

Residents' Perception of Socio-economic Impacts of Tourism in Tafi Atome, Ghana

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Abstract

The study explored the perception of residents of Tafi Atome on the impact of tourism development in the community. Face-to-face questionnaires were administered to 197 residents aged 18 and above in public places as well as houses in the community via convenience sampling procedure. Generally, results of the study indicate an appreciable consensus between residents that tourism has brought development to the community. Residents find tourism to have contributed to the conservation of Mona monkeys as well as enhancing the image of Tafi Atome. Results of the study indicate inconsistency of socio-demographic variables in explaining variation in residents' perception of tourism impacts.

Keywords: tourism, impacts, residents' perception, Tafi Atome, Ghana

1. Introduction

Rural communities in Ghana present limited economic opportunities beyond subsistence farming and animal rearing, and are characterised by limited basic social amenities. However, in the midst of unattractive economic environment these areas are endowed with potential tourist attractions that have the capability to enhance Ghana's tourism industry as well as facilitating the development of rural areas (Asiedu, 2002). Governments believe that tourism development will generate new jobs, enhance community infrastructure and assist in the revitalisation of the flagging economies of rural areas (Chuang, 2010). As pointed out by Kuvan and Akan (2005), tourism is associated with economic, environmental, and sociocultural benefits with the potential to contribute to revitalisation of communities and improvement in the quality of life of residents.

Developing tourism in Ghana's rural areas is considered a worthwhile and viable venture by central and local governments, traditional leadership, development agencies, non-governmental organisations and local residents. The result of this interest is the emergence and development of many small-scale community-based tourism projects in the country. One of such community tourism initiatives is a sustainable community tourism project in the village of Tafi Atome in the Volta Region of Ghana. The initiative was founded in 1996 by Nature Conservation Resource Centre (NCRC) and funded by, amongst others, USAID, and has the intention to protect the forest and the True Mona monkeys adjacent to the village while creating development opportunities for the community through tourism development (Bremer & Büscher, 2011).

Since its establishment, limited empirical works have assessed residents' perception of the socio-economic impacts of tourism on the community. This paper therefore reports an investigation into the economic, sociocultural and environmental impacts of tourism in Tafi Atome as perceived by the residents. The study also explores whether residents' perception will vary by socio-demographic variables. It is crucial for industry, governments and other stakeholders to understand how individuals within a host community perceived the benefits and disadvantages of tourism because of the potential hostile response to tourists if a balance is not achieved (Deery, Jago & Fredline, 2012). Diedrich and Garcia-Buades (2009) argue that understanding and assessing tourism impacts in communities is important in order to maintain sustainability and long-term success of the tourism industry.

2. Literature Review

Although tourists' visits to destinations areas are transient, their activities can have considerable impact on host communities. These impacts of tourism have been mostly analysed from economic, social and environmental

dimensions that may be either positive or negative. Many studies have emphasized economic benefits of tourism to communities (Fredline and Faulkner, 2000; Wait, 2003; Kim & Petrick, 2005). For instance, tourism results in economic development in host communities, increase tax revenue, and provide employment opportunities. Ritchie (1984) also points out that tourism create opportunities for potential investments thereby resulting in an increase of commercial activity within the host community. Expansion in tourism in rural communities can also lead to increase trading which offers the opportunity for the development of a variety of local businesses (Lee, Kim & Kang, 2003; McGehee & Andereck, 2004). Tourism also improves the living conditions of residents in destination areas. Majority (64%) of residents in Kumily, India associated tourism to improvement in living standards in the community (Sebastian & Rajagopalan, 2009). Tourism also helps to maintain and expand public facilities in destination communities. In some communities, public transport services are provided in order to improve accessibility to attractions for tourist however, local residents also benefit from such provision and improvement in transport services (Sharma et al., 2008; Andereck et al., 2005).

Negative economic impact of tourism in destination communities has been noted in several studies. Tourism undermines livelihood of residents, and a typical example is the conversion of paddy fields in Kumarakom, India for tourism purposes, which denied villagers of their livelihoods as well as increased in the price of essential food products such as fish. According to Korca (1996), the most negative impact of tourism in Antalya, Turkey was the increased cost of land and housing, and increased prices of goods and services. Similar inflation concerns were articulated in the study of Brida, Osti and Faccioli (2011) in the small rural community of Folgaria, Italy, as most residents perceive tourism as a cause of price increases.

Ritchie (1984) identified positive social impacts of tourism to include increased community pride, strengthening of traditions and values, and increased voluntarism. In addition, Hall (1992) acknowledges improved regional identity and increased community participation as positive social impacts of tourism. Positive sociocultural impacts of tourism include learning, awareness, appreciation, family bonding, a firmer sense of ethnic identity, increased understanding and tolerance of others, and stronger cultural identity (Driver et al., 1991). Stein and Anderson (1999) identified socio-cultural benefits of tourism to communities as cohesion, exchange of ideas, and increased knowledge about the culture of the area. Tourism can also lead to improvement in community service, additional park, recreation and cultural facilities, and encouragement of cultural activities (Brunt & Courtney, 1999).

Not all social impacts are beneficial to rural communities. Diagne (2004) reveals a disruption in societal structure due to tourism in Petite Cote, Senegal where there has been a replacement of male elders, as occupants of dominant position in society with young entrepreneurs with independent sources of income from tourism as chief decisions makers in the traditional villages. Furthermore, tourism is culpable for the disregard of Islamic codes and traditional customs as well as bringing the scourge of prostitution to traditional villages. Residents of Kumily and Kumarakom in India perceived that tourism has led to increase alcoholism and immoral activities, brought undesired changes in the value orientation of children (Sebastian & Rajagopalan, 2009).

Many researchers have studied the environmental impact of tourism on tourist destinations. In examining the impact of the Lapa Rios Eco-Lodge on the Osa Peninsula of Costa Rica, Zambrano, Broadbent and Durham (2010) conclude that the Osa Peninsula recorded the highest rates of reforestation since the beginning of ecotourism in the region in the 1990s. In a study conducted in Nepal using the Annapurna Conservation Area Project (ACAP) as a case study, local residents identified tourism's support for the conservation of forest and wildlife, and environmental awareness as some of the environmental benefits of tourism. However, some studies have observed negative environmental impact of tourism on communities. For instance, Nyaupane & Thapa (2004) noted littering of mineral water plastic bottles and deforestation as major environmental problems in the Annapurna Sanctuary Trail (AST) in Nepal. Furthermore, residents of Sunshine in Queensland, Australia identified traffic congestion as a major environmental concern for residents due to tourism development (Sharma & Dyer, 2009).

2.1 Theoretical Framework

Social exchange theory has provided the theoretical foundation for studies exploring residents' perception of impacts of tourism (Ap, 1992; Sirakaya, Teye, & Sonmez, 2002; Andereck et al., 2005). The social exchange theory suggests that people engage in interaction or reciprocate with other people because they expect to receive benefits or incentives from the other party (Gouldner, 1960; Blau, 1964). Thus, human relationships are formed by the use of subjective cost-benefit analysis creating mutual obligations, reciprocity, or repayment over time (Cropanzano & Mitchell, 2005; Gouldner, 1960). Tourism impacts will be perceived positively and supported by residents when the benefits, such as economic benefits, outweigh the cost of sharing environmental and social

relations with the tourism industry (Harrill, 2004).

The stage or level of activity development is said to also influence residents' perception of tourism impacts. Proposed as the 'Irridex model', Doxey (1975) argues that as tourist numbers increase, a host community goes from a phase of being euphoric to apathy, irritation and antagonism. At the level of euphoria, residents are enthusiastic and expectant of tourism development. The stage of tourism development in a destination area also influences residents' perception of tourism impacts. Using Butler (1980) tourist area life cycle, Dietrich and Garcia-Buades (2008) found that a strong correlation between the way local residents perceive tourism impacts and the stage tourism development in the community. They noted that when levels of tourism development are low, residents tend to show positive perception of tourism but at beyond some threshold, attitude becomes more negative.

2.2 Determinants of Residents' Perception of Impacts

Expectation of economic benefit from tourism will have the largest positive effect on the evaluation of impacts. Residents who receive the greatest economic benefits will favour tourism more than those who receive fewer or no benefits (Perdue, Long & Allen, 1990; Akis, Peristianis & Warner, 1996). Personal benefits such as personal or family job opportunities, additional income and so forth, may affect the manner in which residents view the impacts of tourism. Ap (1992) postulated that members of the host community with business or employment interests in tourism will be generally more positively disposed to it because they trade off resulting costs with benefits. Conversely, those who are not involved in the tourism derive no substantial direct benefits, yet may still experience some costs and are more inclined to hold negative perceptions.

Previous research has also examined the relationship between socio-demographics of residents and perception of impacts (Var et al., 1985; Haralambopoulos & Pizam, 1996; Mason & Cheyne, 2000; Tomljenovic and Faulkner, 2000; Canosa et al., 2001; Teye et., 2002). Age is alleged to influence residents' perception of impacts, younger residents tend to be more positive (Haralambopoulos & Pizam, 1996) whilst older residents are often less positive about the impacts of tourism (Husbands, 1989). With regard to gender, Harill and Potts (2003) found females to be more negative toward tourism impacts than males. Some studies have found that the more highly educated a person is, the more likely they are to have positive perception of impacts (Haralambopoulos & Pizam, 1996). In the study of Sharma and Dyer (2009), age, gender and level of education did not influence residents' perception of tourism impacts. Similarly, Akyeampong (2011) could not find a relationship between gender and residents' perception of tourism in the Kakum National Park Area in Ghana. With occupation, Husband (1989) found that white-collar workers in the Victoria Falls area in Zambia were more favourably disposed to tourism than was the lower-tier managerial class. Some studies have found minimal contribution of socio-demographic factors in explaining residents' perception (Liu & Var, 1986; Perdue et al., 1990). On marital status and perception of impacts, Amuquandoh (2009) noted that unmarried respondents expressed more negative disposition towards tourism than their married counterparts did.

3. Methodology

3.1 The Study Area

Tafi Atome is a village surrounded by indigenous tropical forest with high floral concentration situated in the heart of the Volta Region. Tafi Atome is home to sacred and rare population of Mona monkeys and covers an area of approximately 48.63ha. Tafi Atome is one of the well-known and publicized ecotourism attractions in Ghana. The site has received international exposure, particularly through a visit to the UK by schoolchildren from the community in a cultural performance. It has also received global exposure through the publication of the World Tourism Organisation on Sustainable Ecotourism best practices. The site is estimated to have received about 6,468 tourists generating approximately €16,686.11 in the year 2009 (Amenowode, 2010).

3.2 Measures and Data Collection

Data for the study was collected in April 2012, and the population of interest in the study is all residents aged 18 years and above in Tafi Atome. Face-to-face questionnaires were administered to residents in public places within the community as well as houses. Each questionnaire took about 30 minutes to complete, and 197 questionnaires were completed and used for analysis. The provisional population estimate for Tafi Atome 1,348 (Ghana Statistical Service, 2012). Respondents were selected via convenience sampling method. Although convenience samples are generally unrepresentative to the larger population, these samples capture a good mixture of residents from all the suburbs of the community. Random sampling technique was not utilised because of the unavailability of a sampling frame.

The survey instrument comprised two main sections. First, an array of 21 statements referred to positive and

negative socio-economic impacts of the tourism, in relations to which respondents were asked to indicate the degree of their agreement or disagreement on a three-point Likert scale with the words 'agree' at the high end and 'disagree' at the low end. The second part collected socio-demographic, community attachment and economic dependency data of respondents. The instrument was developed after a thorough review of extant literature on the impacts of events and tourism (Kim & Petrick, 2005; Sirakaya, Teye & Sonmez, 2002; Harrill, 2004).

Responses to the statements were analysed using SPSS version 16.0 and descriptive statistics was generated for individual statements and subsequently ranked in descending order to detect the statements with overall high agreement. Chi-square tests were conducted on predictor variables (Socio-demographic profile of respondents' variables) and impact statements to establish associations and relationships.

4. Results

4.1 Profile of Respondents

The demographic characteristics of respondents is summarised in Table 1. Of the 197 respondents, 61 per cent were male and 39 per cent female. There were marginal differences in representation of age groups in the sample. More respondents (34.9%) were in the age group 30 and older, followed by the 18-19 age group (32.5%) whilst 20-29 years were in the minority (32%). A little over half (51%) of the respondents were single with 36.4 per cent being married. Basic education was the highest educational attainment for most of the respondents (44.8%). About 24.5 per cent and 12.2 per cent of respondents had achieved secondary and tertiary level education respectively, while a considerable number (35) had not participated in formal education.

Table 1. Demographic characteristics of respondents

		n	(%)
Sex	Male	117	60.9
	Female	75	39.1
Age	18-19	63	32.5
	20-29	62	32
	30+	69	35.6
Marital Status	Single	98	51
	Married	67	34.9
	Divorced	8	4.2
	Widowed	10	5.2
	Separated	9	4.7
Education level	None	35	18.2
	Basic	86	44.8
	Secondary	47	24.5
	Tertiary	24	12.2

4.2 Economic Impact

As shown in Table 2, majority (73.5%) of respondents were of the view that there has been development in Tafi Atome following the development of tourism. However, an appreciable proportion (59.4) claimed that people in the community live better now due to tourism development. Respondents (70.6%) were of the view that new jobs have been created in the community because of tourism. A little over half (52.3%) of respondents felt that tourism has led to the increment in sales of traders in the community. More than half (52.8%) of respondents did not think there has been investment drive in the community attributable to tourism, and only 39.5% concurred that people are investing in the community because of tourism. On transport infrastructure, 61.7% of respondents agreed that transportation to the community has improved because of tourism while 30.6% rejected the assertion. More (61.4%) respondents dismissed the statement: "because of tourism there has been an improvement in water and electricity in the community" and only 27.9% agreed to the statement. On inflationary impacts of tourism in the community, 64.1% of respondents disagreed that tourists' presence in the community has made the price of food items expensive and almost a similar proportion (66.7%) did not agree that the price of land in the community has gone up because of tourism with only 26.6% agreeing to the contention.

Table 2. Respondents' agreement and disagreement with economic impact statements

Impact statement	Agree		Neutral		Disagree	
	Frequency	%	Frequency	%	Frequency	%
1. People in Tafi Atome live better now because of tourism	117	59.4	7	3.6	73	37.1
2. Tourism has created jobs for people in the community	139	70.6	13	6.6	45	22.8
3. Traders make more sales because of tourism	103	52.3	22	11.2	72	36.5
4. Many people are investing in the community because of tourism	77	39.5	15	7.7	103	52.8
5. There has been development in the community because of tourism	144	73.5	17	8.7	35	17.9
6. Tourism has improved transportation to the community	119	61.7	15	7.8	59	30.6
7. Because of tourism there has been an improvement in water and electricity in the community	55	27.9	21	10.7	121	61.4
8. The visit by tourists to my community has made the prices of food items expensive	52	26.7	18	9.2	125	64.1
9. The price of land in the community has gone up because of tourism	51	26.6	13	6.8	128	66.7

4.3 Sociocultural Impacts

More (78.9) respondents did not agree that criminal activities have increased because of tourism in the community (Table 3). Many respondents (151) felt the image of Tafi Atome has received a boost because of tourism, and another 69.9% feel happy and proud when they see tourists in the community. However, only 45.6% of the respondents agreed that tourism has improved community spirit, interestingly; an appreciable number of respondents (68) disagreed. A little over half (52.6%) of respondents agreed that the culture of the people has been protected because of tourism and as many as 61 respondents disagreed.

Table 3. Residents' perception of sociocultural impacts

Impact statement	Agree		Neutral		Disagree	
	Frequency	%	Frequency	%	Frequency	%
1. Criminal activities have increased in the community because of tourism	36	18.6	5	2.6	153	78.9
2. The image of Tafi Atome has been enhanced because of tourism	151	76.6	16	8.1	30	15.2
3. The culture of the people has been protected because of tourism	103	52.6	32	16.3	61	31.1
4. Tourism has improved community spirit	89	45.6	38	19.5	68	34.6
5. I feel happy and proud when I see tourists in the community	137	69.9	16	8.2	43	21.9

4.4 Environmental Impacts

Regarding how tourism has affected the environmental resources in the community, an overwhelming majority (83.8%) of the respondents felt tourism has helped to protect monkeys in the community. In spite of the fact that visitors are constantly entering the habitat of monkeys, most respondents (73.6%) do not think the monkeys are disturbed and will not agree (78.8%) that the number of monkeys in the community has decreased because of tourism.

Table 4. Residents' perception of environmental impact of tourism

Impact statement	Agree		Neutral		Disagree	
	Frequency	%	Frequency	%	Frequency	%
1. Tourism has helped to protect monkeys in the community	165	83.8	8	4.1	24	12.2
2. The community becomes crowded because of tourism	77	40.1	14	7.3	101	52.2
3. Tourism creates litter problem in the community	71	36.2	16	8.2	109	55.6
4. Monkeys in the community are disturbed because of tourism	43	21.8	9	4.6	145	73.6
5. The number of monkeys in the community has decreased because of tourism	31	15.7	10	5.2	153	78.9
6. People in the community protect the environment because of tourism	135	68.9	9	4.6	52	26.5
7. The community is kept clean because of tourism	133	67.9	7	3.6	56	28.6

About 68.9% of respondents agreed that people in the community protect the environment because of tourism while 26.5% disagreed with the statement. A similar proportion (67.9%) of respondents felt that the community is kept clean because of tourism and quite a number (56) of them disagreed. More than half (52.2%) disagreed that the community becomes crowded with tourists' visits while noticeable section (40.1%) of respondents thought otherwise. More respondents (55.6%) did not see tourism causing litter problem in the community however, a significant proportion (36.2%) felt otherwise.

4.5 Comparison of Residents' Perception on Economic Impact Statements for Different Gender Groups

Chi square test of independence were performed on the nine (seven positive and two negative statements) economic impact statements to find out whether perception of residents will vary by gender. On a whole, gender did not show a strong influence on residents' perception of economic impacts. Gender influenced only two of the nine economic impact statements: "people in Tafi Atome live better now because of tourism" and "Tourism has created jobs for people in the community". Male respondents had a significantly higher proportion (67.5%) agreeing (Table 5) that people in Tafi Atome live better now because of tourism ($\chi^2(2)=8.32; p<0.05$). Again, a significant higher proportion (77.8%) of male respondents believed that tourism has created job opportunities for residents ($\chi^2(2)=7.38; p<0.05$). However, not statistically significantly, female respondents tended to agree more with the inflationary effects of tourism than their male counterparts (Table 5) did. Both sexes were almost uniform in rejecting the statement that tourism has improved utility supplies in the community (water and electricity).

Table 5. Perception of economic impact by gender of respondents

Impact Statement	Response	% of Respondents		X ²
		Male	Female	
1. People in Tafi Atome live better now because of tourism	Agree	67.5	46.7	.015
	Neutral	2.6	5.3	
	Disagree	29.9	48	
2. Tourism has created jobs for people in the community	Agree	77.8	60	.025
	Neutral	6	8	
	Disagree	16.2	32	
3. Traders make more sales because of tourism	Agree	56.4	45.3	.272
	Neutral	9.4	14.7	
	Disagree	34.2	40	
4. Many people are investing in the community because of tourism	Agree	43.1	31.1	.240
	Neutral	7.8	8.1	
	Disagree	49.1	60.8	

5. The visit by tourists to my community has made the prices of food items expensive	Agree	25.9	28.4	.380
	Neutral	6.9	12.2	
	Disagree	67.2	59.5	
6. The price of land in the community has gone up because of tourism	Agree	23.3	31	.475
	Neutral	7.8	5.6	
	Disagree	69	63.4	
7. There has been development in the community because of tourism	Agree	73.5	71	.157
	Neutral	6	13.5	
	Disagree	20.5	14.9	
8. Tourism has improved transportation to the community	Agree	61.1	62.7	.864
	Neutral	8.8	607	
	Disagree	30.1	30.7	
9. Because of tourism there has been an improvement in water and electricity in the community	Agree	27.4	25.3	.855
	Neutral	11.1	9.3	
	Disagree	61.5	65.3	

4.6 Gender and Perception of Social Cultural Impacts

The influence of gender in shaping residents' perception of sociocultural impacts was assessed using chi square test of independence. Male and female respondents significantly differed in opinion on four of the five impact statements (Table 6). More males (81.2%) significantly than females (69.3%) agreed that the image of Tafi Atome has been enhanced because of tourism ($\chi^2(2) = 6.83$; $p < 0.05$). With the protection of culture, gender again emerged as a significant determinant of perception of impact (Table 6). The chi square test of independence revealed a significantly ($\chi^2(2) = 8.45$; $p < 0.05$) high proportion (56.3%) of males felt the culture of the community has been preserved because of tourism than females (44%). Following what appears to be a trend, more males (54.3%) than females (32.4%) significantly ($\chi^2(2) = 9.12$; $p < 0.05$) opined that community spirit has improved because of tourism. A statistically significant proportion (79.3%) of males than females (56%) indicated that they feel happy and proud when they see tourist in their community ($\chi^2(2) = 12.9$; $p < 0.05$). As the exception, both sexes were almost unanimous in their rejection of the statement "criminal activities have increased in the community because of tourism".

Table 6. Perception of Socio-cultural impact of tourism by gender of respondents

Impact Statement	Response	% of Respondents		X ²
		Male	Female	
1. Criminal activities have increased in the community because of tourism	Agree	17.2	21.6	.750
	Neutral	2.6	2.7	
	Disagree	80.2	75.7	
2. The image of Tafi Atome has been enhanced because of tourism	Agree	81.2	69.3	.033
	Neutral	4.3	14.7	
	Disagree	14.5	16	
3. The culture of the people has been protected because of tourism	Agree	56.9	44.0	.015
	Neutral	19.0	12.0	
	Disagree	24.1	44.0	
4. Tourism has improved community spirit	Agree	54.3	32.4	.010
	Neutral	14.7	25.7	
	Disagree	31	41.9	
5. I feel happy and proud when I see tourists in the community	Agree	79.3	56	.002
	Neutral	4.3	14.7	
	Disagree	16.4	29.3	

4.7 Perception of Environmental Impact by Gender

Generally, there was no polarisation between male and female respondents insofar as perception of environmental impact of tourism activities in Tafi Atome is concerned. It is only on one "people in the community protect the environment because of tourism" of the seven impact statements did males statistically ($\chi^2(2) = 12.9$; $p < 0.05$) differ from their female counterparts (Table 7). Both sexes consensually rejected the negative environmental impact statements relating to crowdedness, litter, disturbance and reduction in the population of monkeys.

Table 7. Perception of environmental impact by gender

Impact Statement	Response	% of Respondents		X ²
		Male	Female	
1. Tourism has helped to protect monkeys in the community	Agree	87.2	77.3	.199
	Neutral	3.4	5.3	
	Disagree	9.4	17.3	
2. The community becomes crowded because of tourism	Agree	41.6	36.5	.445
	Neutral	8.8	7.5	
	Disagree	49.6	58.1	
3. Tourism creates litter problem in the community	Agree	32.8	40	.592
	Neutral	8.6	8	
	Disagree	58.6	52	
4. Monkeys in the community are disturbed because of tourism	Agree	20.5	22.7	.873
	Neutral	4.3	5.3	
	Disagree	75.2	72	
5. The number of monkeys in the community has decreased because of tourism	Agree	18.3	12.2	.236
	Neutral	3.5	8.1	
	Disagree	78.3	79.7	
6. People in the community protect the environment because of tourism	Agree	76.7	58.7	.029
	Neutral	3.4	5.4	
	Disagree	19.8	36	
7. The community is kept clean because of tourism	Agree	69.2	67.6	.595
	Neutral	2.6	5.4	
	Disagree	28.2	27	

4.8 The Influence of Marital Status of Respondents on Perception

Generally, it seems marital status of respondents had little or no influence on perception of tourism economic impact. Beyond job opportunities created by tourism in the community, where more single (77.6%) than married (70.1%) respondents tended to concur ($\chi^2(2) = 7.47$; $p < 0.05$), respondents' perception were less influenced by marital status (Table 8).

Table 8. Perception of economic impact by marital status

Impact Statement	Response	% of Respondents		X ²
		Single	Married	
1. People in Tafi Atome live better now because of tourism	Agree	55.1	73.1	.062
	Neutral	3.1	1.5	
	Disagree	41.8	25.4	
2. Tourism has created jobs for people in the community	Agree	77.6	70.1	.024
	Neutral	8.2	1.5	
	Disagree	14.3	28.4	
3. Traders make more sales because of tourism	Agree	51	56.7	.313
	Neutral	13.3	6	
	Disagree	35.7	37.3	
4. Many people are investing in the community because of tourism	Agree	37.5	38.8	.969
	Neutral	8.3	9	
	Disagree	54.2	52.2	
5. The visit by tourists to my community has made the prices of food items expensive	Agree	21.6	24.2	.708
	Neutral	11.3	7.6	
	Disagree	67	68.2	
6. The price of land in the community has gone up because of tourism	Agree	24.2	21.5	.889
	Neutral	6.3	7.7	
	Disagree	69.5	70.8	
7. There has been development in the community because of tourism	Agree	79.6	74.2	.681
	Neutral	6.1	9.1	
	Disagree	14.3	16.7	
8. Tourism has improved transportation to the community	Agree	60.2	70.3	.388
	Neutral	8.2	4.7	
	Disagree	31.6	25	
9. Because of tourism there has been an improvement in water and electricity in the community	Agree	21.4	31.1	.337
	Neutral	10.2	10.4	
	Disagree	68.4	58.2	

4.9 Perception of Sociocultural Impact and Marital Status

Respondents' perception of sociocultural impact of tourism was not influenced by marital status. The chi square test of independence on all the five impact statements did not reveal significance differences among single and married respondents (Table 9).

Table 9. Perception of sociocultural impact by marital status

Impact Statement	Response	% of Respondents		X ²
		Single	Married	
1. Criminal activities have increased in the community because of tourism	Agree	15.6	17.9	.748
	Neutral	3.1	1.5	
	Disagree	81.2	80.6	
2. The image of TafiAtome has been enhanced because of tourism	Agree	77.6	83.6	.311
	Neutral	11.2	4.5	
	Disagree	11.2	11.9	
3. The culture of the people has been protected because of tourism	Agree	56.7	46.3	.115
	Neutral	19.6	14.9	
	Disagree	23.7	38.8	
4. Tourism has improved community spirit	Agree	43.3	47.8	.117
	Neutral	24.7	11.9	
	Disagree	32	40.3	
5. I feel happy and proud when I see tourists in the community	Agree	75.5	69.7	.590
	Neutral	8.2	7.6	
	Disagree	16.3	22.7	

4.10 Perception of Environmental Impact and Marital Status

As an emerging trend regarding the limited influence of marital status as predictor of residents' perception, no statistical significant difference was observed between single and married respondents on any of the seven environmental impact statements (Table 10).

Table 10. Perception of environmental impact by marital status

Impact Statement	Response	% of Respondents		X ²
		Single	Married	
1. Tourism has helped to protect monkeys in the community	Agree	87.8	83.6	.793
	Neutral	3.1	4.5	
	Disagree	9.2	11.9	
2. The community becomes crowded because of tourism	Agree	34	45	.351
	Neutral	6.2	4.7	
	Disagree	59.8	50	
3. Tourism creates litter problem in the community	Agree	39.8	29.9	.416
	Neutral	7.1	7.5	
	Disagree	53.1	62.7	
4. Monkeys in the community are disturbed because of tourism	Agree	19.4	16.4	.551
	Neutral	6.1	3	
	Disagree	74.5	80.6	
5. The number of monkeys in the community has decreased because of tourism	Agree	9.4	19.7	.163
	Neutral	4.2	4.5	
	Disagree	86.5	75.8	
6. People in the community protects the environment because of tourism	Agree	72.4	71.6	.285
	Neutral	6.1	1.5	
	Disagree	21.4	26.9	
7. The community is kept clean because of tourism	Agree	70.4	72.7	.917
	Neutral	4.1	3	
	Disagree	25.5	24.2	

4.11 Influence of Age on Perception of Impact

Age is another socio-demographic variable said to be capable of explaining variation in residents' perception of tourism impact. A series of chi square significance test conducted revealed only two statistical significance differences between the three age groups on nine economic impact statements (Table 11). Respondents aged

between 18 and 19 significantly agreed than the other age groups that tourism has created more jobs for people in the community ($\chi^2(4) = 16.25$; $p < 0.05$). Respondents aged 30+ were found to be unenthusiastic about jobs said to have been created by tourism in the community. Although, all the age groups in unison disagreed that because of tourism there has been an improvement in water and electricity in the community, respondents aged 30+ were statistically ($\chi^2(4) = 12.67$; $p < 0.05$) less apathetic than the other age groups. The 30+ age group agreed most (42%) than the age groups 18-19 (22.2%) and 20-29 (17.7%) to the statement.

Table 11. Perception of economic impact by age grouping

Impact Statement	Response	% of Respondents			X ²
		18-19	20-29	30+	
1. People in Tafi Atome live better now because of tourism	Agree	49.2	67.7	63.8	.225
	Neutral	3.2	3.2	4.3	
	Disagree	47.6	29	31	
2. Tourism has created jobs for people in the community	Agree	81	67.7	62.3	.003
	Neutral	3.2	14.5	2.9	
	Disagree	15.9	17.7	34.8	
3. Traders make more sales because of tourism	Agree	58.7	50	49.3	.356
	Neutral	12.7	14.5	7.2	
	Disagree	28.6	35.5	43.5	
4. Many people are investing in the community because of tourism	Agree	40.3	30.6	44.9	.538
	Neutral	8.1	9.7	5.8	
	Disagree	51.6	59.7	49.3	
5. The visit by tourists to my community has made the prices of food items expensive	Agree	16.1	30.6	30.9	.308
	Neutral	9.7	9.7	8.8	
	Disagree	74.2	59.7	60.3	
6. The price of land in the community has gone up because of tourism	Agree	21.7	27.9	27.9	.551
	Neutral	3.3	8.2	8.8	
	Disagree	75	63.9	63.2	
7. There has been development in the community because of tourism	Agree	81	71	72.1	.309
	Neutral	3.2	9.7	13.2	
	Disagree	15.9	19.4	14.7	
8. Tourism has improved transportation to the community	Agree	61.9	59.7	64.6	.745
	Neutral	7.9	11.3	4.6	
	Disagree	30.2	29	30.8	
9. Because of tourism there has been an improvement in water and electricity in the community	Agree	22.2	17.7	42	.013
	Neutral	11.1	16.1	5.8	
	Disagree	66.7	66.1	52.2	

A further verification on the influence of age on perception of sociocultural impact was undertaken. The younger respondents aged 18-19 years agreed more (62.9%) than the other age groups 20-29 (43.5%) and 30+ (42%) that the culture of the people has been preserved because of tourism ($\chi^2(2) = 13.49$; $p < 0.05$). The perception of the age groups did not differ on the other four sociocultural impact statements.

Table 12. Perception of sociocultural impact by age grouping

Impact Statement	Response	% of Respondents			X ²
		18-19	20-29	30+	
1. Criminal activities have increased in the community because of tourism	Agree	14.5	18	20.6	.463
	Neutral	4.8	-	2.9	
	Disagree	80.6	82	76.5	
2. The image of Tafi Atome has been enhanced because of tourism	Agree	76.2	74.2	78.3	.283
	Neutral	9.2	12.9	2.9	
	Disagree	76.2	74.2	78.3	
3. The culture of the people has been protected because of tourism	Agree	62.9	43.5	50.7	.009
	Neutral	22.6	14.5	11.6	
	Disagree	14.9	41.9	37.7	
4. Tourism has improved community spirit	Agree	47.6	45	42	.242
	Neutral	27	16.7	15.9	
	Disagree	25.4	38.3	42	
5. I feel happy and proud when I see tourists in the community	Agree	77.8	64.5	66.2	.466
	Neutral	4.8	11.3	8.8	
	Disagree	17.5	24.2	25	

A cursory look at Table 13 reveals that perception of residents on environmental impact of tourism on the Tafi Atome did not vary by age group as none of the impact statements recorded statistical significance between the three age groups. All the age groups highly agreed that tourism has helped to protect monkeys in the community. Not surprising, with little variation in opinion, all the age groups rejected the statement that monkeys in the community are disturbed because of tourists' visits (Table 13).

Table 13. Perception of environmental impact by age groups

Impact Statement	Response	% of Respondents			X ²
		18-19	20-29	30+	
Tourism has helped to protect monkeys in the community	Agree	88.9	82.3	81.2	.254
	Neutral	1.6	8.1	2.9	
	Disagree	9.5	9.7	15.9	
The community becomes crowded because of tourism	Agree	33.3	36.7	48.5	.102
	Neutral	4.8	13.3	4.5	
	Disagree	61.9	50	47	
Tourism creates litter problem in the community	Agree	47.6	32.8	29	.234
	Neutral	6.3	9.8	8.7	
	Disagree	46	57.4	62.3	
Monkeys in the community are disturbed because of tourism	Agree	19	21	23.2	.875
	Neutral	4.8	6.5	2.9	
	Disagree	76.2	72.6	73.9	
The number of monkeys in the community has decreased because of tourism	Agree	11.5	16.1	17.6	.403
	Neutral	3.3	3.2	8.8	
	Disagree	85.2	80.6	73.5	
People in the community protects the environment because of tourism	Agree	66.7	70.5	68.1	.822
	Neutral	4.8	6.6	2.9	
	Disagree	28.6	23	29	
The community is kept clean because of tourism	Agree	63.5	77.4	64.7	.442
	Neutral	4.8	1.6	4.4	
	Disagree	31.7	21	30.9	

5. Discussion

Following the analysis of data, it is evident that respondents find tourism in the community to have contributed immensely towards the conservation of Mona monkeys in the community. Because the entire tourism initiative in the community is solely dependent on the Mona monkeys, the conservation of the animals will ensure sustainability of tourism in the community. This finding is encouraging because community tourism initiatives have caused destruction to the resource base on which tourism depends. For instance, destruction of wildlife at Zakynthos in Greece due to tourism (Prunier, Sweeney & Green, 1993) and disturbance of animals as observed by Sindiga and Kanunah (1999) in Kenya. It is interesting to note that the respondents in the present study, overwhelmingly, rejected the supposition that monkey population has decreased due to tourism in the community. This finding is in line with the finding of Nyaupane and Thapa (2006) who found none of the local residents in the Annapurna Conservation Area Project area in Nepal agreed that 'wildlife population has decreased due to the activities of tourists'. Another important result of the study is that residents did not feel the monkeys are disturbed because of tourism. Perhaps, the small-scale nature of tourism in Tafi Atome might explain this positive perception of residents toward the environmental impact of tourism in the community.

An important finding of the study is the strong conviction of residents that tourism has enhanced the image of the community. Out of the 21 impact statements, "the image of Tafi Atome has been enhanced because of tourism" received the second highest agreement rating by respondents. This view of the residents is quite understandable following the community's hosting of National World Tourism Day on 27th September 2011 in Ghana. The community benefited from national attention due to the associated media coverage of the celebrations in the community.

Overall, results of the study indicate an appreciable consensus between residents that tourism has brought development to the community. Perhaps, this perception is informed by residents' assertion that job opportunities have been created for people in the community. This finding is consistent with previous studies (Diedrich & Garcia-Baudes, 2008). However, in the view of residents, tourism has not attracted investors into the community. This appears to be the bane of community tourism development in Ghana. The limited number of tourists

visiting these communities does not inspire investor confidence to invest in tourism businesses in the community. Contrary to other studies (Brida et al., 2011; Korca, 1996), residents Tafi Atome did not perceive tourism to have caused increases in prices of food and land in the community.

The study investigated the influence of gender, age and marital status on residents' perception of tourism impact on Tafi Atome. The inconsistency of socio-demographic variables to explain variation in residents' perception of tourism was revealed in the study. It is only on two out of nine economic impact statements did residents' perception vary by gender. Male residents more than females perceive tourism to have improved living conditions for people as well as creating job opportunities in Tafi Atome. Interestingly, gender appeared to have influenced residents' perception of sociocultural impact statements. Males exhibited statistically significant positive feelings toward sociocultural impacts of tourism than females on four of the five impact statements. This finding is quite similar to Harill and Potts (2003) who found females to be more negative toward tourism impacts than males. Inconsistent with the finding of Amaquandoh (2009) this study did not find a relationship between marital status and residents' perception. This contradiction confirms the unreliability of socio demographic variables in explaining variation in residents' perception of tourism impacts. For instance, in their study, Sharma and Dyer (2009) concluded that age and gender did not influence residents' perception of tourism impact.

6. Conclusion

This study was undertaken to explore residents' perception of tourism impact in Tafi Atome in the Volta Region of Ghana. It is evident from the study that the residents of Tafi Atome have positive perception of the impacts of tourism in the community. Respondents disagreed with all the negative impact statements. Residents perceived protection of monkeys and enhancement of the community's image and creation of job opportunities as the leading benefits of tourism development in the community. In terms of infrastructural benefits of tourism, residents have not experienced an improvement in water and electricity supply in the community. Moreover, the research showed that there has been limited investment in tourism in the community. Results of the study indicate that gender, age and marital proved less influential in explaining residents' perception. This notwithstanding, gender appears to affect residents' perception of sociocultural impact of tourism.

Although this study has provided some interesting findings, there are a number of limitations of the study. The study was based on a convenience sample of 197 residents, and this does not provide a representative sample of residents of Tafi Atome. It is recommended that further studies using a more accurate representative sample of residents and a mixed methodology approach (qualitative and quantitative) be conducted in the community.

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