell & Creswell, 2018). It is beneficial for discerning patterns and correlations among variables. Nonetheless, although quantitative methods yield extensive generalizations, they frequently neglect to convey profound

insights (Bryman, 2021). The qualitative research approach prioritizes the understanding of social phenomena via non-numerical data, including interviews, focus groups, and textual analysis (Denzin & Lincoln, 2018). Nonetheless, they frequently face criticism for their subjectivity, time consumption, and challenges in generalization (Tracy, 2020).

The mixed-method research strategy integrates both qualitative and quantitative methodologies, utilizing their advantages to offer a comprehensive perspective on the study issue (Tashakkori & Teddlie, 2019). Considering the extensive nature of DMOs and TTPs promotional endeavours and tourist perceptions thereof, the study employed a mixed-method approach, as reliance on either qualitative or quantitative approaches alone would be inadequate. A solely quantitative approach would assess the efficacy of marketing initiatives but would not elucidate why specific promotional actions executed by DMOs and TTPs resonate more with tourists. A purely qualitative method might provide profound insights but would be devoid of generalizability and statistical confirmation.

Consequently, a mixed-method approach addresses these deficiencies, facilitating a more detailed investigation of the study problems. It endorses methodological diversity, facilitating a versatile and pragmatic approach to tackling intricate research issues (Morgan, 2014). A mixed-method approach grounded in pragmatism is the most appropriate methodology for examining tourists' perceptions of promotional efforts conducted by DMOs and TTPs in Cape Coast. This method guarantees an equilibrium between quantitative data and intricate narratives, facilitating a more thorough and nuanced comprehension of the effectiveness and challenges of promoting Cape Coast

as a tourist destination. The study combines qualitative and quantitative views to provide actionable insights for refining the promotional tactics of DMOs and TTPs, hence improving Cape Coast's attractiveness as a leading tourism destination.

Research design

Mixed-method research amalgamates qualitative and quantitative methodologies to use their distinct advantages (Creswell & Creswell, 2018). The principal mixed-method designs comprise: Convergent design simultaneously gathers qualitative and quantitative data, integrating them to compare or correlate findings. Moreover, explanatory sequential design commences with the gathering and analysis of quantitative data, subsequently followed by qualitative data to elucidate the quantitative results.

Exploratory sequential design commences with qualitative data collection to investigate an issue, subsequently followed by quantitative data to validate or elaborate on the findings. Additionally, embedded design integrates qualitative or quantitative data within another method to bolster a primary research methodology. Lastly, multiphase design entails numerous periods of data collecting, including both methodologies at various stages.

Given the objectives of this investigation, an explanatory sequence design would be unsuitable as the research does not primarily aim to elucidate unexpected numeric findings. Similarly, an exploratory sequential design is inappropriate as the study does not seek to formulate theories prior to executing quantitative evaluations. The embedded design is inappropriate as both qualitative and quantitative methodologies hold equal significance rather than one serving as a mere supplement to the other. Ultimately, a multiphase

design is superfluous, as this research necessitates a simultaneous collection of varied data rather than numerous iterative phases.

Convergent design was employed for the aforementioned concepts, as it is the most suitable approach for the study. This design facilitates the concurrent collection and analysis of both quantitative and qualitative data, enabling an exploration of tourists' perceptions of promotional activities and their effectiveness quantitatively, while also qualitatively assessing the promotional efforts executed by DMOs and TTPs to provide a comprehensive understanding of the study. Furthermore, it would provide the comparison of insights from tourists with data from DMOs and TTPs, so ensuring the credibility and depth of the findings (Creswell, 2018).

Study population

The research examines three primary demographic categories within the Cape Coast destination: tourists, public Destination Marketing Organizations (DMOs), and private DMOs (Tourism Trade Practitioners). Each of these groups fulfils a unique and essential function within the tourist ecosystem of the destination, rendering them indispensable to the research.

The tourist demographic comprises foreign and domestic tourists aged eighteen (18) and over who utilize tourism facilities in Cape Coast. These individuals were chosen for their capacity to offer educated perspectives on their experiences and perceptions of promotional activities in the destination. Excluding tourists under 18 guarantees data collection from financially independent persons who travel autonomously, hence providing a more precise representation of the adult tourist demographic. Tourists to Cape Coast comprise a varied demographic, attracted to the destination for its profound

historical and cultural legacy, with notable landmarks such as the Cape Coast Castle. They constitute the principal audience for tourism experiences and marketing initiatives in the region, rendering their opinions crucial to the study.

The Ghana Tourism Authority (GTA) represents the public Destination Management Organization (DMO) group in Cape Coast. The GTA serves as the regulatory and promotional authority for tourism in the region, actively regulating and marketing the destination. Their responsibilities encompass coordinating activities with stakeholders, overseeing standards, and executing plans to draw tourists. The findings from the GTA are essential for evaluating the efficacy of public-sector activities and policies in enhancing the destination's attractiveness.

The private DMO group consists of tourism trade practitioners associated with industry organisations like the Ghana Tourism Federation (GHATOF). These practitioners encompass travel and tour companies, hotels, and tour guides who are actively involved in providing tourist services. The study specifically examines registered travel and tour companies, hotels, and tour operators at prominent sites such as Cape Coast Castle. The inclusion of this group enables the study to obtain insights from private sector players who directly affect and engage with tourists via their services and goods.

The selected population categories reflect the primary stakeholders in Cape Coast's tourism sector and are readily accessible for data collection. Their combined viewpoints provide an extensive insight into the dynamics of tourism in the destination, especially concerning promotional activities and their effects on tourist experiences.

Sample size determination

Due to the large population size involved in this study, the target population was narrowed down to include specific portions of tourists, staff of the Ghana Tourism Authority (GTA) as the public DMO, and representatives of tourism trade practitioners (TTPs), including hotels, tour guides, and travel and tour agencies in Cape Coast. This adjustment was made to manage time and costs effectively while ensuring the study remains representative and reliable.

For the quantitative component, Yamane's (1967) formula for sample size determination was employed to derive an appropriate sample size from a population of 100,000 tourists. The formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size

N= population size (100,000)

e= minimum margin of error 0.5% or 0.05)

$$n = \frac{100,000}{1 + 100,000(0.05)^2}$$

$$n = \frac{100,000}{1 + 250}$$

$$n = \frac{100,000}{251}$$

$$n = 398.406374501992$$

$$n = 398 \text{ or } 400$$

Rounding up, a sample size of 400 tourists was deemed sufficient for the quantitative aspect of the study, ensuring a 99% confidence level. This

sample size is supported by Adam's (2020) argument that 380–400 respondents are adequate for a population size between 100,000–150,000, ensuring the results are statistically significant and generalizable. Moreover, the quantitative data were collected from tourists aged 18 years and older, both domestic and international, at prominent tourism facilities such as Cape Coast Castle, Ridge Royal Hotel, Pempamsie Hotel, GhanaEcotours, and various beaches along the coast. These sites were chosen as they attract significant numbers of tourists and represent the diversity of tourism experiences within the Cape Coast destination.

For the qualitative component, the study aimed at saturation. Data saturation in research methodology refers to the point at which no new information or theme is observed in the data (Saunders et al., 2019). Moreover, a minimum sample size of 5-50 is appropriate for a qualitative study if data saturation can be achieved (Saunders et al., 2019). Based on these assertions, data were obtained from four (4) GTA staff in charge of marketing, and twelve (12) tourism trade practitioners, including owners or managers of 2-3 star-rated hotels, tour guides, and travel and tour agency representatives who promote the destination.

In total, 412 respondents and participants were included in the study. This number comprised: three hundred and ninety-six (396) tourists for quantitative data collection, four (4) GTA staff (public DMOs), and twelve (12) tourism trade practitioners (private DMOs). This breakdown ensured a balanced and comprehensive approach to data collection, covering all key stakeholders in the tourism sector of Cape Coast.

Sampling procedure and technique

The GTA staff were purposely selected among the DMOs. The marketing officers and the director were chosen due to their positions, which provide access to all information pertaining to the promotion of the destination. The managers and owners of tourism businesses formulate promotional strategies and execute them at the destination, hence the rationale for selecting these managers. The tour guides were specifically chosen for their roles in educating and accompanying tourists at the area.

A systematic random sampling technique was utilized to gather data from 396 tourists at diverse tourism establishments in Cape Coast. This method is especially beneficial in densely populated destinations frequented by numerous tourists, as noted by Kumar (2018).

Furthermore, this strategy appears to guarantee an impartial and representative sample from the tourist community while being logistically viable for research at several destinations (Cape Coast Castle, Ridge Royal Hotel, Pempamsie Hotel, GhanaEcotours, and coastal beaches, etc.). For instance, research conducted by Akyeampong (2009) employed this technique to guarantee equitable representation of tourists across various facilities in Cape Coast. Likewise, research in alternative destinations, shown by Otoo's (2020) examination of tourism in Ghana, employed systematic sampling to extract insights from a diverse cohort of tourists.

Again, this technique facilitated the selection of tourists through intervals; consequently, after gathering data from thirty-three (33) tourists at one facility, the researcher proceeded to collect data from another thirty-three (33) tourists at a different facility, and this process was repeated across all

twelve facilities visited. This corresponds with Creswell's (2018) research guidelines, which underscore the necessity of evading selection bias in quantitative investigations.

Research instrument

The researcher employed questionnaires and an interview guide to gather data from the respondents and participants. The questionnaire was designed according to the research questions and the principal factors pertinent to the investigation. Questionnaires were employed to gather data for analysing the quantitative objectives of tourists' perceptions of the promotional efforts conducted by Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) in marketing Cape Coast as a tourist destination.

The survey comprises two segments. "Section A" requests data regarding tourists' perceptions of the promotional initiatives executed by DMOs and TTPs in marketing Cape Coast. It includes specific enquiries about the perceived promotional activities, their effectiveness, and overall perceptions, with multiple-choice response options. Section B encompasses demographic information, including age, gender, educational background, work status, marital status, kind of tourist, and purpose of visit. The respondents were given the option to select as indicated in their demographic information.

The comprehensive interview guide was employed to obtain qualitative data. The interview guide of seven (7) questions divided into three (3) portions for two distinct groups, with the identical questions tailored to each group's category, namely the DMOs and TTPs, and the duration was roughly 20

minutes per participant. The initial portion examined the promotional activities conducted at the site and the challenges encountered in marketing Cape Coast as a tourist destination. The final element of the interview guide contained data regarding participants' profiles, including age, organization, position, and job experience. Interviews were selected as the data collection method because they facilitate the extraction of in-depth insights and permit participants to articulate their thoughts and experiences candidly. This methodology allows researchers to thoroughly explore participants' emotions, opinions, and attitudes, yielding a comprehensive understanding of the phenomena being investigated (Dunwoodie, Macaulay & Newman, 2022).

Source of data collection

This research utilizes both primary and secondary data sources. Primary data denotes information collected directly and remains unpublished, including data obtained from respondents such as tourists, Destination Management Organizations (DMOs), and Tourism Trade Practitioners involved in the study. Primary data seems to be more reliable, authentic, and impartial.

However, primary data may be utilized to augment secondary data throughout research (Kabir, 2018). Secondary data refers to materials acquired from books, journal articles, websites, and similar sources, which assist in research analysis and the corroboration of conclusions derived from original data. The literature review in any research relies on secondary data. It is collected by another individual for a different purpose, although utilized by the investigator for an alternative reason (Kabir, 2018).

Procedure for data collection

Upon obtaining formal approval from the Institutional Review Board, the investigator contacted the sampled facilities and agencies with an introductory letter soliciting permission to gather data. Upon receiving authorization, the researcher proceeded to the study sites to gather data from respondents and participants. Employees of GTA, certain tourism establishments representing tourism trade practitioners, and tourists aged 18 and above who consented to participate in data collection were contacted. Upon arrival, the researcher initially articulated the study's objective and confirmed that both participants and respondents were cognizant of all ethical considerations prior to soliciting their consent to partake in the interview and survey, respectively. Data were collected daily (on weekdays, weekends, and holidays) during the fieldwork period, which commenced upon the receipt of ethical approval, to ensure equitable representation of all participants and to account for multiple responses.

Furthermore, subsequent to acquiring consent from the participants, a telephone voice recorder was employed to document the interviews. Some participants, however, expressed objections to being recorded; consequently, the researcher transcribed the interview. In contrast to handwritten notes, a recorder was deemed superior as it accurately caught detailed information without error. Additionally, the researcher documented significant findings that offered insight into the subject of study. Tourists completed surveys, and both public and private Destination Marketing Organizations (GTA personnel and representatives from the tourism industry) were questioned. Moreover, the

administration and participation in these instruments necessitated around twenty-five (25) minutes.

Data management and analysis

Several techniques were employed to guarantee the study's reliability and validity. The study utilized data source triangulation to validate and substantiate conclusions. The study utilized data from three analytical units: DMOs, TTPs, and tourists, to investigate tourists' perceptions of the promotional activities conducted by DMOs and TTPs in Cape Coast. This facilitated the cross-verification of results and the discovery of discrepancies that necessitated additional enquiries for clarification.

Moreover, credibility checking was employed to authenticate the submitted data. Data from DMOs and TTPs underwent member vetting. In other words, the data gathered from participants were summarized and given to them, enabling participants to verify whether the researcher's interpretation accurately conveyed their intended meaning. At the end of each interview, the collected data was summarised and presented to the participants for confirmation of its alignment with their intended meaning. The implementation of member and credibility verification facilitated the affirmation that the interpretations aligned with participants' viewpoints and experiences.

Additionally, pattern matching was utilized during the data processing phase. Themes within the data set were consistently compared and redefined as necessary to ensure the reliability and validity of the interpretations provided for each. Ultimately, tourists also conducted credibility assessments of the questionnaire employed for data collecting. The acquired data were

meticulously evaluated based on the provided responses; furthermore, all 396 were deemed legitimate.

This research employed both quantitative and qualitative data analysis grounded in this assumption. The quantitative data were gathered, processed, and analyzed utilizing the Statistical Package for Social Sciences (SPSS Version 25) statistical software. The SPSS program is among the most widely employed statistical analysis tools in social science, particularly adept at analyzing survey data due to its large array of statistical procedures (MacDonald and Headlam, 2014). Furthermore, descriptive and inferential statistics, namely Chi Square, were employed in the data analysis, and the results were presented in fundamental statistical tables (percentages, significant values, means, etc.).

Furthermore, the methodology employed for processing qualitative data involved documenting and evaluating the acquired information in relation to the study's objectives and enquiries through thematic analysis. This was achieved by identifying the presence of themes within the sample, thereby ascertaining the frequency of references to topics associated with a certain type of respondent, or the proportion of respondents referencing specific themes.

Dawadi (2019) asserts that the examination of both data sets complements one another, facilitating the triangulation of qualitative findings with quantitative results, and vice versa. Dawadi asserted that "had the quantitative data been analyzed initially, the qualitative findings could have been swayed by the quantitative results, but the opposite was not feasible"

(Dawadi, 2019). Consequently, field data were assessed simultaneously with qualitative and quantitative data collection methods.

Pre-test

The instruments were pre-tested at the Christiansburg Castle, Kwame Nkrumah Mausoleum and GTA (Accra Branch) after ethical clearance approved from IRB, UCC to verify that participants were able to read and offer suitable responses to the questions being asked. The Christiansburg Castle, Kwame Nkrumah Mausoleum and GTA were specifically chosen for two reasons. First, because the Castle and the Mausoleum are one of the most frequented attractions and GTA- Accra is one of the destination's DMO, the researcher found it easier to reach a similar target group there. Participants in the exercise were three (3) GTA staff in charge of marketing (public DMO), three (3) tour guides (tourism trade practitioners), and twenty-five (25) tourists. Second, while the Christiansburg Castle, Kwame Nkrumah Mausoleum settings were similar to the chosen study area, findings from the study setting seem appropriate, making the phenomena of destination marketing suitable for testing in such a context. Based on participant input, the instruments were revised to incorporate improvements made by the tourist and my supervisor based on my pre-test report.

Field challenges

The interview segment presented a significant field challenge during data collecting. It was challenging to meet with workers from the Ghana Tourism Authority (DMO) and managers from several tourism trade practitioners (TTPs). They were always engaged in activities when the

researcher visited for several days, until substantive dates for data collection were scheduled.

Similarly, the questionnaire was administered with the assistance of a few fields and the workers of various tourist establishments at the destination. Unfortunately, they were insufficient to finish the distribution of questionnaires in scenarios with large tourist turnout. This was due to time constraints as against tourist flow. Again, there were periods when tourist attendance at the amenities was minimal, particularly during working days. This had an impact on the rate at which surveys were distributed to tourists in the destination area.

Also, some tourists took less time answering all of the questionnaire questions because they were in a rush or had been separated from their group and needed to leave the tourist facility or prepare for their next trip. Moreover, some tourists' left with the questionnaire administered to them to respond to, because they were in rush to visit other tourist facility.

Furthermore, communicating with some tourists proved difficult because some of them were unable to speak English or the local languages, making it impossible to articulate their concerns and forcing them to be excluded from the study. Despite all of the difficulties encountered on the field, efforts were made to assure the authenticity and dependability of the data collected.

Ethical issues

All participants received information about the ethical issues surrounding the research questionnaire and were asked if they wanted to participate in the study investigation, to which they all consented. The

participants' identities were protected due to their organization's aims and political reasons in the country, which implies that their names were not disclosed for confidentiality or hidden for any type of damage. Additionally, the researcher developed the study questions with the help of the literature guidelines in order to achieve the purpose of this research.

Summary

The methodology for the study was detailed in this chapter. It addressed questions concerning research philosophy; the study utilized pragmatism, which includes the use of both quantitative and qualitative methods of analysis and management, data collection, which were carried out concurrently. The study used a convergent research strategy. The sample size determination and sampling technique, as well as the target demographic, were also discussed. The data gathering tools and techniques were taken into account. This chapter discusses the data analysis process, ethical difficulties, and challenges encountered during the fieldwork exercise, as well as how the challenges were addressed. The next chapter contains analyses and discussions of data acquired for the study.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The current chapter provides an analysis and discourse on the data findings in connection to the study goals. The chapter primarily examined the socio-demographic characteristics of tourists, tourism trade practitioners (TTPs), and Destination Marketing Organizations (DMO). Additionally, tourists' perceptions of promotional activities conducted by the DMO and TTPs, by establishing the relationship between their characteristics and their usage of the promotional activities, and also the effectiveness of these promotional platforms. The chapter four also presents an analysis of the promotional strategies employed by the (DMO) and (TTPs) in their efforts to market Cape Coast as a desirable tourist destination, and the challenges and they encountered in the execution of these promotional endeavors.

Socio-demographic and characteristics of tourists

This part examines the socio-demographic attributes encompassing sex, age, marital status, work position, educational attainment, tourist type, and the purpose of visit. The findings were summarized in Table 1 below.

Table 1: Socio-demographic and characteristics of tourists

| Item | | Frequency | Percentage |
|-------------------|----------------------------|------------|------------|
| Sex | Male | 217 | 55 |
| | Female | 178 | 45 |
| | Total | 396 | 100 |
| Age | 18-25 | 77 | 19.4 |
| | 26-35 | 136 | 34.3 |
| | 36-45 | 124 | 31.3 |
| | 46-55 | 34 | 8.6 |
| | 56 and above | 25 | 6.3 |
| | Total | 396 | 100 |
| Marital Status | Single | 194 | 49 |
| | Married | 201 | 50.8 |
| | Other (Divorce) | 1 | 0.2 |
| | Total | 396 | 100 |
| Employment Status | Employed | 172 | 43.4 |
| | Self-Employed | 127 | 32.1 |
| | Unemployed | 97 | 24.5 |
| | Total | 396 | 100 |
| Education Level | JHS Certificate | 24 | 7 |
| | SHS Certificate | 85 | 21 |
| | Diploma/Degree | 206 | 52 |
| | Post Graduate Degree | 81 | 20 |
| | Total | 396 | 100 |
| Tourist Type | Domestic Tourist | 202 | 51 |
| | International Tourist | 194 | 49 |
| | Total | 396 | 100 |
| Purpose of Visit | Leisure and Recreation | 103 | 26 |
| | Education | 41 | 10.4 |
| | Sports | 38 | 9.6 |
| | Visit Friends and Relation | 113 | 28.5 |
| | Business | 96 | 24.2 |
| | Others | 4 | 1 |
| | Total | 396 | 100 |

Source: Fieldwork, 2023

The study revealed that there were more males (55%) than females (45%), as indicated by the data presented in Table 1. This observation suggests that there is a higher proportion of male tourists compared to female tourists to Cape Coast as a popular tourist destination.

The majority of tourists (34.3%) fell within the age range of 26-35, with the subsequent highest percentage (31.3%) being accounted for by tourists aged 36-45. Additionally, it is observed that those within the age range of 18-25 account for (19.4%) of the whole tourist population. Conversely, tourists aged between 46-55 represent (8.6%) of the overall tourist demographic, while those aged 56 and above contribute (6.3%) of the total tourist population. This suggests that a proportion of tourists who chose Cape Coast as their destination were adult tourists who have the physical stamina and willingness to engage in various tourism-related pursuits during their visit.

Based on the data shown in Table 1, it can be observed that the largest proportion of tourists (50.8%) reported being married, while a slightly smaller percentage (49%) indicated being single. A small fraction of respondents (0.2%) claimed to have experienced divorce. This concludes that a high proportion of tourists visiting Cape Coast were tourists accompanied by their families.

Regarding the participants' employment situation, the findings of the survey revealed that a majority of tourists, specifically (43.4%), reported being employed. This was followed by (32.1%) who identified themselves as self-employed, while (24.5%) indicated that they were unemployed. This finding indicates that a proportion of tourists who choose Cape Coast as their destination had a reliable income source, suggesting that they may possess a

higher level of disposable cash for the purpose of purchasing products and services.

Concerning educational qualifications, most respondents possessed diploma or first-degree qualification (52%). This was closely followed by those who reported having a Senior High School (21%). In addition, it was found that (20%) of the surveyed tourists possessed a Post Graduate Degree. Furthermore, (7%) stated having a Junior High School (JHS) certificate. This implies that a proportion of tourists who choose Cape Coast as a destination have literacy skills and possess the capacity to utilize targeted promotional channels and comprehend the conveyed information.

According to the data presented in Table 1, the proportion of domestic tourists (51%) exceeded that of foreign tourists (32.1%) and Ghanaians from the Diaspora (16.9%). The predominant demographic of tourists that frequented Cape Coast as a tourist attraction consisted of Ghanaians hailing from various regions within the country. This observation suggests that the destination of Cape Coast was primarily frequented by tourists from within the country.

Table 1 illustrates the primary motivations for tourists' visits to Cape Coast as a tourist destination. The findings reveal that a proportion of tourists (28.5%) visited the destination with the intention of reconnecting with friends and family. Additionally, a number of tourists (26%) visited Cape Coast for the purpose of engaging in leisure and recreational activities. Moreover, a total of (24.2%) of respondents indicated that their usage was mostly for business-related activities, whilst (10.4%) reported using it primarily for educational purposes. Moreover, a minor fraction (1%) of respondents reported visiting for

motives divergent from the prevailing rationales expressed by the majority of tourists. This finding indicates that a proportion of tourists who chose Cape Coast as their destination did so with the intention of seeing their relatives and acquaintances residing in the area.

Demographic and work characteristics of the public DMO (GTA staff)

This section presents an examination of the demographic attributes of the Destination Marketing Organisations (DMOs) that participated in the interview sessions performed for the study. Table 2, provides a detailed summary of the characteristics of the tourists examined, including variables such as sex, age, educational qualifications, and years of work experience.

Table 2: Demographic and work Characteristics of the public DMO (GTA staff)

| P | Sex | Age | Education | Work experience |
|----|--------|-----|-----------|-----------------|
| G1 | Male | 35 | Degree | 8 |
| G2 | Male | 37 | Degree | 5 |
| G3 | Female | 38 | Masters | 14 |
| G4 | Male | 56 | Masters | 4 |

Source: Fieldwork 2023

Table 2 displays data regarding the demographic characteristics of the staff employed by the Destination Marketing Organisation (DMO) within the Ghana Tourism Authority (GTA), responsible for promoting Cape Coast as a tourism destination. Three (3) GTA staff were identified as male, while one individual was classified as female. Three subjects reported their ages as being between 35 and 38 years, while one individual declared an age of 56 years. Moreover, two of the four (4) GTA staff indicated that they held both a bachelor's degree and a master's degree. In terms of job experience in the tourism sector, three individuals indicated having 4-8 years of experience,

whereas only one individual asserted possessing above fourteen (14) years of experience.

Demographic and work characteristics of Tourism Trade Practitioners (TTPs)

This section presents a study of the demographic characteristics of the tourists involved in the research who participate in the tourism business (trade practitioners). Table 3, presents a detailed summary of the pertinent information.

Table 3: Demographic and work characteristics of private DMO (TTPs)

| P | Sex | Age | Education | Work experience |
|-----|--------|----------|-----------|-----------------|
| T1 | Male | 30 | Degree | 4 |
| T2 | Male | Above 50 | Masters | 14 |
| T3 | Male | 53 | Degree | 28 |
| T4 | Male | Above 35 | Diploma | 10 |
| T5 | Male | 30 | Diploma | 10 |
| T6 | Male | 36 | Diploma | 9 |
| T7 | Female | 28 | Degree | 4 |
| T8 | Female | 28 | Degree | 2 |
| T9 | Female | 35 | Diploma | 10 |
| T10 | Female | 29 | Degree | 2 |
| T11 | Male | 50 | Degree | 19 |
| T12 | Male | 36 | Degree | 15 |

Source: Fieldwork 2023

The demographic data of private destination marketing organizations (TTPs) in Cape Coast, as shown in Table 3, indicates that of the twelve (12) participants in the study, eight (8) were male and four (4) were female. Furthermore, the majority, which involves nine (9) individuals, fell between the age range of 28 to 36, while the remaining three (3) were aged 50 or older. The majority of the TTPs, comprising seven participants, indicated that they hold a bachelor's degree. Three participants possessed diploma qualifications, however only one respondent reported holding a master's degree.

Concerning years of work experience, two (2) participants indicated involvement in the tourism sector for periods of two years, four years, and ten years, respectively. Furthermore, one (1) participant each reported possessing nine (9), fourteen (14), fifteen (15), nineteen (19), and twenty-eight (28) years of expertise in the field.

Destination promotional efforts undertaken by the DMO and tourism trade practitioners

This section provides an analysis and discussion of the data acquired from the Destination Marketing Organization (DMO) and Tourism Trade Practitioners (TTPs) during the interview session, regarding the diverse advertising strategies employed to augment Cape Coast's attractiveness as a tourist destination, along with the obstacles they face. The findings and interpretation were presented comprehensively, consistent with the study's research objectives. Thematic analysis was utilized to clarify the emergent issues related to each study topic.

The participants in this group were categorized into two basic segments: DMOs (GTA) staff members and Tourism Trade practitioners.

Destination promotional efforts undertaken by the DMO

The study analyzed the DMO (workers in the GTA), concentrating on the enquiries directed at them and their respective responses. The data gathered from these exchanges was subsequently examined, resulting in the identification and categorization of multiple themes. The primary aim of the initial research inquiry was to examine the views of the DMO staff in the GTA concerning the various promotional strategies utilized to market Cape Coast as

a tourism destination. The findings from the interview are shown in Table 4, as illustrated below.

Table 4: Themes from the interview on promotional activities undertaken by the DMO

| ISSUES/QUESTION | THEMES /FINDINGS |
|------------------------|--|
| Promotional activities | <ul style="list-style-type: none"> • Festivals and event promotion • Digital marketing (Internet/Website, Apps and social media) |

Source: Fieldwork, 2023

The study analyzed the promotional activities or platforms employed by the Destination Management Organization (DMO) to promote Cape Coast as a tourist destination. These platforms are crucial in communicating information to tourists, attracting them to Cape Coast as a travel destination, and enabling the utilisation of services within the region. Furthermore, the examination of the individuals' responses revealed two unique themes. The promotion of festivals and special events, including with the use of organizational digital marketing platforms (websites, mobile applications, and social media).

Promotion of festivals and events

The first theme mentioned concerning the promotional activity or platform implemented by the Destination Marketing Organization (DMO) (GTA) to market Cape Coast as a tourism destination pertains to the marketing of festivals and events. The promotion of significant festivals or events within a destination serves as an effective strategy employed by the DMO to disseminate information about the locale, so attracting tourists and establishing a prominent presence in their perceptions. The DMO must develop and

promote additional events and festivals. One of the responses provided by G1 was as follows:

Our typical way of promoting Cape Coast include festivals held in the area and specific events organised by us [GTA], such Emancipation Day, Chocolate Day, World Tourism Day, and the Central Expo or Tourism Awards.

G2 confirmed the expressed viewpoint, stating,

"We engage in numerous activities that enhance Cape Coast; we collaborate with the Traditional Council to organise various festive events to promote the destination, including Emancipation Day, Panafest, and Fetu Afahye, among others."

The interview response offered insights into the promotional strategies implemented by the DMO (GTA) in Cape Coast. The promotion of Cape Coast as a tourism destination is done through the promotion of festivals and events such as Emancipation Day, Chocolate Day, World Tourism Day, Central/National Tourism Awards, Panafest, and Fetu Afahye is essential in equipping tourists with the requisite information to form an informed perception, thereby potentially influencing their decision to visit Cape Coast.

Digital marketing platforms (websites, apps and social media)

The second theme from the study interview question concerns the promotional activities or platforms utilized by the DMO (GTA) to market Cape Coast as a tourist destination, highlighting the use of various digital channels, including websites, applications, and social media. The utilization of digital platforms enables the effortless accessibility of information for tourists and fosters the development of a favourable perception or positive destination

image. The DMO must advocate for the destination using these venues. Furthermore, these activities appear to be beneficial for the destination. In the interview with DMO authorities, GT4 elucidated that;

We maintain official profiles on Instagram, Twitter, and Facebook, in addition to the "visitGhana App," which they employ to promote Cape Coast.

In support of G4, G2 further said that;

The destination is additionally promoted on the GTA website and several social media sites. This task is executed by the marketing department at the Central Office in Accra(G2).

G4 added that the App and social media promotional tools enable destination marketers to invest in the promotion of their events and programs. The App features images of significant sites and infrastructures, event calendars for Cape Coast, and facilitates easy access to information for tourists regarding the destination.

This statement confirms that the destination management organization has established a website and domestic social media platforms, along with a campaign. These initiatives promote the spread of information to prospective tourists, so enticing them to regard Cape Coast as an appealing tourist destination. As a result, destination marketing organizations (DMOs) have progressed and dedicated increased resources to improve these platforms.

Challenges faced by the DMO in marketing Cape Coast as a tourist destination

This section discusses the objective of examining the potential challenges encountered by the Destination Marketing Organisation (DMO) in

its promotional efforts for the Cape Coast destination. The participants believed that the DMO faced challenges in executing promotional activities for Cape Coast as a tourism destination. The responses of participants were discussed below.

Table 5: Themes from the interview on the challenges encountered by DMO in promoting the destination

| ISSUES/QUESTION | THEMES /FINDINGS |
|-----------------|---|
| Challenges | <ul style="list-style-type: none"> • Ineffective collaboration • Low local participation in promotion • Inadequate promotional funds • Lack of logistics • Strong bureaucratic system (Centralization) |

Source: Fieldwork, 2023

Ineffective collaboration

one of identified theme associated with research question two concerns the lack of effective coordination among stakeholders at the destination. The participants' perspectives were documented and then presented. G4 reported that;

GTA encounters a challenge regarding the aldestination of costs in the formation of destination teams for the development of promotional programs, complicating our promotional efforts.

G2 additionally stated that;

Other governmental or commercial entities do not assist in promoting the destinations due to the absence of a comprehensive strategy among tourism agencies and other relevant governmental bodies, especially those associated with tourism.

The responses indicate that the Destination Marketing Organisation (DMO) encounters challenges in efficiently partnering with other stakeholders

for promotional efforts about the Cape Coast destination. This impediment obstructs the smooth execution of promotional campaigns. The third issue arising from research question four was the noted absence of active participation from the local community.

Low local participation in promotion

The second theme related to study question two concerns the insufficient local interest in participating in destination promotion. The absence of local engagement adversely affects the initiatives undertaken by the Destination Marketing Organizations (DMOs) to improve the destination's overall attractiveness. Moreover, the local population's lack of excitement may adversely affect the destination's image, leading to a decrease in its appeal.

One participant indicated that the local populace exhibits negligible interest in tourism, hence complicating promotional efforts (G1).

Another participant additionally remarked that;

Domestically, it is challenging to encourage citizens to participate in or endorse tourist activities due to their minimal interest in travel and tourism (G3).

Participants of the Destination Marketing Organization (DMO) in Cape Coast indicate that local residents have limited enthusiasm for initiatives promoting Cape Coast as a tourism destination. The involvement of local stakeholders is essential for the advancement of a destination. The apathy exhibited by local residents may be associated with their minimal advantages generated by tourism operations within the destination to them. The next subject for discussion on the research inquiry focused on the inadequacy of promotional resources.

Inadequate promotional resource and logistics

The third issue identified in the analysis of research question two was the inadequacy of resources and logistical assistance for destination promotion. These resources included human, financial, and material components. The lack of these resources and logistical support adversely affects the promotional efforts of the Destination Marketing Organisations (DMOs), thereby impeding their capacity to efficiently develop and implement destination promotion activities designed to inform and persuade tourists to visit the destination. Notwithstanding the presence of some resources and logistical assistance, they seem inadequate for the efficient formulation and execution of promotional strategies for the destination. The G2 indicated that;

"The challenge we encounter is a deficiency of resources [both financial and human], especially funds to facilitate our promotional activities for the destination, which are not disbursed punctually."

G1 provided an account that;

Numerous problems exist, including inadequate logistics and funding due to our unit's classification as a sub-vented organization.

The participants' remarks affirm the presence of issues concerning the promotion of Cape Coast as a tourist attraction. These difficulties mostly pertain to the availability of resources, encompassing financial, human, and material assets. Although it is evident that certain resources were allocated to the Destination Marketing Organisations (DMOs), they were considered inadequate for facilitating the promotional initiatives undertaken in Cape Coast.

Strong bureaucratic system (centralization)

The fourth subject related to study question two concerns the existence of a rigid bureaucratic system, which presents considerable obstacles to executing promotional initiatives. The centralization of promotional platforms and financial resources for destination marketing presented considerable obstacles and complications in their accessibility and utilization. In this context, the Destination Management Organizations (DMOs) must implement a comprehensive procedural structure to ensure smooth transfer of resources for the promotion of the destination and its related activities. All decisions about these activities are centralized and decided in the head office in Accra. G3 noted that;

Our system's bureaucratic nature involves a centralized approach to disbursing funds and coordinating programs or activities to promote Cape Coast.

G1 corroborated the assertion by asserting that;

As a public DMO in Cape Coast, we lack the financial resources to promote Cape Coast. This is due to the centralization of all funding for promotional efforts of the destination, with significant promotional endeavours conducted at the head office in Accra, primarily through fairs and exhibitions. We participate solely when our unit is summoned.

The accounts from the interview reveal that a major obstacle encountered by the DMO in its promotional endeavours is the existence of a strong bureaucratic framework marked by centralization. The aforementioned issues impede the efficient implementation of promotional initiatives, hence

adversely impacting the formation of events or platforms designed to promote the destination of Cape Coast.

Destination promotional efforts undertaken by the tourism trade practitioners

This section discusses and presents responses on ascertaining the promotional activities carried out by Tourism Trade Practitioners (TTPs) in their efforts to promote the destination. The responses obtained from the participants belonging to the tourism trade practitioners were presented and interpreted below in Table.6.

Table 6: Theme from the interview on promotional activities undertaken by TTPs

| ISSUES/QUESTION | THEMES/FINDINGS |
|------------------------|--|
| Promotional activities | <ul style="list-style-type: none"> • Word-of-mouth/Referrals • Digital marketing (Social media platforms and Website) • Travel guides and Itineraries • Festivals and Occasions • Package tours |

Source: Fieldwork, 2023

Word-of-mouth/referrals

The initial theme found in response to the first interview question concerns the promotional activities or platforms utilized by TTPs in marketing Cape Coast as a tourist destination, particularly emphasizing the effectiveness of word-of-mouth communication. The participants' viewpoints were expressed through multiple methods, with some being recorded and subsequently presented. In an interview with DMO employees, T1 offered an elucidation.

I advocate for the efficacy of word-of-mouth; therefore, I deliver exemplary tour services and recommend additional attractions to guests, thereby incentivizing them to endorse Cape Coast to others.

T2 also stated that;

I advocate for the destination via recommendations by offering high-quality tour packages, resulting in satisfied clients recommending my services to other tourists.

Further, T5 articulated that;

The promotion of Cape Coast is not the responsibility of guides; yet, I personally engage in this endeavour through word of mouth, effectively recounting the history of our forefathers, which inspires guests to inform others about the destination.

Participants indicated that word of mouth served as a promotional medium for the destination Cape Coast. This method appears to successfully draw tourists, particularly first-time attendees who may lack familiarity with the destination. The majority of tourists prefer visiting attractions for which they have credible and verified information. In the absence of a credible information source, tourists often seek counsel from others or rely on anecdotal evidence to decide whether to visit a specific destination. Hogan et al. (2004) assert that word of mouth is a more efficacious method for fostering favourable sentiments towards an attraction than advertising.

Digital marketing platforms (website and social media)

The second issue related to research question one was the use of digital marketing platforms. This enhances information accessibility for tourists,

hence impacting their decision-making on a visit to Cape Coast. The participants' perceptions were gathered and later presented. T2 stated,

"I possess an interactive website." I additionally promote Cape Coast on my Facebook page.

T7 further recounted that;

We additionally advertise our amenities on social media platforms, where we delineate our destination, hence attracting guests to the site.

T6 stated that

We possess social media accounts (Facebook, Twitter, and Instagram) and a website utilized for promoting our facilities and Cape Coast overall.

The viewpoints articulated by the participants corroborate the claim that TTPs employ social media platforms and organizational websites to promote the destination by engaging with and spreading information to both existing and potential tourists. The next subject for discussion concerns the use of travel guides and itineraries.

Travel guides and itineraries

The third issue that arose concerning study question one focused on the use of travel guides and itineraries. The dissemination of information to tourists is enabled, thereby affecting their decision to visit Cape Coast. The participants' perceptions were recorded and subsequently presented. T2 claimed that,

As a tour operator, I advocate for Cape Coast and other amenities in my itineraries and through travel publications such as Brat Guide, Wanderlust, and Lonely Planet.

T8 stated that;

As guides, we create itineraries for clients that highlight the attractions and amenities in Cape Coast.

The statement claims that travel guides and itineraries effectively promote tourist destinations by offering detailed information on the destination, its attractions, and available amenities. Moreover, it asserts that these resources are crucial in drawing tourists to the destination. The next topic for discussion concerns the promotion of festivals and events.

Promotion of festivals and events

The fourth theme identified from the first question related to the promotion of events and celebrations. The use of festivals and events as a promotional platform efficiently attracts tourists to destinations like Cape Coast. This approach can be described as a social dimension strategy for promotion, capable of drawing a significant number of individuals to a specific destination. The utilization of festivals and events as promotional platforms has proven advantageous for numerous destinations, contingent upon efficient execution. The participants' perspectives were collected and subsequently presented. T1 said that,

The promotion of Fetu Afahye and the Year of Return has significantly helped Cape Coast by drawing both domestic and international tourists to the area.

T3 stated that;

As tour guides, we promote the destination through well-known organised events such as Panafest and Emancipation Day.

Supporting the views articulated by T1, T5 said,

I contend that there are no targeted promotional initiatives aimed at enhancing the visibility of Cape Coast; rather, awareness of Cape Coast arises from events conducted within the locale. For example, "The Year of Return." The launch and promotion of the program gained widespread attention. Individuals from diverse regions globally become acquainted with Cape Coast and explore sights such as the Castle. Programs such as Panafest and Emancipation Day also attract tourists to the site.

These viewpoints confirm that the marketing of festivals and events has been employed as a means to promote Cape Coast as a destination, leading to a substantial increase in tourist arrivals to the region. This phenomenon increases tourist arrivals to the site and improves the utilisation of the existing amenities and services. The next item for discussion concerns the use of package tours.

Package tours

The fifth issue arising from the study of question one concerns the advertising of tours or travel packages for tourists. The development and marketing of tour packages function as a medium for endorsing integrated services amalgamated from many tourism service providers or stakeholders within a certain region. A singular promotional campaign facilitates the distribution of several informational elements to tourists, successfully encouraging their engagement with the destination and its diverse tourism options. The participants' responses were gathered, and the subsequent extracts illustrate a sample of the comments offered. T2 presented proof that,

I market packaged tours to tourists at the destination.

T4 stated that;

Primarily, we create package excursions for tertiary and secondary students, as well as strolling tours.

The commentary suggests that package tours were created and promoted to attract tourists to Cape Coast for diverse tourism activities. Furthermore, it is attainable to satisfy tourist expectations by providing superior tour services.

Challenges faced by tourism trade practitioners in promoting Cape Coast as a tourist destination

This section discusses the issues faced by practitioners in the tourism sector while undertaking promotional efforts to sell the Cape Coast destination. The study indicated multiple issues hindering the TTPs' endeavors to promote Cape Coast as a tourism destination. These problems impeded their capacity to convincingly attract tourists to their facilities or services. Moreover, this hinders their capacity to execute activities effectively, hence affecting the quality of their service offerings. The comments from participants in the tourism industry are reported and analysed in Table 7 below.

Table 7: Theme from the interview on the challenges encountered by TTPs in promoting the destination

| ISSUES/QUESTION | THEMES/FINDINGS |
|------------------------|--|
| Challenges | <ul style="list-style-type: none"> • Low community participation in promotion • Inadequate promotional funds • Strong Bureaucratic System (Centralization) • Lack of knowledge and skills in digital marketing • Inconsistency or multiple promotional messages |

Source: Fieldwork, 2023

Low community participation in promotion

The initial theme to be extracted from question two of the TTPs interview guide. Professionals in the tourism sector have observed that the promotion of Cape Coast as a tourist destination has been impeded by inadequate participation from the local population. The community exhibits scant interest in endorsing the marketing of Cape Coast owing to their negligible benefits from the accrued tourism earnings. The actions made by the local populace directly contradict the efforts and intentions of the TTPs. The participants articulated their perspectives, of which a selection has been presented. T2 stated that,

The local community perceives the attractions and tourism services as unbeneficial. Consequently, they refrain from discussing the destination with others, and any matters pertaining to tourism disturb them. Nonetheless, if this issue does not last, we will achieve a seamless advertising of the destination.

T1 also said that;

The residents believe that the attractions, particularly the castle, do not provide them with any benefits; hence, they refrain from discussing it with others, and the attraction annoys them.

The claims made by the participants confirm that local residents are not actively promoting the site. The existence of a hostile disposition among some individuals towards tourists adversely impacts the efficient promotion of the destination, as it fosters an undesirable view of Cape Coast as a tourist locale. The next item for discussion is the inadequacy of promotional funds.

Inadequate promotional funds

The second theme from question two related to the inadequacy of financial resources designated for promotional efforts. The promotional efforts of TTPs have been negatively affected by inadequate financial resources for the development and implementation of their intended activities to enlighten and persuade tourists to select their services. Furthermore, numerous tourism trade practitioners (TTPs) face difficulties in obtaining adequate financial resources from their headquarters to proficiently promote their amenities at the destination. As a result, they encounter challenges in marketing the resort and its amenities. The viewpoints of certain persons, gathered through interviews, were as follows: T5 asserts through the narrative that,

There exists an issue related to financial resources. Promotion is contingent upon financial resources, indicating that monetary considerations are essential, which may be restricted or entirely absent.

T3 indicated that:

The revenue generated here is allocated directly to Accra, leaving us without funds for promotional activities.

The perspectives expressed by the participants confirm the claim that there was an insufficiency of financing for promotional activities, hence hindering the effectiveness of all efforts to promote the destination. The following topic of discussion concerns the bureaucratic system.

Strong bureaucratic system (Centralization)

The third issue arising from question two was the inadequacy of financial resources designated for promotional efforts. The bureaucratic framework at the destination has influenced the promotional activities conducted by Tourism Trade Practitioners (TTPs). The TTPs may rely on the DMO for assistance in marketing the destination. Nonetheless, the DMO encounters difficulties in securing resources for these promotional endeavours, which ultimately benefit the TTPs. These challenges stem from the protracted procedures necessary for resource mobilization. This problem tends to affect TTPs with limited advertising capacity and numerous tax responsibilities. The aforementioned assertions constitute the responses given by the participants.

T5 states,

"The revenue generated from us by GTA, derived from our taxes, is allocated directly to Accra, resulting in limited funds for their self-promotion." They must also correspond with Accra, which, as you are aware, represents the bureaucratic facet of our system regarding the procurement of funds from the government.

T4 stated that;

To put up a billboard or display posters for advertising, one must seek consent from the local assembly, GTA, and other relevant authorities. By the time this process is completed, considerable expenses would have been incurred, potentially delaying the intended activities, such as excursions.

The tour guide indicated that promotional activities in Cape Coast encountered challenges due to the bureaucratic structure of the Destination

Management Organizations (DMOs) for promoting the destination and its tourism trade practitioners' facilities.

Lack of knowledge and skills in digital marketing

The fourth theme that arose from question two was the lack of knowledge and skills related to digital marketing. The promotional initiatives undertaken by Tourism Trade Practitioners (TTPs) have been impeded by their inability to proficiently sell their facilities and the locale. Employing digital platforms for promotional objectives is a complex task that necessitates a varied skill set and expertise. Furthermore, the use of substandard digital marketing technologies may result in inefficient destination promotion. Digital platforms have arisen as modern tools for promoting tourism, as tourists have shifted their focus to a more convenient manner of obtaining information. Nonetheless, the TTPs demonstrate a lack of comprehension and technological proficiency in efficiently using digital platforms to promote their facilities and the destination. These were several responses provided by participants.

T11 said that,

promoting the destination through multiple channels, such as Twitter and Facebook, is challenging due to the requirement of payment or specific actions to draw an audience.

T3 stated that;

I find it quite challenging to utilize social media effectively, unlike others, due to my age. I struggle to create posts that attract tourists and facilitate excursions for them.

It can be induced that that a major impediment to promoting Cape Coast by TTPs is their restricted access to diverse promotional platforms, particularly digital resources for destination marketing.

Inconsistency or multiple promotional messages

The fifth theme identified from the examination of question two related to the presence of inconsistency or the appearance of many promotional messages. The presence of multiple platforms offering disparate information about certain attractions or services at a destination complicates tourists' perceptions of these sites. The participants offered their viewpoints on this issue, of which a selection is shown. T4 responded by stating that,

There are discrepancies in the communications promoting Cape Coast as a tourism destination, which adversely impacts our businesses.

T6 stated that:

Individuals disseminate a excess of conflicting information on social media platforms, complicating tourists' decision-making regarding a visit to Cape Coast, so hindering our promotional efforts.

The participants' responses confirm the presence of inconsistencies in the promotional messages distributed to tourists, which are intended to shape perceptions and eventually affect their travel decisions on specific destinations. Unfortunately, numerous tourism trade associations may inadequately disseminate relevant information to tourists. In such cases, tourists may view the destination as insufficiently appealing to justify a visit.

To summarize the findings, it is clearly indicated that the issues faced by TTPs in Cape Coast regarding promotional activities. Numerous challenges arise from limited community involvement in promotional activities,

insufficient financial resources for marketing, a rigid bureaucratic framework marked by centralization, inconsistency or a multitude of promotional messages, and a lack of skill and expertise in digital marketing. The aforementioned issues hinder the effective implementation of promotional efforts designed to foster a strong tourist perception, hence affecting decision-making processes and attracting tourists to select Cape Coast as their preferred tourist destination.

Tourists' perception of the promotional efforts of the DMO and TTPs

This section presents and discusses data analysis on the various promotional platforms tourist utilize in accessing information, tourists' perceived effectiveness of the utilized promotional platforms, and their general perception of the promotional efforts use for getting information about Cape Coast.

Promotional activities used by tourists

Table 8 below show the various promotional platforms tourist utilize in accessing information about Cape Coast that the DMO and TTPs use.

Table 8: Promotional activities utilised by tourists for getting information on the destination

| Promotional Activities | Frequency | Percentage | Percentage Rank |
|--|-----------|------------|-----------------|
| Traditional promotional activities (TV, Radio, Print Media) | 110 | 28% | 4 |
| Digital marketing (social media, Website, Apps etc.) | 254 | 64% | 2 |
| Word of mouth (referral, brand influencer/celebrity endorsement) | 116 | 29% | 3 |
| Festivals and event promotion | 290 | 73% | 1 |

Source: Fieldwork, 2023

The Table 8 above, shows that 290 tourists representing (73%), constituting majority affirmed that they utilize promotion of festivals and event to get information about Cape Coast as a tourist destination, followed by social media, recording those 254 tourists representing (64%). Also, those who indicated word of mouth/brand influence constitute 116 representing (29%), whereas 110 tourists representing (28%) confirm utilizing traditional promotional platform (brochures, flyers etc.). This depicts that most of the tourists involved in the study utilize festivals and social media platforms the most in accessing information about Cape Coast as a tourist destination.

Effectiveness of the utilized promotional platforms

Table 9 below illustrates tourists' perceived effectiveness of the utilisation of promotional platforms implemented by the DMO and the TTPs in Cape Coast as a tourist destination.

Table 9: Effectiveness of the utilized promotional platforms/activities by tourists

| Promotional activities | Effective % | Undecided % | Not Effective % | Mean |
|------------------------------------|--------------------|--------------------|------------------------|-------------|
| Traditional promotional activities | 56.3 | 35.6 | 8.1 | 1.52 |
| Social media | 60.9 | 28.3 | 10.6 | 1.49 |
| Word of mouth/ brand influencers | 77.5 | 19.7 | 2.8 | 1.25 |
| Festivals and event promotion | 78.8 | 20.5 | 8 | 1.22 |

Source: Fieldwork 2023

Scale (Mean): 1.0-1.50 = Effective; 1.51-2.00 = Undecided; 2.01 and above = Not Effective

According to the Table 9, a proportion of tourists' (56.3%) who uses the traditional promotional activities as a source of getting information affirmed its effectiveness. Also, a section of the tourists (35.6%) indicated that they were uncertain about traditional promotional activities effectiveness as a source of getting information on Cape Coast as a tourist destination. Furthermore, a proportion of tourists (8.1%) of tourists reported that local television stations by either watching or relying on them for information was not effective.

Furthermore, a proportion of tourists (60.9%) confirmed the effectiveness of utilizing social media platforms as a means of obtaining information pertaining to Cape Coast as a tourist destination. Moreover, a portion of tourists (28.3%) acknowledged their uncertainty of the utilisation of social media platforms for obtaining information about Cape Coast as a tourist destination. Also, tourists (10.6%) confirmed that the use or reliance on social media platforms for acquiring information about Cape Coast was ineffective.

Once more, the study found that a proportion of tourists from the (77.5%) who relied on verbal communication or word of mouth to get information about Cape Coast as a tourist destination perceive it to be effective. This was followed by tourists, (19.7%) indicating that they were uncertain. Moreover, a smaller portion of tourists (2.8%) acknowledged that the reliance on recommendations from individuals or word-of-mouth sources to get information was ineffective.

A majority of tourists (78.8%) of the tourists expressed that their dependence on festival and occasion promotions as a means of obtaining information about Cape Coast as a tourist destination is effective.

Furthermore, a proportion of tourists (20.5%) expressed their opinion that they were uncertain about the effectiveness of the dependence on the promotion of festivals and occasions to get information about the destination Cape Coast. While, a small portion of tourists 8% also affirmed their reliance on the promotion of festivals and occasions for information on the destination were ineffective.

Ultimately, based on the findings shown in Table 7, it can be observed that Festival/Occasions promotion emerged as the most effective promotional activity among tourists visiting Cape Coast as a tourist destination, with a mean score of 1.22. This was closely followed by Word of Mouth, which obtained a mean score of 1.25. Social media, on the other hand, garnered a mean score of 1.49, and traditional promotional activity indicating mean score of 1.52 representing relatively lower effectiveness compared to the aforementioned activities.

Tourists' general perception of the promotional efforts

An analysis was carried out to establish the relationship between the types of tourists and the 5-item perception statements (dimensions) that tourists responded to. This analysis also ensured the grouping of the perceptions under strongly correlated constructs. The result reveals the percentage of responses as well as the significant relationship that exist between the type of tourists and each dimension of perception. Moreover, results of responses from the chi square analysis were presented in percentages, values, significant values and differences.

Table 10: Tourists' general perception of the promotional efforts

| Dimensions of perception | Types of Tourists | | X ² = Value | df | Sig |
|---|-------------------|-----------------------|------------------------|----|------|
| | Domestic Tourist | International Tourist | | | |
| Accuracy and authenticity of promotional messages | 40.9 | 59.1 | 14.459 | 1 | .000 |
| Impact on tourists' decision-making process | 58.1 | 41.9 | 10.857 | 1 | .001 |
| Builds level of trust and satisfaction | 59.4 | 40.6 | 12.276 | 1 | .000 |
| Likelihood to recommending destination to others | 59.4 | 40.6 | 12.276 | 1 | .000 |

Source: Fieldwork, 2023

The data presented in the table 10, a proportion of international tourist (59.1%) confirmed that there were accuracy and authenticity of promotional messages, whereas (40.9%) of domestic tourists affirmed to the same perception. The chi square result ($X^2 = 14.459$; $df = 1$; $P\text{-value} = .000$) revealed that there is statistical relationship between the types of tourists and their general perception of the promotional activities. This means that the proportion of international tourists who generally perceived the promotional activities to be accurate and authentic promotional messages were different from the proportion of domestic tourists.

According Table 10 above, domestic tourist (58.1%) confirmed that promotional activities have impact on their decision-making process, while (41.9%) of international tourists also affirmed that have impact on their decision-making process. The chi square result ($X^2 = 10.857$; $df = 1$; $P\text{-value} = .001$) revealed that there is statistical relationship between the types of tourists

and their general perception on the promotional activities that it has impact on their decision-making process. This means that the proportion of domestic tourists who generally perceived that the promotional activities have impact on their decision-making process was different from the proportion of international tourists who generally perceived the promotional activities to be having impact on their decision-making process.

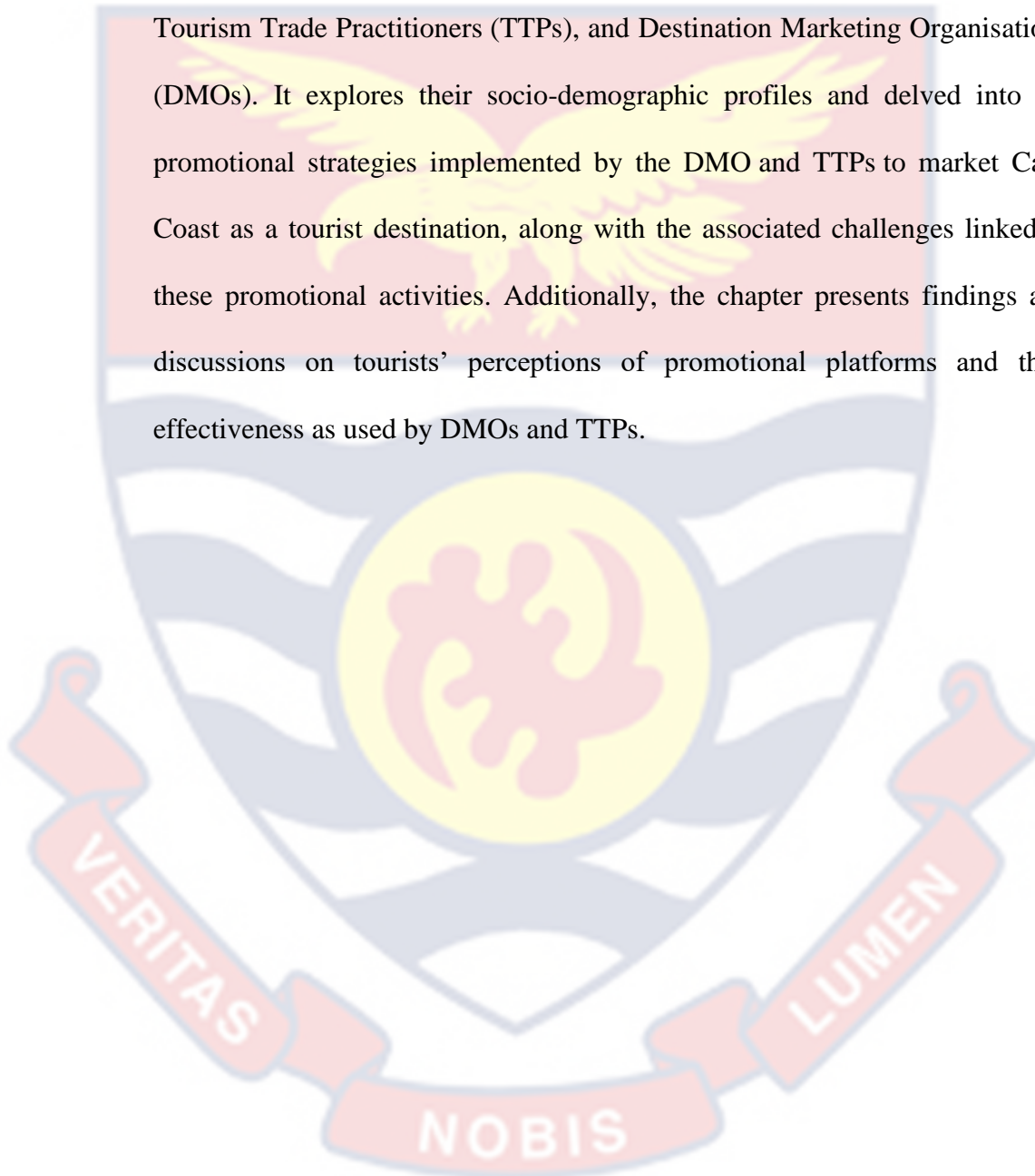
Additionally, a proportion of domestic tourists (59.4%) expressed that the promotional activities build some level of trust and satisfaction. Whereas, international tourists (40.6%) also expressed that the promotional activities build some level of trust and satisfaction. It shows from the chi square result ($X^2 = 12.276$; $df = 1$; $P\text{-value} = .000$) that there is statistical relationship between the tourist types and their general perception of the promotional activities. This infers that the proportion of domestic tourists that perceive the promotional activities to build some level of trust and satisfaction was different from that of the international tourist.

Furthermore, it was observed that a proportion (59.4%) of domestic tourists acknowledged that there is the likelihood of recommending the destination to others based on the promotional activities. While international tourists (40.1%) confirmed that there is the likelihood of recommending the destination to others based on the promotional activities. It appears that there is a statistical relationship between the types of tourists and their general perception of the promotional activities with the chi square result ($X^2 = 12.276$; $df = 1$; $P\text{-value} = .000$). This means that the proportion of domestic tourists who generally perceived that there is the likelihood of recommending

the destination to others based on the promotional activities was different from the proportion of international tourists.

Summary of the chapter

This chapter provides an analysis of the key characteristics of tourists, Tourism Trade Practitioners (TTPs), and Destination Marketing Organisations (DMOs). It explores their socio-demographic profiles and delved into the promotional strategies implemented by the DMO and TTPs to market Cape Coast as a tourist destination, along with the associated challenges linked to these promotional activities. Additionally, the chapter presents findings and discussions on tourists' perceptions of promotional platforms and their effectiveness as used by DMOs and TTPs.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter summarizes the major study and the results made as a result of the analysis. This chapter once again includes summary, key findings, conclusion, and recommendations for the study as well as suggestions for future research.

Summary of the study

The research examined destination marketing by analyzing tourists' encounters with promotional activities of Destination Marketing Organizations (DMOs) and the tourism trade practitioners in Cape Coast as a tourist destination. The research employed theoretical frameworks including the AIDA Model, Destination Image Theory, and Expectation-Confirmation Theory. These models offer a thorough framework for comprehending the impact of promotional efforts on tourist decision-making and perception construction.

The convergent mixed method design was employed to compare outcomes from qualitative and quantitative data sources. The study examined tourist viewpoints alongside the promotional efforts of the DMO and TTPs to promote Cape Coast as a tourist destination. The application of convergent mixed methods yielded comprehensive insights into tourist perceptions of DMO promotional initiatives in Cape Coast, the effectiveness of these efforts, and the challenges encountered by the DMO and TTPs in marketing Cape Coast as a tourist destination. The study's target population comprised tourists at various tourism facilities, DMO (GTA) employees, and members of the

tourism trade (private tourism service providers) on the Cape Coast. The study comprised a sample size of 412, consisting of 396 tourists, twelve tourism trade practitioners, and four staff members from the DMO (GTA), all contributing valid data for the research.

The study employed systematic random sampling technique for tourists, while utilizing purposive sampling technique for DMO and TTPs. Data were collected using questionnaires and interview guides. The questionnaire data were encoded and entered into the Statistical Product and Service Solutions software (Version 25) for analysis and interpretation. The study's data were presented in a table, including frequencies, percentages, averages, and the Chi-Square test results. The interview replies were manually transcribed and subsequently analyzed thematically in accordance with the study's objectives and questions.

Key findings

The research indicated that a predominant percentage of tourists in Cape Coast were male (55%), with a notable ratio of domestic tourists (51%) relative to international tourists (49%). The majority of tourists were aged 26-35 (34.3%), signifying a younger generation visiting the destination. The majority possessed at least a diploma or degree, however work status varied, with 43.4% employed and 32.1% self-employed.

The study indicated that the GTA workforce is largely male, comprising three men and one woman. The majority of employees are aged between 35 and 38 years, with the exception of one who is 56. Additionally, two respondents possessed a bachelor's degree, and the other two held a master's degree. Additionally, three individuals possessed professional

experience between 4 and 8 years, whilst one individual had over 14 years of experience.

In TTPs, the male representation was higher (8) than that of females (4). The bulk of practitioners (9) were aged between 28 and 36, while the remaining three were above 50 years old. The majority of practitioners (7) possessed a bachelor's degree, three earned a diploma, and only one attained a master's degree. The respondents exhibited diverse degrees of experience, ranging from as few as two years to as many as 28 years in the sector.

The study revealed that Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) employed several techniques, including festival promotion, digital marketing (social media, websites, and applications), and word-of-mouth, to promote Cape Coast. Festival and event promotions were deemed the most effective, succeeded by word-of-mouth endorsements.

Nonetheless, DMO and TTPs encountered serious challenges in the promotion of Cape Coast. The issues encompassed insufficient finances, limited expertise in digital marketing, bureaucratic obstructions, and a deficiency of local community engagement in promotion. The locals' minimal gains from tourism revenue diminished their motivation to participate in promotional activities, while inconsistent promotional messaging undermined the overall efficacy of these activities.

The survey indicated that tourists perceive festival and event advertising as the most effective promotional method, with 73% rating them as highly effective. Digital marketing, encompassing social media and websites, proved successful for 64% of tourists. Word-of-mouth or referrals from

influential sources were employed by 29% of tourists, highlighting the significance of personal recommendations in shaping travel choices. In contrast, traditional media (television, radio, print) exhibited the least effectiveness, with merely 28% of tourists identifying it as a primary source of information.

The study demonstrated notable disparities in the perceptions of promotional activities between domestic and international tourists. Domestic tourists had a greater propensity to endorse the destination to others due to promotional activities, whereas international tourists saw these signals as more credible. The promotional initiatives significantly influenced the decision-making processes of both groups, with domestic tourists exhibiting greater trust and satisfaction with the promotional material.

Conclusions

This study examined tourists' perceptions of the promotional strategies employed by Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) in marketing Cape Coast as a tourist destination. The results indicate that tourists depend on various promotional channels, such as digital marketing (social media, websites, and applications), word-of-mouth referrals, and festival promotions, to influence their selections regarding destination visits. Festival and event marketing proved to be the most effective strategy for recruiting tourists, succeeded by digital marketing and influencer collaborations.

Notwithstanding these achievements, the investigation revealed many challenges that impede the complete realization of promotional initiatives. These factors encompass minimal local community engagement in

promotional activities, insufficient money, bureaucratic bottlenecks, and erratic promotional messaging. The study identified a deficiency in digital marketing proficiency among stakeholders, impacting the competitiveness of Cape Coast's tourism industry. Resolving these difficulties is crucial for optimizing promotional methods and augmenting the destination's overall appeal.

This research enhances tourist marketing literature by using theoretical frameworks such as the AIDA Model, Destination Image Theory, and Expectation-Confirmation Theory. These models offer a thorough framework for comprehending how promotional activities affect tourist decision-making, and perception development. The research highlights the necessity of synchronizing promotional messaging with genuine tourist experiences to prevent disconfirmation and foster enduring destination loyalty.

Moreover, successful destination marketing necessitates a synchronized collaboration among DMOs, TTPs, and local stakeholders to establish a persuasive and genuine brand identity for Cape Coast. Future marketing tactics must emphasize digital change, community involvement, and strategic alliances with influencers to augment promotional outreach. By tackling the difficulties identified in this study, Cape Coast can enhance its status as a premier cultural and historical tourism destination in Ghana as well as internationally.

Recommendations

The following recommendations were derived from the study's findings and conclusions:

1. Considering the predominant proportion of domestic tourists (51%) and the younger demographic (ages 26-35), Destination Marketing Organizations (DMOs) and Tourism Trade Practitioners (TTPs) should customize their promotional strategies to engage this age group via commonly utilized platforms, including digital channels (social media, websites, and applications). Additionally, they must create specific promotions initiatives for international tourists to mitigate the little disparity and ensure equitable participation between domestic and international tourists.
2. DMOs ought to deliver digital marketing training to tourism stakeholders (especially TTPs) to augment their competencies in online promotion and engagement. Furthermore, they should standardise promotional messages to guarantee consistency across various channels and prevent misinterpretation by tourists.
3. DMOs and TTPs should enhance local community engagement by providing incentives or revenue-sharing frameworks to stimulate their involvement in tourism promotion. This can be accomplished by implementing community-based tourism projects that enable residents to directly profit from tourism, hence increasing their incentive to advocate for the destination.
4. DMOs and TTPs should enhance the promotion of festivals and events, since this has been seen as the most effective activity or platform, assuring alignment with both domestic and international tourist interests. Furthermore, augment digital marketing initiatives (social media, websites, and applications) with captivating content, influencer

partnerships, and interactive experiences to elevate engagement. Moreover, DMOs (GTA) and TTPs ought to utilize word-of-mouth marketing by forming strategic alliances with travel bloggers, brand or celebrity influencers, tourism ambassadors, and contented tourists to enhance positive endorsements.

5. The Government and the DMOs (GTA) should mitigate resource limitations by cultivating public-private partnerships to finance marketing efforts and optimizing bureaucratic procedures to improve efficiency in tourism promotion and destination management.
6. Given that domestic tourists are more inclined to endorse the destination, DMOs and TTPs should capitalize on their enthusiasm by implementing referral programs, discounts, and loyalty awards. Furthermore, they must guarantee that advertising messages uphold authenticity and credibility to attract international tourists, thereby confirming the veracity of promotional content through testimonials and tourist reviews.

Suggestion for further research

To gain a better knowledge of tourist experiences of promotional activities conducted by DMOs and tourism trade practitioners, further research could use a case study approach to probe more into the distinctive experiences of tourists in an unfamiliar area. Further research should be conducted to focus on the elements that influence DMOs' promotional activities in promoting tourists' attractions at destinations. This will help discover the aspects that influence DMOs' promotional actions to attract tourists.

Summary of the chapter

This chapter discussed the summary of the main study, key findings, and conclusions that were reached as a result of the analysis. Also, detailed out the recommendations made for the study and suggestion for further studies.



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APPENDIX A

QUESTIONNAIRE FOR TOURISTS

Department of Hospitality and Tourism Management
University of Cape Coast
Cape Coast
May, 2023.

TO: **TOURIST**

Dear Sir/Madam,

THESIS TOPIC: EXPLORING TOURISTS' PERCEPTION OF PROMOTIONAL ACTIVITIES UNDERTAKEN BY DMOs AND TTPs IN MARKETING CAPE COAST AS TOURIST DESTINATION AREA

I am Francis Quaye Junior, a final year Master of Philosophy Candidate of the University of Cape Coast pursuing Tourism Management. As part of my academic work, I am carrying out a study on "Exploring tourists' perception of promotional activities undertaken by DMOs and TTPs in marketing cape coast as tourist destination area". This questionnaire is being administered to tourists as part of the research work being conducted.

I shall be pleased if you could take part in the survey by responding to the following set of questions. It is purely for academic and research purposes thus any information given will be treated as confidential.

Thank you for your support and co-operation.

NB: For more enquiry contact Mr. Francis Quaye Junior (+2330241761901) / quayef98@gmail.com

SECTION A: EXPLORING TOURISTS’ PERCEPTION OF PROMOTIONAL ACTIVITIES UNDERTAKEN BY DMOs AND TTPs IN MARKETING CAPE COAST AS TOURIST DESTINATION AREA

1. What promotional platform(s) did you rely on or hear about Cape Coast as a tourist destination? Please tick [√] as many as apply.

| Promotional activity | Details | Tick [√] |
|------------------------------------|--|----------|
| Traditional promotional activities | TV, Radio, Brochures, Magazines, Newspapers etc. | |
| Digital marketing | Social media, Apps; and Website etc. | |
| Word of Mouth/ Brand influencers | Recommendations from Friends; Family; and Celebrities (Actors; Dancers; and Musician etc.) | |
| Festival/Event promotion | Eg. Oguaa Fetu Afahye, Emacipation, International tourism trade summits and exhibitions etc. | |

If other(s), please indicate

.....

2. Which of the promotional platform(s) do you find effective in convincing you to visit Cape Coast as a tourist destination area? Please tick [√]: E=Effective, U=Undecided, and N=Not effective

| Promotional Platform | E | U | N |
|--|---|---|---|
| Traditional promotional activities | | | |
| Digital marketing (social media, Apps; and Website etc.) | | | |
| Word of Mouth/ Brand influencers | | | |
| Festival/Event promotion | | | |

Please indicate if other(s) is effective

.....

3. What are your general perceptions of the promotional efforts of the DMOs visiting Cape Coast as a tourist destination? Please tick as many as apply [√]

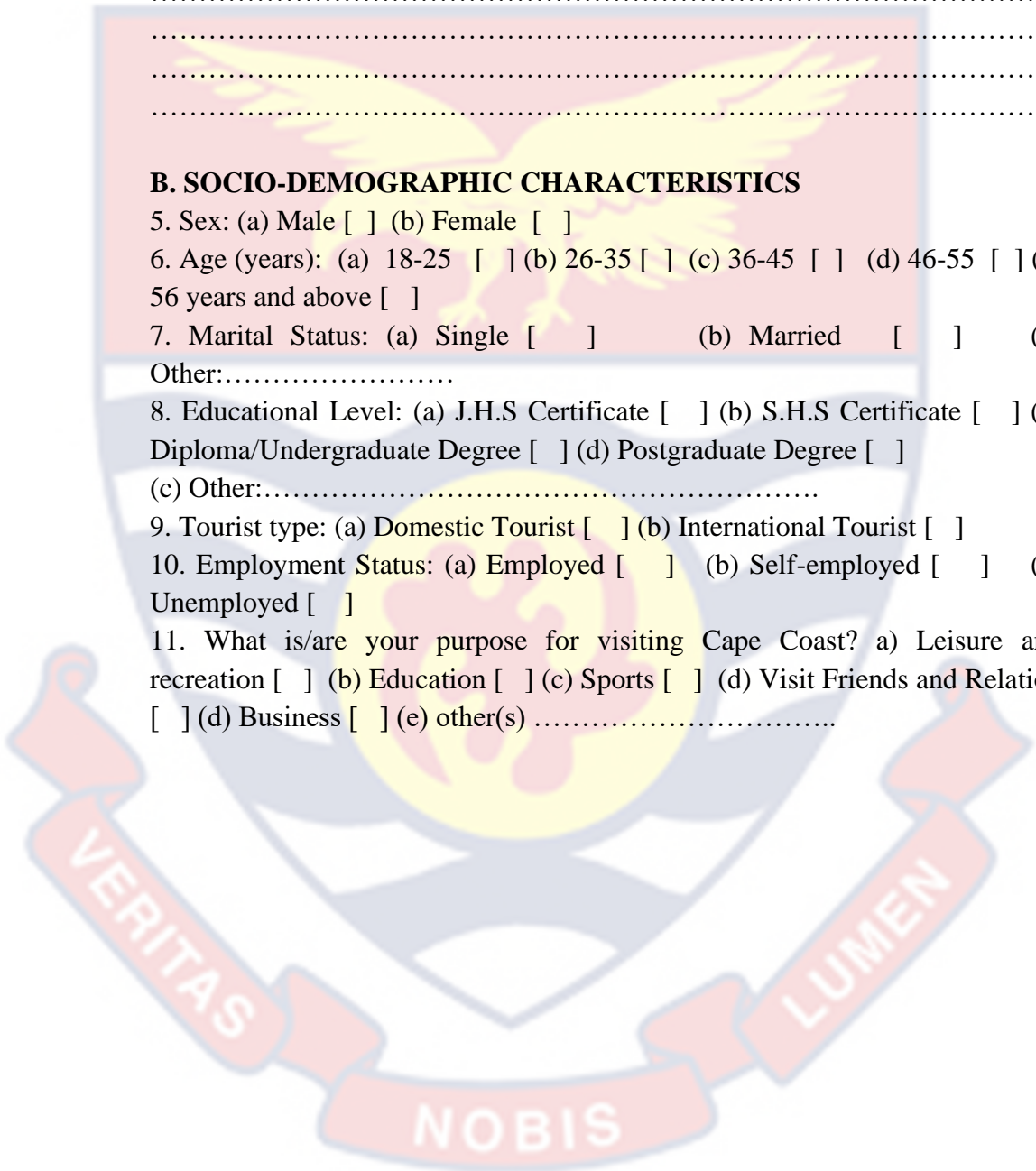
| General Perception | Tick [√] |
|--|----------|
| Accuracy and authenticity of promotional messages | |
| Impact on tourists’ decision-making process | |
| Level of trust and satisfaction with promotional efforts | |
| Likelihood of recommending destination to others | |

4. What are your recommended suggestions to DMOs and TTPs in marketing Cape Coast as a tourist destination?

.....
.....
.....
.....
.....
.....
.....
.....
.....

B. SOCIO-DEMOGRAPHIC CHARACTERISTICS

- 5. Sex: (a) Male [] (b) Female []
- 6. Age (years): (a) 18-25 [] (b) 26-35 [] (c) 36-45 [] (d) 46-55 [] (e) 56 years and above []
- 7. Marital Status: (a) Single [] (b) Married [] (c) Other:.....
- 8. Educational Level: (a) J.H.S Certificate [] (b) S.H.S Certificate [] (c) Diploma/Undergraduate Degree [] (d) Postgraduate Degree [] (c) Other:.....
- 9. Tourist type: (a) Domestic Tourist [] (b) International Tourist []
- 10. Employment Status: (a) Employed [] (b) Self-employed [] (c) Unemployed []
- 11. What is/are your purpose for visiting Cape Coast? a) Leisure and recreation [] (b) Education [] (c) Sports [] (d) Visit Friends and Relation [] (d) Business [] (e) other(s)



APPENDIX B

INTERVIEW GUIDE FOR PUBLIC DMO (GTA STAFF)

Department of Hospitality and Tourism Management
University of Cape Coast
Cape Coast

May, 2023.

TO: PARTICIPANT OF PUBLIC DMO (GHANA TOURISM AUTHORITY)

Dear Sir/Madam,

THESIS TOPIC: EXPLORING TOURISTS' PERCEPTION OF PROMOTIONAL ACTIVITIES UNDERTAKEN BY DMOs AND TTPs IN MARKETING CAPE COAST AS TOURIST DESTINATION AREA

I am Francis Quaye Junior, a final year Master of Philosophy Candidate of the University of Cape Coast pursuing Tourism Management. As part of my academic work, I am carrying out a study on "Exploring tourists' perception of promotional activities undertaken by DMOs and TTPs in marketing cape coast as tourist destination area". This interview is being carried out with public DMOs as part of the research work being conducted.

I shall be pleased if you could take part in the survey by responding to the following set of questions. It is purely for academic and research purposes thus any information given will be treated as confidential.

Thank you for your support and co-operation.

NB: For more enquiry contact Mr. Francis Quaye Junior (+2330241761901) / quayef98@gmail.com

Section A: Destination promotional efforts undertaken by DMOs

1. Tell me about the activities you undertake in promoting Cape Coast as a Tourist destination

Section B: Challenges faced by DMOs in marketing Cape Coast as a tourist destination.

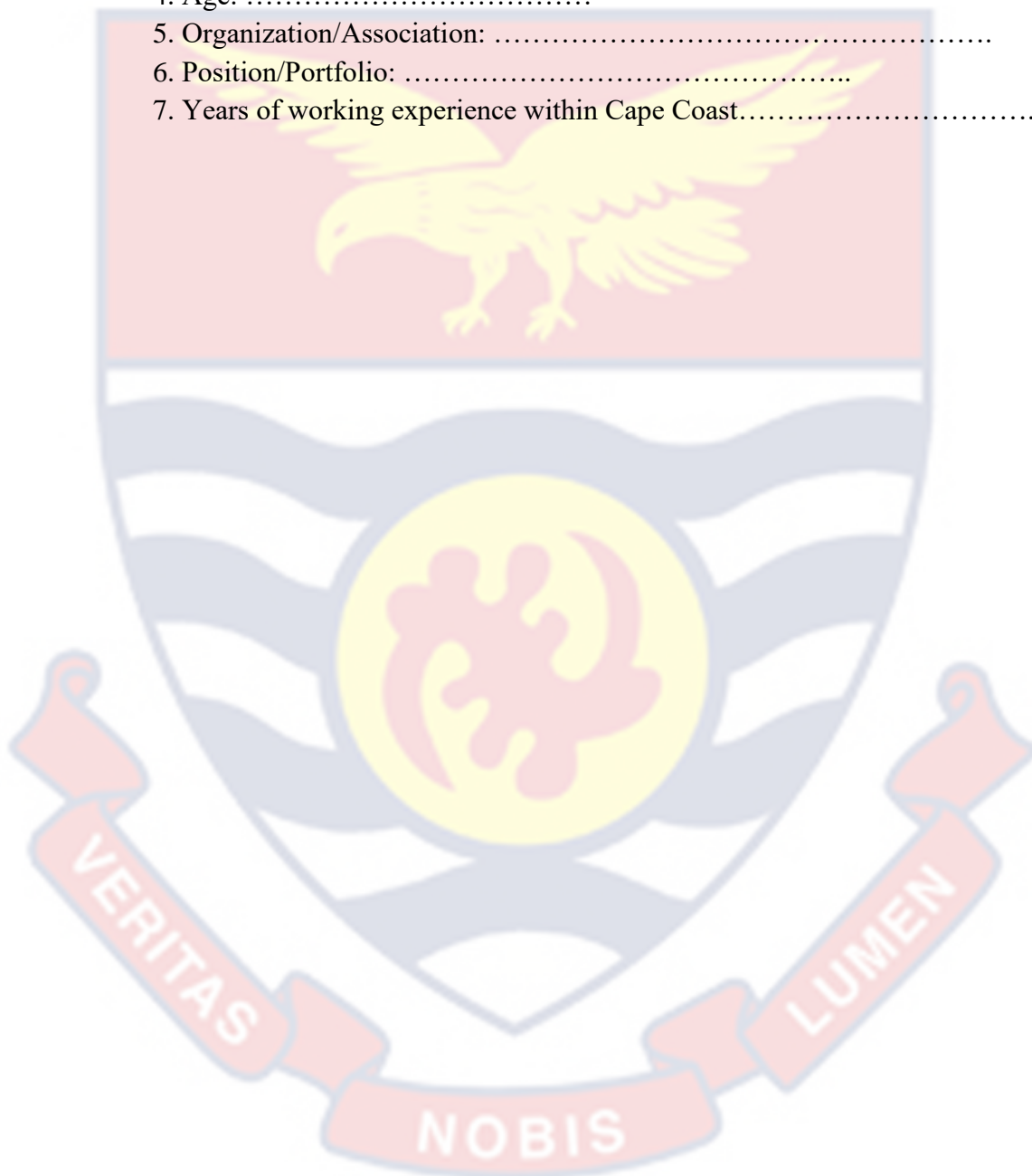
2. Do you face challenges when promoting Cape Coast as a tourist destination?

Probe:

- a. If yes, can you share with me the challenges you faced in promoting Cape Coast as a tourist destination?
- 2. What are your recommendations for addressing the challenges faced when promoting Cape Coast as a tourist destination.

Section C: Participant’s Profile

- 4. Age:
- 5. Organization/Association:
- 6. Position/Portfolio:
- 7. Years of working experience within Cape Coast.....



APPENDIX C

INTERVIEW GUIDE FOR PRIVATE DMOs (TOURISM TRADE
PRACTITIONERS)

Department of Hospitality and Tourism Management
University of Cape Coast
Cape Coast

May, 2023.

TO: PARTICIPANT PRIVATE DMOs (TOURISM TRADE
PRACTITIONERS)

Dear Sir/Madam,

THESIS TOPIC: DESTINATION MARKETING: EXPLORING TOURIST EXPERIENCES OF PROMOTIONAL ACTIVITIES UNDERTAKEN BY DMO IN MARKETING CAPE COAST AS A TOURIST DESTINATION AREA

I am Francis Quaye Junior, a final year Master of Philosophy Candidate of the University of Cape Coast pursuing Tourism Management. As part of my academic work, I am carrying out a study on “Exploring tourists’ perception of promotional activities undertaken by DMOs and TTPs in marketing cape coast as tourist destination area”. This interview is being carried out with private DMOs (TTPs) as part of the research work being conducted.

I shall be pleased if you could take part in the survey by responding to the following set of questions. It is purely for academic and research purposes thus any information given will be treated as confidential.

Thank you for your support and co-operation.

NB: For more enquiry contact Mr. Francis Quaye Junior (+2330241761901) / quayef98@gmail.com

Section A: Destination promotional efforts undertaken by DMOs

1. Tell me about the activities you undertake in promoting Cape Coast as a Tourist destination

Section B: Challenges faced by DMOs in marketing Cape Coast as a tourist destination.

2. Do you face challenges when promoting Cape Coast as a tourist destination?

Probe:

a. If yes, can you share with me the challenges you faced in promoting Cape Coast as a tourist destination?

2. What are your recommendations for addressing the challenges faced when promoting Cape Coast as a tourist destination.

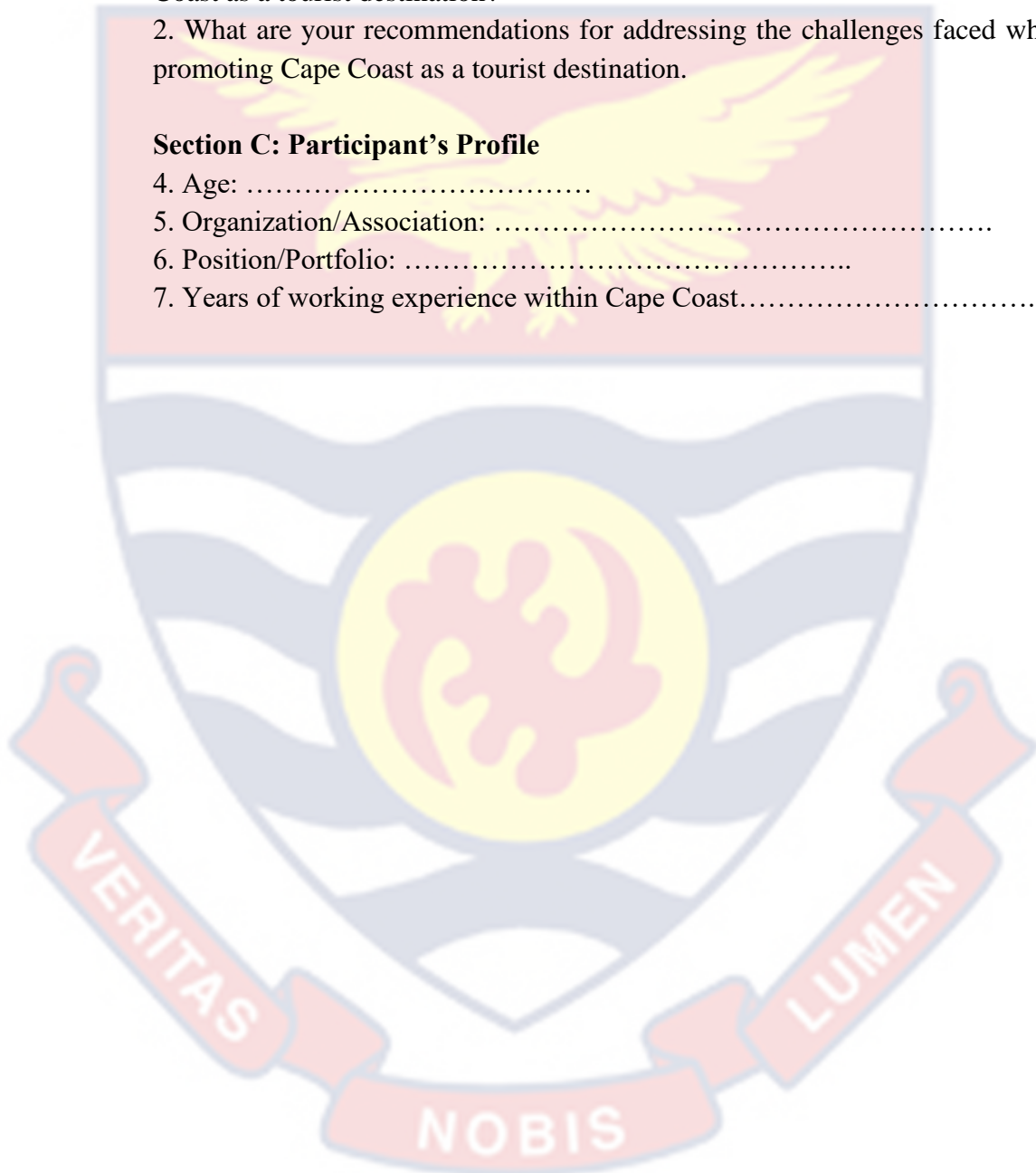
Section C: Participant's Profile

4. Age:

5. Organization/Association:

6. Position/Portfolio:

7. Years of working experience within Cape Coast.....



APPENDIX D

APPLICATION FOR ETHICAL CLEARANCE

C/o Tourism Management Department
Cape Coast Technical University
P. O. Box DL 50
Cape Coast-Ghana

5th September, 2022.

The Head of Department
Department of Hospitality and Tourism Management
University of Cape Coast
Cape Coast-Ghana

Dear Sir,

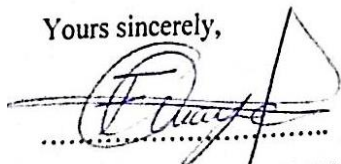
APPLICATION FOR ETHICAL CLEARANCE

I, Francis Quaye Junior with the student registration number (SS/TMP/20/002), write to apply for a support letter from the department to be forwarded to the Institutional Review Board (IRB). I am an MPhil. Candidate of the department, writing my thesis on the topic "Destination marketing: Exploring tourist experiences of promotional activities undertaken by DMOs in marketing Cape Coast as a tourist destination area". I have gotten to the data collection stage, which I have received the approval from my supervisor to apply for IRB approval and commence with the collection of data for my thesis. However, per the school's requirement, I am to apply for department's support letter before proceeding with the ethical clearance from the IRB. Thus, by this letter I seek for your support to begin with my IRB application process.

I am counting on your approval, and hope to hear from you soon.

Thank you in earnest.

Yours sincerely,



Quaye Francis Junior (MPhil. Tourism Management Students)
(Tel: 0241761901/ E-mail: quayef198@gmail.com)

APPENDIX E

SUPPORT LETTER FROM HOD FOR APPLICATION OF ETHICAL
CLEARANCE

UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

Telephone 03321-93552 & 03321-34072

Fax: 233-3321-34072, UCC, GH.

Telex: 2552, UCC, GH.

Telegrams & Cables: University, Cape Coast



UNIVERSITY POST OFFICE
CAPE COAST, GHANA

Our Ref: HTM/M.1

5th September, 2022

Your Ref:

The Chairperson
Institutional Review Board
UCC

Dear Sir/Madam,

APPLICATION FOR ETHICAL CLEARANCE

The Department writes to inform you that Mr. Quaye Francis Junior is an MPhil student who is at the data collection stage of his thesis. In view of that he is applying for ethical clearance to enable him to undertake the data collection.

We shall be grateful if his application would be considered.

Kindly find attached his application letter.

Thank you.

Yours sincerely,

PROF. ISSAHAKU ADAM
HEAD

APPENDIX F

SUPPORT LETTER FROM HOD FOR APPLICATION OF ETHICAL
CLEARANCE

UNIVERSITY OF CAPE COAST
OFFICE OF INTERNATIONAL RELATIONS

Tel: 03321 33304
Email: international@ucc.edu.gh



University Post Office
Cape Coast

Our Ref: OIR/M.5A/Vol. 16/198

12th September, 2022.

The Administrator
Institutional Review Board
University of Cape Coast
Cape Coast.

Dear Sir,

APPLICATION FOR ETHICAL CLEARANCE: FRANCIS QUAYE

I write to confirm to you that I am the supervisor of Mr. Francis Quaye an M.Phil student working on the thesis titled "Destination Marketing: Exploring Tourist Experiences of Promotional Activities Undertaken by Destination Marketing Organisations in Cape Coast as a Tourist Destination Area".

I consequently indicate my support for his application to obtain ethical clearance and kindly request for other support he may need to facilitate the research process.

Your usual co-operation is anticipated.

Thank you.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Kwaku Boakye'.

Prof. Kwaku Boakye
SUPERVISOR

APPENDIX G

ETHICAL CLEARANCE LETTER FROM IRB

UNIVERSITY OF CAPE COAST

INSTITUTIONAL REVIEW BOARD SECRETARIAT

TEL: 0558093143 / 0508878309

E-MAIL: irb@ucc.edu.gh

OUR REF: IRB/C3/Vol.1/0133

YOUR REF:

OMB NO: 0990-0279

IORG #: IORG0011497

2ND MAY 2023

Mr Francis Quaye Junior
 Department of Hospitality and Tourism Management
 University of Cape Coast

Dear Mr Quaye,

ETHICAL CLEARANCE – ID (UCCIRB/CHLS/2022/90)

The University of Cape Coast Institutional Review Board (UCCIRB) has granted Provisional Approval for the implementation of your research on **Destination Marketing: Exploring Tourist Experiences of Promotional Activities Undertaken by Destination Marketing Organisation in Cape Coast as a Tourist Destination**. This approval is valid from 2nd May 2023 to 1st May 2024. You may apply for a renewal subject to the submission of all the required documents that will be prescribed by the UCCIRB.

Please note that any modification to the project must be submitted to the UCCIRB for review and approval before its implementation. You are required to submit a periodic review of the protocol to the Board and a final full review to the UCCIRB on completion of the research. The UCCIRB may observe or cause to be observed procedures and records of the research during and after implementation.

You are also required to report all serious adverse events related to this study to the UCCIRB within seven days verbally and fourteen days in writing.

Always quote the protocol identification number in all future correspondence with us in relation to this protocol.

Yours faithfully,

Kofi F. Amuquandoh

Ag. Administrator

ADMINISTRATOR
 INSTITUTIONAL REVIEW BOARD
 UNIVERSITY OF CAPE COAST

APPENDIX H**INFORMED CONSENT FORM****INFORMED CONSENT FORM FOR *PARTICIPANTS/RESPONDENTS******(INFORMATION SHEET)***

Title: Destination marketing: exploring tourists' experience of promotional activities undertaken by DMOs in marketing Cape Coast as a tourist destination area.

Principal Investigator: Francis Quayef Junior

Address: P. O. Box 73, Nungua; Tel: 0241761901; Email: quayef98@gmail.com

General Information about Research

An aspect of this study seeks to exploring tourists' experience of promotional activities undertaken by DMOs in marketing Cape Coast as a tourist destination area. Therefore, data will be collected from tourists and DMOs. The duration of data collection is estimated at approximately 20 minutes.

Procedures

To find answers to questions, I invite you to take part in this research project. If you accept, you will be required to participate in a data collection process, which will be moderated by myself or a field assistant.

You are being invited to take part in this exercise because I feel that your experiences will help with the issue under study.

If you do not wish to answer any of the questions during the data collection, you may say so and the I or the field assistant will move on to the next question. The data collection will take place at any convenient place chosen by you. The data collected is considered confidential, and no one else except the researcher or field assistant will have access to the information given by you. The expected duration of the data collection is approximately 20 minutes. The questions would be read to the participant/respondent in either (English, Twi or Fante) depending on the participant/respondent's language of preference.

Possible Risks and Discomforts

Possible risks and discomforts related to the study may arise as a result of asking you to recount your experience on the promotional activities at the destination. You might be required to provide some respondents or participant's characteristics. To control this effect, the researcher would skip questions which trigger visible cues of discomfort and agitation within particular participants. Also, if any participant so wishes, the data collection would be paused to allow that participant overcome the discomfort before deciding if the data collection should be rescheduled, stopped or continued.

Possible Benefits

The study seeks to explore tourists' experience of promotional activities undertaken by DMOs in marketing Cape Coast as a tourist destination area. Specifically, findings from this study aim to provide information about tourist perceptions of DMO and tourism trade practitioners (TTPs) promotional efforts, DMO and TTPs undertaken promotional activities, and challenges faced by the DMO and TTPs in marketing Cape Coast as a tourist destination. It will also contribute to addressing apparent inadequate knowledge on destination marketing on Cape Coast as a tourist destination. Also, could provide critical insight to Ghana's destination marketers, particularly in the Cape Coast Metropolis, to help improve marketing or promotion to provide better value to tourists, which would help reinforce or create an attractive destination in the minds of tourists, increasing tourist visit, stay, and spending at the various tourist destinations. Moreover, the study could be significant that it will allow both public and private stakeholders (DMO and TTPs) to identify the various promotional challenges, which will help reduce or eliminate low-level marketing problems and improve the promotion of Cape Coast as a tourist destination.

Confidentiality

To ensure confidentiality, information generated from the research would be protected from third parties by encrypting all data-related files and folders and ensuring the data is not made accessible online. Hardcopy versions used during the study would be destroyed after the study is completed. The information will not be exposed or leaked to any third party beyond the research team and supervisors who have the right to assess the thesis. In addition, names of participants will not be mentioned in any of the reports.

Compensation

No compensation will be given to any participant.

Voluntary Participation and Right to Leave the Research

Participation in this study is voluntary and you can withdraw your participation at any time without any penalty.

Contacts for Additional Information

For further questions or additional information about the study, you can contact me (Mary Acquaye Moore) on 0241761901. Additionally, you can also contact my supervisor: Prof. Kwaku Boakye (0244096875).

Your rights as a Participant

This research has been reviewed and approved by the Institutional Review Board of University of Cape Coast (UCCIRB). If you have any questions about your

rights as a research participant you can contact the Administrator at the IRB Office between the hours of 8:00 am and 4:30 p.m. through the phone lines 0558093143/0508878309 or email address: irb@ucc.edu.gh.

PART II: VOLUNTEER’S AGREEMENT

The above document, describing the benefits, risks and procedures for the research title “Destination marketing: exploring tourists’ experience of promotional activities undertaken by DMOs in marketing Cape Coast as a tourist destination area.” has been read and explained to me. I have been given an opportunity to have any questions about the research answered to my satisfaction. I agree to participate as a volunteer.

Volunteer’s Name:

Volunteer’s Mark/Thumbprint:.....

Date:

If volunteer cannot read the form themselves, a witness must sign here:

I was present while the benefits, risks and procedures were read to the volunteer. All questions were answered and the volunteer has agreed to take part in the research.

Witness’s Name:

Witness’s Mark/Thumbprint:

Date:

I certify that the nature and purpose, the potential benefits, and possible risks associated with participating in this research have been explained to the above individual.

Researcher’s Name:

Researcher’s

Signature:

Date: