

**EVALUATION OF MARKETING COMMUNICATION TOOLS IN PROMOTING TOURIST
SITE IN ASHANTI REGION: A CASE STUDY OF LAKE BOSOMTWE SITE, KOMFO
ANOKYE SWORD SITE, KUMASI MILITARY MUSEUM AND MANHYIA PALACE KUMASI.**

PRISCILLA OKYRE FRIMPONG

CHARLES KWABENA MENSAH-BONSU

IVY AKUA AFRIYIE

**A DISSERTATION SUBMITTED TO THE CHRISTIAN SERVICE UNIVERSITY COLLEGE IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR
OF BUSINESS ADMINISTRATION
(MARKETING OPTION)**

JUNE, 2013

STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and do not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

Name	Index Number	Signature	Date
Priscilla Okyere Frimpong	10136142
Charles K.Mensah-Bonsu	10136193
Ivy Akua Afriyie	10135128

SUPERVISOR'S DECLARATION

I hereby declare that the Preparation and Presentation of the Dissertation Were Supervised In Accordance With the Guidelines on Supervision Laid down by Christian Service University College.

Supervisor's Name

Mr. Stephen Banahene

Head of Department's Name

Kwaku Ahenkorah (Dr.)

ABSTRACT

Tourism is the temporary, short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at each destination include movement for all purposes. The industry currently among the leading earners of foreign exchange for Ghana. International tourist receipt were USD 865 billion in 2007. arrivals grew by 5% during the first four months of 2008, a similar growth during the same period in 2007. the main objective of this study is to evaluate the effectiveness of the marketing communication tools used in the promotion of tourist site in the Ashanti Region by the Ghana Tourist Board. As this is an exploratory study the above objective is to be achieved via the use of interviews observations and questionnaires. The population of the study comprises of Tourist, Employee of Ghana tourist Board and the following four Tour operators, the study comprises of Tourist, Employee of Ghana tourist Board and the following four Tour operators, Lake Bosomtwe Site, Komfo Anokye Sword Site, Kumasi military museum Site and Manhyia Palace in Kumasi. The data obtained from the population was analyzed using descriptive statistical tools like graphs and tables to summarize and present findings. Recommendation has been made for implementation and it is expected that our recommendation would lead to a better performance of the tourism industry in Ghana.

DEDICATION

We dedicate this work to our parents for their love, support and encouragement throughout our education. We also dedicate it our siblings and love ones.

ACKNOWLEDGEMENT

We wish to register our sincere appreciation to God Almighty for His protection and guidance that has ensured the success of this work. We would like to thank our supervisor, Mr. Stephen Banahene, A lecturer at Christian Service University College for the review, editing and supervising. We say thank you for your patience and guidelines. Your memory will forever remain in our minds

Our profound appreciation also goes to individuals, department and the institution who took part in answering our questionnaire and responses to our interviews. We also thank the head of Business Administration department Dr Kwaku Ahenkrah of Christian Service University College and all the lecturers at the department for their wonderful support.

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CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND

In reference to the world travel and tourism council (2003), the economic importance of the travel and tourism industry plays a key role in the global economy and has clearly attracted the interest of governments and travel organizations worldwide. Tourism is anticipated to become an even more important earner in the years ahead with marked impact on employment, the balance of payments and economic stability for developing and developed countries (World Travel and Tourism Council, 2003).

The ministry of tourism is a government organ in charge of managing the tourism affairs in Ghana. This ministry is the main policy making body that seeks to develop further the tourism industry in Ghana. Two major agencies are identified to be implementation bodies of the ministry. The Ghana tourist board and the hotel catering and tourism institute (HOTCATT) (World Travel and Tourism Council, 2003)

The tourism industry in Ghana since the 1980s has received contributed growth to the economic development of Ghana. The industry is currently among the leading earners of foreign exchange for the country. in 2007, there were over 903 million international tourism arrivals in Ghana , a growth of 6.6% as compared to 494,129 in 2006. Globally, international tourism receipts were 856 billion dollars in 2007. Despite the uncertainties in the global economy, arrivals grew around 5% during the first months of 2008 almost a similar growth during the same period in 2007 (www.touringghana.com)ministry of information from ministry of tourism.

Some Tourist Sites in the Ashanti Region

Kumasi is the capital of the Asante kingdom and the local highlights considered as sample of the numerous tourist sites in the region tourist sites for this study:

Lake Bosumtwi

Lake Bosumtwi (also spelled Bosomtwe), situated within an ancient meteorite impact crater, is located 31km southeast of Kumasi. A picturesque meteorite Crater Lake surrounded by dozens of virgin fishing and farming villages. The Lake Basin is ideal for mountaineering, diving, swimming and relaxation. Accessible by road from Kumasi is approximately 8 kilometres (5.0 miles) across and the only natural lake in Ghana. It is situated about 30 km south-east of Kumasi and is a popular recreational area. There are about 30 villages near this Crater Lake, with a combined population of about 70,000 people.

The legends say that in 1648 an Ashanti hunter named Akora Bompe from the city of Asaman was chasing an injured antelope through the rainforest. Suddenly, the animal disappeared in a small pond. It was as if this body of water wanted to save the animal's life. The hunter never got the antelope, though he settled close to the water and started catching fish. This place he named “Bosomtwe”, meaning “antelope god”. This story suggests that at that time the lake level was very low. The large dead trees standing offshore in the lake also evidence this, for they are over 300 years old.

The following centuries saw several wars about the lake as both the Ashanti and the Akim clashed, each claiming the area. The Ashanti prevailed.

Each village in the lake area has its own shrine or fetish grove. With the arrival of Christianity, some of people gave up former beliefs, though many continue to seek traditional help in bad times or against diseases.

The Abrodwum Stone is held to be the spiritual centre of the lake. Here, when there is such poor fishing it is considered a bad omen; the lake people sacrifice a cow. This act is celebrated in the presence of his majesty, the Ashanti king, the Asantehene himself. In the ceremony, the cow's innards are given to the stone and the rest is thrown into the lake. The crowd rushes into the water with cutlasses and axes to take their share of the meat. This is an event very much worth seeing. However, as such an omen depends on various factors, it is hardly predictable.

There is a traditional taboo against touching the water with iron and modern boats are not considered appropriate. The Padua, a wooden plank requiring considerable skill to maneuver, is the legitimate method.

There are current environmental concerns, including overfishing and inadequate farming methods. The growing population increased demand for fish. Excessive fishing led to steadily decreasing catches, forcing increased reliance on agriculture. As more and more of the hills are converted into farmland, exposing the surface to the heavy rain falls, soil erosion becomes an ever greater problem. In addition there is the changing lake level. Many villages have been submerged several times forcing the people to move up the slopes or outside the basin. That is the origin of such double names as Pipie No.1 and Pipie No.2 (see map on <http://people.freenet.de/bosomtwe>).

The lake is a popular resort area with local people for swimming, fishing and boat trips.

The lakeside village of Amakom has a small hospital with a doctor residing on premise, called Lake Bosumtwi Methodist Clinic, providing emergency services by boat and 4x4 ambulances

The Ashanti consider Bosumtwi a sacred lake. According to traditional belief, the souls of the dead come here to bid farewell to the god Twi. Because of this, it is considered permissible to fish in the lake only from wooden planks. Among the fish species in the lake is the endemic cichlid *Hemichromis frempongi*, and the near-endemic cichlids *Tilapia busumana* and *T. discolor*.

Komfo Anokye Sword

Located in Bantama, popularly known among the dwellers of Kumasi as “Gee” is the Okomfo Anokye Sword Site. The term Okomfo is a twi terminology meaning the ‘traditional priest,’ who has been the greatest priest in the Ashanti tradition. The legendary traditional or fetish priest, Okomfo Anokye, is accredited to be the man who conjured from the skies, the much revered Golden stool of the Asante, which is said to have happened on a Friday. The Stool is supposed to “contain” the soul of the Asante nation. Okomfo Anokye was a very close confidante of the Asante monarch, King Osei Tutu. Historical accounts have it that Okomfo Anokye one day “planted” a sword in the ground, and told those present at the event that the day the sword would be uprooted, the Asante Kingdom would collapse. Numerous people over the years have tried to uproot the sword but all in vain. What a mighty legacy and magic left!

In the early 1960s, the then World Heavy weight Boxing Champion Cassius Clay, who is popularly and affectionately known by supporters and fans as Mohammed Ali, visited Ghana. While in Kumasi, he also tried in unsuccessful, to uproot the sword and later gave up with the only option. Another unsuccessful attempt was made later to uproot Okomfo Anokye’s Sword using bulldozers. This was also not successful, it is baffling. Visitors to this sword site would have the rare opportunity of trying their hands on this legendary sword

which seems to demonstrate supernatural powers. Nevertheless much of the sword has been shrunk by the weather and other corrosive compounds; at least, the relic still remains. This is where the renowned Komfo Anokye Teaching Hospital (KATH) representing a monumental facility is located. From traditional Ashanti folks, the Ashanti kingdom was united under one king and strengthened, with the help of Komfo Anokye. As a fetish priest, he interceded on behalf of the people and was the mouthpiece of the gods. History holds it that Okomfo Anokye help his friend Osei Tutu I in establishing a capital for the Ashanti kingdom. He asked his friend to plant two “Kum” trees in different locations. The tree that survives will be the capital of the Ashanti Kingdom. With this in mind and already prophesized, one tree died leaving one surviving which was called Kumasi meaning “Kum under”. The other tree that died was called Kumawu meaning the “died Kum.”

Do not forget to visit the amazing Military Museum, Kumasi zoo, and the Center for National Culture. As the heartbeat of the rich culture of Ghana, Kumasi is endowed with numerous cultural activities and festivals including the famous Aday Kese festival which is a Kente festival is celebrated in July/ August in Bonwire (Ejisu-Juaben District). The Manasia Palace is not much distant from KATH.

Kumasi Fort and Military Museum

The Kumasi Fort and Military Museum is one of few military museums in Africa. It is located in the Uddara Barracks in Kumasi, the capital city of the Ashanti Region of Ghana. The Prempeh Museum, Kumasi Cultural Centre, Kumasi Zoo and Kumasi Central market are all within walking distance of the fort.

The Kumasi Fort was built in 1820 by the Asantehene (the King of the Asante Kingdom), Osei Tutu Kwamina, to resemble the coastal forts which were built by European merchants.

Kumasi Fort had to be rebuilt in 1897, after it was destroyed by British forces in 1874. The fort was built from granite and brown soil that was brought from Cape Coast to Kumasi by porters.

In March 1900, during the Asante Rebellion, the fort was encircled, and 29 Britons were trapped inside for several weeks. The leader of this rebellion was the Queen Mother of Ejisu, Ohemmaa Yaa Asantewaa. After a brief period of imprisonment in the fort, she was forced into exile in the Seychelles, where she died.

From 1952 to 1953, after the Second World War, the Armed Forces of the British Colonial Government took over the fort and converted it into a museum. Exhibits include: military equipment, artefacts and other objects used in the British-Asante war of 1900 and during the Second World War. The collection includes weapons of war, colours, medals, armoured cars, anti-aircraft guns, photographs and portraits. This serves as a valuable historical institution for tracing the evolution and development of the Gold Coast Regiment of the colonial era, to the present-day Ghana Armed Forces.

There is a British Military Cemetery just about 200m northwest of the Kumasi Fort and Military Museum, which contains graves of British casualties of the Yaa Asantewaa War.

Manhyia Palace

The palace is a kilometer from the Centre for National Culture, Kumasi. It was built in 1925 by the British. Upon the return from exile of the Asantehene Nana Prempeh I from the Seychelles Islands, the building was offered to him for use as his residence. This was because prior to the Asantehene's exile, his old palace had been burnt down in the Yaa Asantewaa War.

The war was fought between the British and the Asantes because of the refusal of the Asantehene to offer the Golden stool to the then governor of the Gold Coast. Prempeh I only accepted the offer after he had paid for the cost of the building in full. Two kings lived in the palace, namely Otumfuo Prempeh I and Otumfuo Sir Osei Agyeman Prempeh II, K.B.E., the 13th and 14th Kings of the Asante Nation. The old palace was converted into a museum in 1995 after the new palace was built. Opoku Ware II was the first king to live in the new palace, which he occupied until his death in 1999. The current Asantehene, Osei Tutu II, currently resides in the new palace

1.1 PROBLEM STATEMENT

The tourism Industry in Ghana is currently among the leading earners of foreign exchange for the country. In 2007, there was over 903 million international tourist arrival in Ghana, a growth of 6.6% was compared to 494,129 in 2006. In spite of this contribution much has to be done by stakeholders to promote the various sites we have in the country and much particularly those in the Ashanti region, Hence this study seeks to evaluate marketing communication tools in promoting tourist sites in Ashanti region.

1.2 OBJECTIVES OF STUDY

The specific objectives of the studies are:

- To evaluate the effectiveness of the marketing communication tools in the promotion of tourist sites in the Ashanti region by the Ghana tourist board.
- To outline policy recommendations to sustain existing sites and further developing potential tourism sites.

1.3 RESEARCH QUESTION

- What are the problems hindering the effective use of marketing communications tools in the promotion of tourist sites in the Ashanti region?
- How can marketing communications tools be used to make the Ashanti region a number one tourist attraction destination?

1.4 SIGNIFICANCE OF THE STUDY

- To provide documented information to the tourist sites operators and the Ghana tourism board which will enable it to develop accurate strategies for the promotion of tourism in Ghana.
- To help identify the best marketing communication tools for promoting tourist sites in the Ashanti region

1.5 LIMITATIONS OF THE STUDY

- Sourcing for information from Ashanti Regional Tourist Board was really frustrating. We can clearly recall how we were tossed about with the excuse that those who were to answer the questionnaire are either on vacation or busy.
- Time was also a limitation since the researcher did not have enough time to go to all Tourist Sites and Tour operators in the Ashanti Region to collect data for the research.

Fund for this exercise was another problem. Cost of materials, transport fares and charges for typing and services by assistants were all prohibitive.

1.6 SCOPE OF THE STUDY

This project was carried out in the Ashanti region from the period October 2012 to May 2013. It has a major objective of evaluating the effectiveness of marketing communication in the promotion of tourist sites in the Ashanti region

1.7 ORGANIZATION OF THE STUDY

This report will be structured into five chapters given as follows:

Chapter one has to do with an over view of the background of the study, the main objectives the team had accomplished, and how the results of this study could be used.

Chapter two examined the relevant theories propounded on the subject of marketing communication and tourism and also some perspectives on empirical works in this area.

Chapter three provided a general design of the study and methods of data collection and analysis.

Chapter four drew conclusions and made recommendations where necessary. There are also appendices showing research techniques used tables and figures, and a list of referenced materials.

Chapter five drew conclusions and made recommendations where necessary. There are also appendices showing research techniques used, tables and figures, and a list of referenced materials

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter involves the review of works done by other researchers concerning this topic and it involves the following; the definition of tourism, definition of marketing, definition of marketing communication, marketing communication strategy, advertising, personal; selling, direct marketing sales promotion, public relation and operational definitions.

2.1 DEFINITION OF TOURISM

Herman Von Schullard (1910) defined tourism as “the sum of operations, mainly of an economic nature, which directly relate to the entry, stay, and movement of foreigners inside and outside a certain country, city or a region” (Wikipedia 2013).

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." (Wikipedia 2013)

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. (Wikipedia 2013)

2.2 DEFINITION OF MARKETING

Marketing is defined by the chartered institute of marketing, (CIM, UK) as “the management process responsible for identifying, anticipating and satisfying customer requirement profitably”. By this definition, marketers are to ensure that products or goods and services are tailored towards satisfying the needs and wants of society. The existence of these goods and services is not made known to customers until the organization is able to communicate these products and services they are offering and they satisfy the needs and desires of the consumer.

2.3 DEFINITION OF MARKETING COMMUNICATION

Marketing communication is a management process through which an organization engages with its various audiences. Through understanding and audience’s communications environment a company / firm can develop and present messages for their identified stakeholders groups, before evaluating and acting upon the responses received by conveying messages that are of significant value, audience are encouraged to offer attitudinal and behavioral responses (Fill, 2005).

Keller (2006), marketing communication represents “the voice of a brand and the means by which companies can establish their product offering”. That is marketing communication may provide the means for developing strong , customer- base brand equity there by helping to position the product in the minds of customers, to be able to make a better choice. Marketing communication tools include the combination of advertising, sales promotion, public relation, personal selling and direct marketing: these are marketing tools a company uses to communicate to its target customers. Is also explained by Smith and Taylor, (2002) that the conventional communication task of marketers is generally confined to the

communication mix. The communication includes but not limited to advertising, sales promotion, public relation, sponsorship, direct marketing, personal selling and many more.

2.4 MARKETING COMMUNICATION STRATEGY

A strategic communication plan is one of the key elements in promotion. It allows marketers to build a synchronic communication strategy that reaches every market segment with a single, unified message. The objective of any promotional strategy can be drawn from appropriate mixture of the role of promotion, to increase sales, maintain or improve market share, create or improve brand recognition, create a favorable climate for future sales, inform and educate the market, create a competitive advantage, relative to competitors product or market position and to improve promotional efficiency.

The overall image of a tourist destination plays a significant role in attracting tourist. Marketing communication strategy however, fulfills this role by selecting and coordinating the communication tools in cost effective manner not only to position the tourist destination on the minds of the target markets but also to influence them to patronize the tourist sites.

2.4.1 Designing Communication Strategies

Steps in Developing Effective Communication

There are several steps in developing an effective integrated communications and promotion program.

Identifying the Target Audience

A marketing communicator starts with a clear target audience in mind. The audience may be potential buyers or current users, those who make the buying decision or those who influence it. The audience may be individuals, groups' special publics, or the general public.

The target audience will heavily affect the communicator's decision on what will be said, how it will be said, when it will be said, where it will be said and who will say it.

Determine the Communication Objectives

Once the target audience has been defined, the marketing communicator must decide what response it expects from its audience / target group. The marketing communicator needs to know where the target audience now stands and to what stage it needs to be moved. The target audience may be in any of six buyer-readiness stages; the stage consumers normally pass through on their way to making a purchase decision.

- The communicator must first build awareness and knowledge.
- Assuming target consumers knowledge about the product, how they feel about it. These stages include liking (feeling favorable about the product), preference, (preferring it to other brands), and conviction (believing that the product is best for them).
- Some members of the target market might be convinced about the product, but not quite get around to making the purchase. The communicator must lead these consumers to take the final step. Action might include offering special promotional prices, rebates, or premiums.

Designing a Message

Having defined the desired audience response, the communicator turns to develop an effective message. The message should get Attention, hold Interest, arouse Desire, and obtain Action (a framework known as AIDA model). In putting the message together, the marketing communicator must decide what to say and how to say it.

The communicator has to figure out an appeal or theme that will produce the desired response. There are different types of appeals.

- Rational appeals relate to the audience's self-interest. They show that the product will produce the desired benefits.
- Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase.

Communicators may use positive emotional appeals such as love, pride, joy and humor. If the message is to be carried on television or in person, then all these elements plus body language have to be planned. Presenters plan their facial expressions, gestures, dress, posture and hairstyles.

If the message is carried on the product or its package, the communicator has to watch texture, scent, color, size and shape.

Choosing Media

The communicator now must select channels of communication. In personal communication channels, two or more people communicate directly with each other. They might communicate face to face, over the telephone, through the mail, or even through internet "chat" personal communication channels are effective because they allow for personal addressing and feedback. Some personal communication channels are controlled directly by the company, for example, company salespeople contact buyers in the target market.

But other personal communications about the product may reach buyers through channels not directly controlled by the company. Word-of-mouth influence has considerable effect in many areas.

Companies can take steps to put personal communication channel to work for them. They can create marketing programs that will generate favorable word-of-mouth communication about their brands. Other companies create opinion leaders (people whose opinions are sought by others) by supplying influencers with the products on attractive terms or by educating them so that they can inform others about it. Buzz marketing involves cultivating opinions and getting them spread information about a product or service to others in their communities. Non personal communication channels: These are media that carry messages without personal contact or feedback.

Major media include print media, broadcast media display media online media. Atmospheres are designed environments that create or reinforce the buyer's learning towards buying a product. Events are staged occurrences that communicate messages to target audiences. Non personal communication affects buyers directly. Communications first flow from television, magazines and other mass media to opinion leaders to others. Thus, opinion leaders step between the mass media and their audience and carry message to people who are less exposed to media. This suggests that mass communicators should aim their messages directly at opinion leaders, letting them carry the message to others.

Selecting the Message Source

The message's impact on the target audience is also affected by how the audience views the communicator. Messages delivered by highly credible sources are more persuasive. Marketers often hire celebrity endorsers to deliver their message. But companies must be careful when selecting celebrities to represent their brands. Picking the wrong spokesperson can result in embarrassment and a tarnished image.

Collection Feedback

After sending the message, the communicator must research its effect on the target audience. This involves asking the target audience members whether they remember the message, how many times they saw it, what point they recall, how they felt about the message and their past and present attitudes toward the product and company.

The communicator would also like to measure behavior resulting from the message how many people bought a product, talked to others about it or visited the store. Feedback on marketing communications may suggest changes in the promotion program or in the product offer itself.

2.5 ADVERTISING

A process of announcing the existence of a product or of an organization whereby there is no personal contact between the organization and its target audience. Such process is paid for. Kotler (12 edition), advertising is any paid form of non – personal presentation and promotion of ideas, goals or services by an identified sponsor. Advertising is non-personal form of mass communication and offers a high degree of control for those responsible for the design and delivery of the advertising message;

Chris Fill (2002). Advertising plays a very important role in the life of a product or that of the organization; this is to say that through advertising an organization is able to communicate to large number of people at a point in time.

A study by William et al (1999) defined advertising as, “ an informative or persuasive message carried by a non-personal medium and paid for by an identified sponsor whose organization and product is identified in some way”. It is through advertising that a company is able to inform its target audience about the product, at the same time persuading them to buy and also educating them on how to use the product; the benefits to be derived as a result of the use of the product. Advertising could be done through television, radio, the newspaper, bill boards among others. It is non-personal because there is no direct contact between the product or organization and its target audience but the organization that is carrying out the advert will pay the media for their services. Advertising consist of all the activities involved in presenting to an audience a non-personal, sponsor identified paid for message about a product or organization, by Michael et al.

2.6 PERSONAL SELLING

This is a form of communication between an organization and its target audience. With this there is a contact between the audience and the organization. Such form of communication is mostly done by the sales force.

It involves personal interaction between two or more people, so each person can observe the other's need and characteristics and make quick adjustment, by Kotler (10th edition) through personal selling the organization gets to know the needs and wants of the target audience and tries to channel their activities towards the satisfaction of such needs in order to survive in business, notwithstanding a study by Lois et al (1997), making oral presentation to one or more potential buyers is personal selling. The sales force that stands for the organization goes to the target audience to deal with them and as a result there is a sort of direct contact between both parties. This also gives the opportunity to the audience to ask any question for

clarification. There is always a direct feedback as to whether the audience have accepted the product or not and this could be seen from the audience reaction and the use of word and to an extent their physical reaction.

2.7 DIRECT MARKETING

It is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Users of direct marketing include retailers, wholesalers, manufactures, and service providers, and they use a variety of methods including direct mail, telemarketing, direct-response advertising, online computer shopping services, cable shopping networks, and infomercials according to Encyclopedia of Business, (2nd Edition). Here the communication is focused on a particular customer or an individual for an immediate responds, such form of communication makes the individual sometimes take quick decision because there are no other individuals who can influence the decision of others. Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships, Kotler (12th Edition). There is a special relationship created between the customer and the organization and such relationships can last for a very long time because most times the customer feels the organization sees him or her to be very important to them hence also try to stay loyal to the organization.

2.8 SALES PROMOTION

Any short-term incentives to encourage the purchase or sale of a product or service. Sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product's movement from producer to consumer. Sales promotions may be directed at the consumer or the trade. Consumer promotions such as coupons , sampling , premiums,

sweepstakes, price packs (packs that offer greater quality or lower cost than normal), low – cost financing deals , and rebates are purchase incentives to visit a retail establishment or request additional information according to Encyclopedia of Business, (2nd edition). Sales promotion is used to accelerate short term sales by building brand awareness and encouraging repeat buying according to Ezine Aticles (2009). As this form of communication is used more potential customers are attracted in the market hence after the consumption of the product most of them now become customers to the product because of the satisfaction they have driven from their product. At this stage more awareness about the product has been created and there is a potential for building up more customer loyalty.

2.9 PUBLIC RELATION

These are activities involved in actively seeking to manage the nature of publicity an organization receives, William et el (1999). Building good relationships with the company's various publics by obtaining favorable publicity, building up a good “corporate image”, and handling or heading off unfavorable rumors, stories, and events surrounding the organization by Dave (1999)

In a research conducted by Professor Robert Hinson of the university of Ghana business school and Richard Boateng, IDPM, university of Manchester on the topic “ perceived benefits and management commitment to E-business usage in selected Ghana tourist firms”, it was established that a relatively significant percentage of tourist organizations do not have websites. This was pegged at about 51%; it also revealed that Ghanaian firms put the web usage into various percentages; advertising (24%), direct marketing (18%), and total communication strategy (14%). The least use of which websites were put was passing out of information out of corporate brands (6%). The significance of the response to marketing

communication s for advertising , public relation, direct marketing , passing out of information about corporate and product understanding that the internet is a useful marketing communication tool and integral to getting through to establish a global presence.

In another project by Daniel Longmatey, Samuel Amoako Attah and Benjamin K. Prah on the topic, “management and promotion of tourism in Ghana, a geographic system (GIS) approach”. They came out that in planning and making decisions, reference documents such as maps, tables, charts, and reports are used. Geographic information system however, has the capability to handle several kinds of information such as tourist sites, their location and also serve as a map. For example, all hotels and tourist destinations in the country can be put together in one document (map). This result is no longer a map but a complex multidimensional model of information and this will help in the promotion of the various tourist sites and also act as a guide to tourist in selecting tourist destinations.

At a workshop with industry leaders in May 2008, a working document paper towards a national tourism marketing strategy for Ghana was developed and part of the results is given below;

An overview of current Ghana Tourist Board actions on promotional elements was examined and it was reviled that a website on tourism was launched but was still under construction (www.touringghana.com). A quick evaluation of Ghana’s website on tourism conducted during the workshop and it reviled that, while the general design of the website reflected a good image; many aspects remain incomplete or cannot be assed.

Regarding international fairs and exhibitions, currently activities have been scaled down to only World Tourism Market (WTM), International Tourism Bosce (ITB) and China

Outbound Travel and Tourism Market (COTTM) Ghana Tourism Board has also been invited to other west African fairs but for the lack of government support it has not been able to participate due to the doubt of the Ministry of Tourism and Diaspora Relations on the return on investment in these events. As a result Ghana tourism board has not been able to promote tourism in the United States of America's market for a long time and therefore has no overseas representation. Government should therefore invest more into fairs and expositions since this will give Ghana tourism board the opportunity to meet with investors and potential tourist. With advertising there is limited print advertising in travel trade journals, such as the commonwealth handbook, world heritage publication, Association of British Travel Agents (ABTA) hand book, world tourism market catalogue and some local magazines.

2.10 OPERATIONAL DEFINITIONS

Marketing: the management process responsible for identifying, anticipating and satisfying customer requirements profitable.

Communication Mix: the combination of advertising, sales promotion, public relations, personal selling and direct – marketing tools that a company uses to communicate to its valuable customers.

Marketing Communication: the process of presenting an integrated set of stimuli to a market with the intent to evoking a desire set of responses within the market set and setting up channel to receive, interpret and act upon messages from the market for the purpose of modifying present company message and identifying new communication opportunity.

Tourism: the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater for their needs.

CHAPTER THREE

METHODOLOGIES

3.0 INTRODUCTION

This chapter looked at the research design, population, sampling procedure, sample frame, sample size, research instrumentation and data analysis

3.1 RESEARCH DESIGN

This is an exploratory study which was based on interviews and questionnaires. Questionnaires were used because of its advantage of being more objective and because response are gathered in a standardize way; and also because it reduces bias in the sense that the researcher's own opinion will not influence the respondents' answer to questions in a definite manner. The study employed both quantitative and qualitative techniques. One indicator which the study attempted to measure in this work is how effective has marketing communication been used by the tourist site operators in the promotion of tourism to the outside world.

3.2 POPULATION

The population of this research constituted the entire customers of Lake Bosomtwe tourist sites, Komfo Anokye sword sites, Kumasi military museum and Manhyia Palace as well as employees of tourist board in the Ashanti region.

3.3 SAMPLING SIZE

This specified the number of customers the researcher covered. Due to the impossibility of reaching out to all members within the identified research population due to size, time and cost, a sample size of one hundred(100) was used , which was made up of fifteen (15)

management and staff of Ghana tourist board, twenty five (25) tour operators and sixty Tourist within the Ashanti region.

The research is an exploratory research and as such one of the best sampling techniques to be used is the convenience sampling technique because it the aim of the researcher to get the right information needed.

3.4 SOURCES OF DATA AND COLLECTION PROCEDURE

Since the research team wanted data that would be gathered to be used mainly on the research questions, the researcher issued out standardized questionnaires and conducted face to face interviews. The main tool (questionnaires) was issued to staff of Ghana tourist board, selected tour operators and the tourist in the Ashanti region

3.5 DATA ANALYSIS

The objective of this study which has already been stated as, to measure how effective marketing communication has been used by the tourist site operators in the promotion of tourism to the outside world.

Microsoft excels and SPSS was used to analyzed the data and information gathered.

3.6 RESEARCH INSTRUMENT

- Questionnaires
- Interviews
- Observation

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 INTRODUCTION

This chapter depicts the presentation and analysis of data collected from the field work to investigate the evaluation of marketing communication tools in promoting tourist site in Ashanti. In all 150 questionnaires were administered to the respondent (the staff of Ashanti Region Kumasi, Tourism Board, and Tour Operators in the Ashanti Region and the Tourist) out of which 100 were retrieved. Items which were not answered on the questionnaires are treated as missing. The valid percentage were used that is percentages excluding missing values.

4.1 TOURIST

4.1.1 How did you get to know of this Tourist Site/Location?

Tourists were asked how they got to know of the existence of the tourist site and their responses are stated below:

Table 4.1: Table Showing How Tourists Locate Tourist Site

Tool	Frequency	Percentage
Radio	8	8.3%
Television	44	46.7%
Newspaper	3	3.3%
Internet	24	25%
Flyer	10	10%
Recommendation	6	6.7%
TOTAL	95	100%

Source: Field Survey 2013

From the responses from questionnaires administered Television represented 46.7% of the source of Tourist site , followed by the Internet with 25%, Flyers 10%, Radio 8.3% , recommendation by others 6.7% and the least was that of newspapers which constituted 3.3% as can be seen from the table above.

4.2 HOW EFFECTIVE WAS THIS MESSAGE?

Table 4.2 Table showing how effective was this message

RATING OF MESSAGE	FREQUENCY	PERCENTAGE
Very Effective	8	8.30%
Effective	55	58.30%
Fairly Effective	22	23.30%
Not Effective	10	10%
TOTAL	95	99.90%

Source: Field Survey 2013

From the responses of Tourist through the administered questionnaires, messages about tourist site by Tour Operators 8.3% were considered to be very effective, 58.3% said the messages are effective, 23.3 % responded fairly effective and 10% said these messages were not effective.

4.3 WHAT MOTIVATED YOU TO VISIT THIS SITE?

31 of the 95 respondents which represents 51.7 % were motivated to visit the site because of the message of the site, 20 representing 33.3 % visited the site based on the popularity of the

site and the remaining 10 which equals 15% because of the closeness of the site to their location. This is clearly shown in the chart below;

Table 4.3Table showing what motivated tourists to visit a site.

Motivation to visit site	Percentage
The popularity of the site	33.30%
The message about the site	51.70%
The closeness of the site to your location	15%
TOTAL	100.00%

Source: Field survey 2013

4.4 DO YOU KNOW IF THIS TOURIST SITE IS PROMOTED ON THE INTERNET?

28 of the respondents representing 46.7% knew that site was promoted on the internet whiles the remaining 32 which is 53.7% did not know that the site was promoted on the internet.

This result is presented on the table below followed with a chart showing these results.

Table 4.4 Table indicating if the tourists know this site is promoted on the internet

Response	Frequency	Percentage
No	51	53.30%
Yes	44	46.70%
Total	95	100%

Source: Field survey 2013

4.5 IN TERMS OF PROMOTION HOW WOULD YOU RATE THIS SITE?

8.30% of respondents rated the various sites as very effective, 35% effective, 46.7% as fairly effective and the remaining 10% as not effective. This shows that most of the sites are effectively promoted by the tour operators. This information is depicted below:

Table 4.5 This table show how does the tourist rate site in terms of promotion

RATING	FREQUENCY	PERCENTAGE
very effective	8	8.30%
Effective	33	35%
fairly effective	44	46.70%
not effective	10	10%
TOTAL	95	100.00%

Source: Field work 2013

4.6 WHAT COMMUNICATION TOOL(S) WILL HELP MAKE A BETTER CHOICE OF TOURIST SITE?

Table 4.6 This table shows what communication tools help tourists to make a better choice

Response	Frequency	Percentage
Advertising	76	80%
Sales Promotion	11	11.70%
Personal Selling	0	0%
Direct Marketing	8	8.30%
TOTAL	95	100%

Source: field survey 2013

From this table it shows that 80% of the respondents said advertising helps them to select better tourist site, 11.70% also said sales promotion and 8.30% said direct marketing. None of them said personal selling that is 0%.

4.7 WERE YOUR EXPECTATIONS MET AS PER ADVERT?

The answer to this question as given by tourist at the various tourist sites are given below.

Table 4. 7 The table indicates if the tourist expectations were met as per advert

RESPONSE	FREQUENCY	PERCENTAGE
YES	67	70%
NO	29	30%
TOTAL	95	100%

Source: field survey 2013

From the it indicates that 70% of the respondents said Yes meaning that their expectations were met per Advert and 30% said No.

4.8 WOULD YOU LIKE TO VISIT THIS TOURIST SITE AGAIN?

From the responses gathered, 91.60% which represent 55 of the 60 respondents answered yes to this question meaning they would visit the site again while the remaining 8.33% said they would not visit the site again.

Table 4.8 Table showing if the tourists would like to visit this site again

RESPONSE	FREQUENCY	PERCENTAGE
YES	87	91.60%
NO	8	8.33%
TOTAL	95	99.93%

Source: Field survey 2013

4.9 WHEN ARE THE PROMOTIONAL ACTIVITIES OF TOUR SITES IN ASHANTI REGION INTENSIFIED?

International and domestic tourist are available all year round, therefore when respondents were asked when promotional activities were carried out , the following answers were given, see table below

Table4.9 this table show when the promotional activities of tour site in Ashanti Region intensified are

Time Period	Frequency	Percentage
Throughout the year	64	67.5%
During peak season	19	20%
During off peak season	12	12.5%
TOTAL	95	100%

Source: field survey 2013

The majority of respondents that is 67.5% indicate that most of the tourist sites undertook promotional activities throughout the year while 20% undertook promotional activities in the peak season and the remaining 12.5% during the off peak season.

4.10 WHICH MEDIUM ARE /IS MOSTLY USED IN THE PROMOTION OF TOURIST SITES?

Table 4.10 This table shows which medium are/is mostly used in the promotion of tourist site

Medium	Frequency	Percentage
Radio	24	25%
Television	36	37.50%
Newspaper	12	12.50%
Internet	19	20%
Flyers	5	5%
TOTAL	95	100%

Source: Field survey 2013

4.11 WHO ARE YOUR TARGET TOURISTS?

85 % (34) of the tour operators targeted both domestic and international tourist, 12.5% targeted only domestic tourist and the 2.5% targeted only international tourist. This signifies that most tour operators in the Ashanti region targets both the domestic and international tourist market as can be seen in the chart below

Table 4. 11This shows who target tourists are

TARGETS	FREQUENCY	PERCENTAGE
Domestic	12	12.50%
International	2	2.50%
Domestic & international	81	85%
Total	95	100.00%

Source: Field survey 2013

4.12 WHAT PROMOTIONAL TOOLS ARE USED DURING THE OFF SEASON PERIOD?

Most tour operators (50%) uses both advertising and sales promotion tools to promote their sites during the off tourism season, 22.5% prefer advertising and direct marketing, 15% use only advertising, 10% only sales promotion and 2.5% use only direct marketing.

Table 4.12 the table indicate what promotional tools are used during the off season period

TOOL(S)	FREQUENCY	PERCENTAGE
Advertising and Sales Promotion	48	50%
Advertising and Direct Marketing	21	22.50%
Advertising	14	15%
Sales Promotion	10	10%
Direct Marketing	2	2.50%
TOTAL	95	100%

Source: Field survey 2013

4.13 HOW EFFECTIVE ARE THE PROMOTIONAL TOOLS DURING THE OFF SEASON?

The majority of respondents that is 37.5% indicate that the promotional activities under taken during the off season are effective, while 32.50% said they were very effective, 25% fairly effective and 5% not effective.

Table 4. 13 This table show effective is promotion tools during the off season

Rating	Frequency	Percentage
Very Effective	31	32.50%
Effective	36	37.50%
Fairly Effective	24	25%
Not Effective	5	5%
Total	95	100.00%

Source: Field survey 2013

4.14 TOUR OPERATORS

4.14.1 What promotional tool(s) are used in promoting the site?

The responses to this question from the tour operators administers these questionnaires are given below in the table and illustrated in the diagram associated with it.

Table 4. 14 The table show what promotional tools are used in promoting the site

Tools	Frequency	Percentage
Advertising	3	57%
Sales Promotion	1	25%
Personal Selling	-	5%
Direct Marketing	-	12.50%
TOTAL	4	100%

Source: Field survey 2013

4.15 WHEN ARE THE PROMOTIONAL ACTIVITIES OF TOUR SITES IN ASHANTI REGION INTENSIFIED?

International and domestic tourist are available all year round, therefore when respondents were asked when promotional activities were carried out , the following answers were given, see table below

Table 4. 15 This table show when are the promotional activities of tour site in Ashanti Region Intensified

Time Period	Frequency	Percentage
Throughout the year	2	50%
During peak season		-
During off peak season	2	50%
TOTAL	4	100%

Source: field survey 2013

The majority of respondents that is 50% indicate that most of the tourist sites undertook promotional activities throughout the year while 0% undertook promotional activities in the peak season and the remaining 50% during the off peak season.

4.16 WHICH MEDIUM ARE /IS MOSTLY USED IN THE PROMOTION OF THE SITE?

Table 4. 16 This table indicates which medium are/is mostly used in the promotion of the site

Medium	Frequency	Percentage
Radio	2	50%
Television	1	25%
Newspaper		
Internet	1	25%
Flyers		
TOTAL	4	100%

Source: field survey 2013

4.17 WHO ARE YOUR TARGET TOURISTS?

85 % (34) of the tour operators targeted both domestic and international tourist, 12.5% targeted only domestic tourist and the 2.5% targeted only international tourist. This signifies that most tour operators in the Ashanti region targets both the domestic and international tourist market as can be seen in the chart below

Table 4.17 this table indicates who your target tourists are

TARGETS	FREQUENC Y	PERCENTAG E
Domestic	0	0%
International	0	0%
Domestic & international	4	100%
Total	4	100.00%

Source: Field survey 2013

4.18 WHAT PROMOTIONAL TOOLS ARE USED DURING THE OFF SEASON PERIOD?

All the tour operators (100%) uses both advertising and sales promotion tools to promote their sites during the off tourism season.

Table 4. 18 This table indicates what promotional tools are used during the off seasons period

TOOL(S)	FREQUENCY	PERCENTAGE
Advertising and Sales Promotion	4	100%
Advertising and Direct Marketing	0	0%
Advertising	0	0%
Sales Promotion	0	0%
Direct Marketing	0	0%
TOTAL	4	100%

Source field survey 2013

4.19 HOW EFFECTIVE ARE THE PROMOTIONAL TOOLS DURING THE OFF SEASON?

The majority of respondents that is 50% indicate that the promotional activities under taken during the off season are effective, while 25% said they were very effective, 25% fairly effective and 0% not effective.

Table 4. 19 the table indicates how effective promotional tools are during the off season

Rating	Frequency	Percentage
Very Effective	2	50%
Effective	1	25%
Fairly Effective	1	25%
Not Effective		
Total	4	100.00%

Source: Field survey 2013

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

This chapter presents the summary of the previous chapters and also focuses on the findings, conclusion and recommendation and also gives some recommendation for further studies.

5.1 SUMMARY OF FINDINGS

This study was conducted on the topic, “the evaluation of marketing communication tools in the promotion of tourist sites in the Ashanti Region”. This study had the objective of evaluating the effectiveness of the marketing communication tools used by the various Tour Operators in the Ashanti Region to attract tourist to their sites and how these communication tools were viewed by tourist.

The target population of this study included the Ghana Tourist Board in the Ashanti Region, Tour Operators in the Region and Tourist at the various sites. The sample comprised four (4) Tour operators (sites) that are Lake Bosomtwe site, Komfo Anokye sword site, Kumasi military museum site and Manhyia palace which were selected using the convenience sampling technique; a staff from the Ashanti Regional Tourist Board was selected using judgmental sampling technique and ninety five (95) tourists from the various sites.

The researcher used questionnaires as instruments for data collection and there was a 100% return rate, statistical tables and figures based on respondents and narrative analyses were used to explain the data collected. There was an indication that the communication tools that is (advertising personal selling direct marketing sales promotion and internet) were effective

since the number of tourist visit to the various sites averagely have been increasing in the past three years.

5.2 CONCLUSION

From the study conducted, the following conclusions have been drawn:

- The communication tools were effective but not enough.
- The number of tourist exhibitions was not organized regularly and it was only the national tourist board which had the prerogative to organize these events and invite the regions to participate.

5.3 RECOMMENDATIONS

From the study it was released that enough was not done in the organization of exhibitions which brings out the various tourist attractions within the region to both international and domestic tourist. Hence major exhibitions should therefore be organized at least once a year for tourist to acquire a fair knowledge of the tourist sites and also provide an avenue for investors and operators to discuss issues that would lead to the development of tourist sites in the region and the country as a whole.

The organization of exhibitions should be delegated to the various regional tourist boards so that they can organize their own tourist exhibition and a major one to be carried out by the national tourist board at least once a year. This will help in the projection of the various sites in the region.

Furthermore the limitations of the study makes the researcher to recommend that more studies should be conducted into tourism in the Ashanti Region since there are a lot of untapped tourist potentials . In addition, research should be conducted into how the tourist sites could be developed to attract more tourists.

Finally, further studies should be conducted nationwide to explore the tourism industry in Ghana for the growth and development of the country.

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APPENDIX I

This questionnaire is designed to assess “THE EVALUATION OF MARKETING COMMUNICATION TOOLS IN PROMOTING TOURIST SITES IN THE ASHANTI REGION”.

This questionnaire was prepared by a group of students from the Christian Service University to be filled by the appropriate personnel to enable us (the students) carry out research to fulfill the requirement to acquire a degree certificate from the institute.

Please do not hesitate to give any information that is of use, you are rest assured that the information given will be handled with great confidentiality.

PLEASE TICK/ CIRCLE WHEN APPROPRIATE.

Staff of Ghana tourist board (Ashanti Region)

1. What communication tools are used in the promotion of tourism in Ghana?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Direct selling
 - e) Others, specify.....

2. What communication tools are used in the promotion of tourism in the Ashanti region?
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Direct selling
 - e) Others, specify.....

3. Who are the target tourists?

- a) International / foreign tourist
- b) Domestic tourist
- c) Others, specify.....

4. Which of the communication tool(s) is/are most effective in the promotion of tourism in the Ashanti region?

- a) Advertising
- b) Sales promotion
- c) Personal selling
- d) Direct selling
- e) Others, specify.....

5. Do you have standards for the various tourist sites?

- a) Yes
- b) No

6. Which medium (s) is /are used by the tourist board in the promotion of tourism in the Ashanti region abroad?

- a) Radio
- b) Television
- c) Newspaper
- d) Internet
- e) Flyers
- f) Others, specify.....

7. Does Ghana tourist board have tourism representatives abroad?

a) Yes

b) No

8. How often does the Ashanti regional tourist board organize fairs and exhibitions?

a) Throughout the year

b) During the peak season

c) During off peak season

d) Others specify.....

9. Does Ghana Tourist Board have a website?

a) Yes

b) No

10. Does Ghana tourist board participate in national fairs and exhibitions?

a) Yes

b) No

APPENDIX II

This questionnaire is designed to assess “THE EVALUATION OF THE MARKETING COMMUNICATION TOOLS IN PROMOTING TOURIST SITES IN THE ASHANTI REGION”.

This questionnaire was prepared by a group of students from the Christian Service University to be filled by the appropriate personnel to enable us (the students) carry out research to fulfill the requirement to acquire a degree certificate from the institute.

Please do not hesitate to give any information that is of use, you are rest assured that the information given will be handled with great confidentiality.

PLEASE TICK/ CIRCLE WHEN APPROPRIATE.

Tourist Site

1. Name
2. Nationality
3. How did you get to know of the tourist site and its location?
 - a) Radio
 - b) Television
 - c) Newspaper
 - d) Internet
 - e) Flyers
 - f) Others specify.....
4. Have you ever seen any flyer or leaflet of this site before?
 - a) Yes
 - b) No
5. Do you know the website address of the tourist site?
 - a) Yes\

- b) No
- 6. Is this your first time of visit?
 - a) Yes
 - b) No
- 7. What motivated you to visit the site?
.....
- 8. In terms of promotion how would you rate this site?
 - a) Very effective
 - b) Effective
 - c) Fairly effective
 - d) Not effective
- 9. How different is the site from other sites you have visited?
.....
.....
- 10. Would you like to visit this tourist site again
 - a) Yes
 - b) No
- 11. Are there enough tour guards at the site
 - a) Yes
 - b) No
- 12. How do you consider the customer relationship with the tour guards?
 - a) Very co-operative
 - b) Co-operative
 - c) Fairly co-operative
 - d) Not co-operative

13. Where you registered on arrival?

a) Yes

b) No

14. How would you rate the lodging facilities at the site?

a) Very good

b) Good

c) Fairly good

d) Not good

APPENDIX III

This questionnaire is designed to assess “THE EFFECTIVENESS OF THE MARKETING COMMUNICATION TOOLS IN PROMOTING TOURIST SITES IN THE ASHANTI REGION”.

This questionnaire was prepared by a group of students from the Christian Service University to be filled by the appropriate personnel to enable us (the students) carry out research to fulfill the requirement to acquire a degree certificate from the institute.

Please do not hesitate to give any information that is of use, you are rest assured that the information given will be handled with great confidentiality.

PLEASE TICK/ CIRCLE WHEN APPROPRIATE.

Tour Operators

1. How is this tourist site promoted?
 - a) Radio
 - b) Television
 - c) Newspaper
 - d) Internet
 - e) Flyers
 - f) Others specify.....
2. Who is the target tourist?
 - a) International / foreign tourists
 - b) Domestic tourists
 - c) Others specify.....
3. Which medium(s) is /are mostly used in the promotion of the site?
 - a) Radio
 - b) Television

- c) Newspaper
 - d) Internet
 - e) Flyers
 - f) Others specify.....
4. When does the promotion take place?
- a) Throughout the year
 - b) During the peak season
 - c) During off peak season
 - d) Others specify.....
5. When the promotional activities are intensifies?
- a) Throughout the year
 - b) During the peak season
 - c) During off peak season
 - d) Others specify.....
6. How many peak seasons does the site record annually?
- a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) Others specify.....
7. What promotional tools are used in the off season?
- a) Advertising
 - b) Direct sales
 - c) Personal selling
 - d) Sales promotion

e) Others, specify.....

8. How effective are the promotional tools of these sites?

a) Very effective

b) Effective

c) Fairly effective

d) Not effective

9. Indicate in the table below tourist that are received during the off season?

Off season	
No. of tourist received	
Month / period	

10. Does this site organize fairs and exhibitions?

Yes

No