

# **THESIS**

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**Development of Tourism in Ghana Through Art and Culture**  
**(PanafestGhana) (Accra Case Study)**

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### **ABSTRACT**

Pan African Historical Theater Festival (PANAFEST) is an international event that has been happening since the mid-20th century, making Ghana a motivational force for African people. The festival aims to bring Africans from all around the world together to address the trauma of slavery through art and culture. By using the power of creative expression, PANAFEST creates a deep and meaningful communication which allows families to share and move on in building a better future. In 2019, PANAFEST Ghana created "The Year of Return," which has become an increasing trend for Ghana to be the main hub for people around the world to visit every December. This has led to the development of tourism in Ghana, bringing about many other events to keep tourists entertained and having fun.

Keywords: tourism, development, festival, trend, arts, cultural, historical, international, social impact, economic impacts.

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## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tourism provides individuals with the opportunity to enjoy nature across a wide range of geographical locations, uniting people, and raising the resources needed for the host country. In Ghana, the development of cultural tourism and has been significantly influenced by art and culture through the establishment of the Pan-African Historical Theatre Festival (PANAFEST) leading to massive economic growth. Quan-Baffour (2023) found that specific festivals in different parts of Ghana have patronised the rich Ghanaian culture and served as an avenue for economic growth. Similarly, O'sullivan & Jackson (2002) showed that in most developing countries like Ghana, the potentials of cultural tourism to positively impact economic growth have been thwarted by lack of investment in the sector. For this reason, the current study provides policymakers with practical recommendations for improving cultural tourism in the country to achieve the needed economic growth.

PANAFEST is an international event that has been held since 1992, uniting people of African descent, promoting cultural exchange, and celebrating African heritage with the aim of developing the continent (Amenumey, 1998). The festival takes place in Elmina and Cape Coast in Ghana's central region, both of which were once major slave-trading forts but because Accra is the capital city of the country, attendees most likely begin their journey from Accra. It offers visitors a diverse range of cultural activities and events, including a colourful carnival day, enchanting traditional dances, and captivating cultural performances.

The development of tourism in Ghana through art and culture, as represented by Pan African Historical Theatre Festival (PANAFEST), has been a significant factor in promoting cultural tourism and economic growth in the country as posited by (Boakye, Annim and Dasmani, 2013). The festival showcases Ghana's rich cultural heritage and has the potential to contribute to the country's economy as a significant source of foreign exchange revenues, wealth, and job creation. The spillover effects of the festival on Accra are of great importance to the development of the economy through culture, arts, and tourism in Ghana. Against this background, the current study investigates the development of tourism in Ghana through arts and culture, using PANAFEST as the focus and Accra as the epicentre of the study.

Given that the current study examines the development of tourism in Ghana through arts and culture (PANAFEST), it is based on the hypothesis as follows.

$H_0$ : arts and culture do not significantly impact tourism in Ghana.

$H_a$ : arts significantly influence tourism in Ghana.

The hypotheses provide the grounds for making arguments for and against the role of arts and culture in the development of tourism in Ghana. This also becomes the platform for investigating other aspects of the study. The following discusses the objectives of the study.

## **1.2 Objective of the study**

The aim of this study is to investigate the development of tourism in Ghana through art and culture. Effective development of tourism is pre-requisite for poverty reduction and economic growth in the country endowed with several historical sites. For this reason, an investigation into how the development of tourism in Ghana arts and culture can be enhanced. Guri et al. (2021) argued that Ghana has several untapped natural and cultural endowments that could be exploited to improve the development of tourism in the country. To do so, however, the study concludes that community byelaws should be rigorously applied to ensure compliance and increased participation in activities that promotes the cultural heritage of the people. The current study's primary focus is to fill the gap in knowledge about the impact of arts and culture on tourism development in Ghana. To achieve the aim of the study, the following specific objectives may be considered.

- ➔ To determine the economic impact of culture on the development of tourism in Accra.
- ➔ To ascertain the impact of the Pan-African Historical Festival (PANAFEST) on the GDP of Ghana.
- ➔ To assess factors that affect the growth of cultural tourism in Accra.



## **2. LITERATURE REVIEW**

### **2.1 Introduction**

The effect of art and culture on tourism has been an important debate in the literature especially as tourism has become an important part of national GDP. To achieve long-term economic growth, especially in Accra, promoting the nuance aspects of the arts and culture could be the last resort. Snowball & Antrobus (2020) contend that festivals do not only carry cultural heritage, but they do also bring along with them, economic value which could be built upon to achieve better growth. By promoting identities and cultural heritage of the people, art and culture could be developed into one of the main aspects of tourism in Ghana to attract tourists and earn the needed foreign exchange. Doe et al. (2021) revealed that festivals in Ghana have positively impacted economic growth in the communities they are often held. However, the study made a discovery that festivals have had marked negative impact of the communities in which they are performed thereby, recommending organisers to take steps to ensure the negative social effects of festivals are reduced if not completely eradicated.

### **2.2 Arts and Festivals as a source of Foreign Exchange**

Tourism has been a major source of foreign income for countries for decades and even centuries. Studying the evolutions of world tourism, Papatheodorou (2004) contended that the evolution of the tourism industry took a major turn following the economic boom in the 1960s. Akama (1999) revealed that in the 1980s, Kenya had as about 6% of all tourists coming to Africa which became a major contributor of the Kenyan economy. International tourists bring in foreign resources into the host country through the hospitality industry and the tourism sites, boosting local economies and helping the country gain international recognition. The evolution of tourism and tourism research has been said to have been part of the human behaviour for centuries with participants eager and curious to experience the other side given developers economic rewards (Butler, 2015). In recent decades, exciting festivals have taken the centre stage of international tourism, adding a layer of economic benefits to the growth of the tourism industry as well as national development (Liberalo *et al.*, 2020). PANAFEST, one of Ghana's festivals, showcasing the cultural heritage of the country has become an important part of economic growth of the country.

With PANAFEST, the focus shifts from the more traditional tourists' sites like the Kakum forest, the Elmina castle, among others into the display of culture, history, and the heritage of the people of Ghana. Different from what has become a common knowledge about tourism, PANAFEST provides the audience with a touch of culture while still providing the participants the opportunity to tour the various sites in the country.

**Figure 1: Core Activities of a typical PANAFEST celebration**



Source--<https://visitghana.com/event/panafest/>

Source-

[https://continenttours.com/st\\_tour/10days-panafest-celebration-in-ghana/](https://continenttours.com/st_tour/10days-panafest-celebration-in-ghana/)



Source -[https://continenttours.com/st\\_tour/10-days-panafest-celebration-in-ghana/](https://continenttours.com/st_tour/10-days-panafest-celebration-in-ghana/)

### **2.2.1 Traditional Inaugural Ceremony**

The commencement of a festival in the traditional settings of Ghana is often preceded with sacrifices and pouring of libation to usher in the festival. The inaugural ceremony held and completed by traditional leaders is a symbol of respect and an opportunity to seek the guidance of the ancestors throughout the festival. Festivals are ceremonies held in remembrance of some distant past events in the lineage of a group of people. In Ghana and Africa, it is used to show the family system, the beliefs, and the wellbeing of the people. To attract the attention of foreigners, the leadership of such festivals as PANAFEST often use this opening opportunity to pray for the safety of participants so that many more people will have the desire to attend these festivals in the future. To derive the economic benefits associated with festivals, Finkel & Platt (2020) and Mxunyelwa & Tshetu (2018) have emphasised the importance of safety and hygiene to keep tourists attracted to the recipient country and the communities in which the festivals are hosted. The display of tradition to usher in PANAFEST is required for both physical and spiritual wellbeing of attendees.

### **2.2.2 The display of colourful Kente**

As a major part of Ghana's cultural heritage and a piece of economic commodity during certain festivals in the country, Kente is displayed and sometimes, required for specific cultural activities. Foreign attendees who wish to partake in the PANAFEST celebrations may acquire for themselves Kente clothes and other traditional wears that significantly bear the heritage of Ghana. Minhus & Huie (2021) assert that traditional costumes have long been used during heritage festivals and cultural revivals for their cultural meaning over a long period. However, in the era of economic growth and the growth of the tourism industry, cultural costumes like Kente not only depicts the cultural and traditional settings of Ghanaians but it also serves as an economic unit from which the country derives benefits from the festivals. As important part of most festival celebrations in the country, the display of traditional costumes is held at an event centre spacious enough to accommodate all attendees and as such becomes a source of income to the owners of the centres. This means that the art of displaying colourful Kente is a source of revenue and at least, a seasonal employment centre for the people of Ghana, reducing unemployment and increasing economic capability of the people.

In some instances, dedicated individuals provide training to the foreigners on how to put on the traditional attire. This is another indirect source of seasonal employment to the locals of the communities in which the festival is being celebrated. By benefiting the local economy, including the display of colourful and beautiful Kente should be encouraged and incorporated properly into the annual PANAFEST celebration. The inclusion of Kente display could be improved by sensitisation which will in turn, increase the economic benefits derived from festivals in the country (Lee and Lee, 2019). Studies have shown that festivals help to sell the culture of a group of people to the rest of the world. In Ghana, it is often done through the use and display of traditional costumes (more likely Kente) with different texture and colours portraying different cultural backgrounds of those wearing them including languages and regions they come from.

### **2.2.3 Display of cultural dances**

A display of various cultural dances is a remarkable aspect of most festivals in Ghana and more so, PANAFEST. During the celebration of this festival, attendees are captivated by various dances with each portraying a nuance aspect of the Ghanaian culture including colonial activities, slavery of the black people, and for paying final respect to deceased family members. Dances also convey the message of how Ghanaian pay homage to their chiefs or traditional leaders. For instance, it demonstrates how traditional leaders are transported via palanquins and are shielded under huge umbrellas from the sun. Dance moves as observed in cultural and traditional events like festivals is an opportunity to show skills, deftness, and one's familiarity with culture. Suntikul (2018) contend that during traditional festivals, cultural dances serve to identify different varieties of cultures on display and to incorporate these differences thereby, uniting the community or the country, positioning for economic prosperity. Given the fact that tourists find the display of these cultural dances interesting, it becomes one of the reasons more want to come during the next performance. For this reason, the incorporation of cultural dances of various forms into the festivals in Ghana particularly, PANAFEST, is a requirement for the continued relevance of the festival and for its attractiveness to tourists for economic benefits of Ghana.



**Figure 2: The link between festivals and the natural tourist sites in Ghana**



Source-<https://hubgh.biz/comedian-steve-harvey-visits-cape-coast-castle-gets-emotional/> Source-  
<https://visitghana.com/attractions/kakum-national-park/>



Source -[https://moma.org/the-kwame-nkrumah-memorial-park/#google\\_vignette](https://moma.org/the-kwame-nkrumah-memorial-park/#google_vignette)

### **2.3 Overview of Cultural Tourism in Ghana**

Cultural tourism has not been given sufficient academic attention as other areas of the world tourism industry. While the United Nations Tourism General Assembly's 22nd session in 2017 defines cultural tourism as a type of tourism where visitors are primarily motivated to learn, discover, experience, and enjoy the tangible and intangible cultural attractions and products of a destination, Richards (2018) claims that culture and tourism are inexplicably linked. The way of

life of a group of people including the language they speak, the food they eat, their dances, and what meaning they assign to their arts are thereby, important initiatives of their culture. Su et al. (2018) favour the notion that cultural tourism does not work in isolation and argues that tourists who attend cultural events in a country or community are also likely to attend other tourists' sites, creating employment and impacting economic growth of the country. Because cultural tourism offers tourists the opportunity to learn, discover, and enjoy the historic and other things akin to the country, it gives them reasons to spend time and resources catching glimpse of these things and by so doing, positively impacting the economic progress of the country.

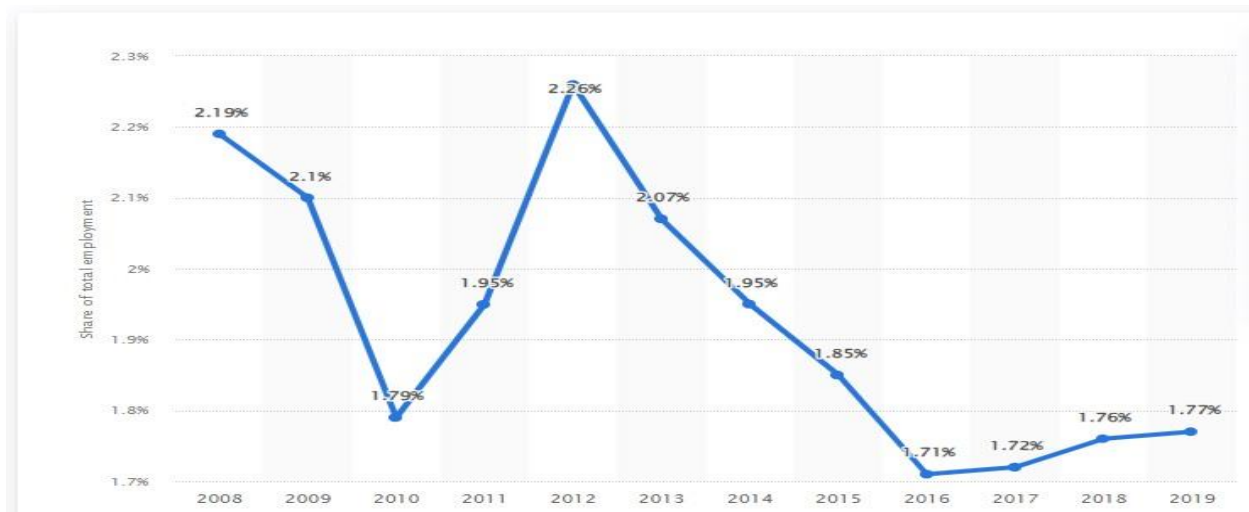
Since the internet revolution which subsequently fuelled social media, the distinct cultures of people from different countries and continents have become easily accessible. However, the more the uniqueness of these cultures are on display, the more likely tourists are to visit and have personalised experience. Testing the hypothesis of whether social media influences tourism attraction into Africa, Adeola & Evans (2019) found a unidirectional granger causality running from social media to tourists' attraction to Africa. This implies that social media has fuelled the curiosity of people, making them want to experience the culture of other people across the world. Ghana like other developing countries particularly in Africa can take advantage of this development to grow their economies greatly.

### **2.3.1 Economic Impact of Cultural Tourism in Ghana**

The economic impact of cultural tourism in Ghana is significant. Cultural tourism is a growing sector in Ghana's economy, contributing to the country's GDP and employment generation. In 2015, tourism was the fourth-largest source of foreign exchange earnings, estimated at US\$2.2 million, with arrivals of 1.2 million people from all around the world. In 2015 for example, it was estimated that the tourism industry employed about 393,000 people directly and indirectly. AduAmpong (2018) studied tourism and economic planning in Ghana from 1964 to 2014, revealing that the economic benefits of tourism has been increasing steadily in the country. This means that Ghana is becoming a major tourist destination year after year. Preko (2020) however, argue that the economic value of tourism and culture in Ghana is a direct result of the policies of government through the ministry of tourism, arts, and culture (MOTAC). Figure 3 presents how tourism influence economic outcome of Ghana with fluctuations. While it is not clear the causes

of the up and down movements, the fluctuations correspond with the political cycle of Ghana. For instance, in 2008 before the change of government, employment from the tourism industry was high. This dwindled until it reached its lowest in 2010 then shot up to its maximum in 2012 (another election year) reduced until it reached 2016 for another election year before taking another trajectory (although very slowly). The government through the appropriate ministry can make laws that do not respond to the election cycles so that the growth of the industry could be sustained.

**Figure 3: Tourism industry as a major source of employment (2008-2019)**



Source -<https://www.statista.com/statistics/1170365/travel-and-tourism-direct-contribution-toemployment-in-ghana/>

From figure 3 it reveals a pattern in which high level of employment in the tourism industry is often followed by lower level of employment, revealing a pattern which keeps the potential of the sector below its reality. For this reason, it is important to keep enact laws that positively influence the growth of the influence tourism in Ghana.

## 2.4 Concept of Sustainable Tourism Development in Ghana

Sustainable tourism development in Ghana is a concept that focuses on managing tourism in a way that ensures long-term economic, social, and environmental benefits. To do this, resources that attract tourists into the country must be preserved, local communities supported while minimising or eradicating what reduces the efficiency of the tourism industry on the economy. Geoffrey

Deladem et al. (2020) contend that sustainable tourism development is crucial for ensuring the longevity and health of tourist destinations, benefiting both current and future generations while providing a reason for international tourists to forsake other equally stunning destinations to come to Ghana. In ensuring the dream of sustainable tourism comes to fruition, key stakeholders in sustainable tourism development in Ghana including the Ministry of Tourism, Arts, and Culture, local communities, tourism businesses, and international organizations must not only draft rules, but must ensure that these stakeholders fully participate in ensuring the industry is sustained. To ensure sustainable tourism development in Ghana is to be guided by principles such as making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities, and ensuring viable, long-term economic operations. Among other establishments, the concept of sustainable evokes the spirit of conservation and improvements of resources for future use or enhancing tourist sites in the country.

## **2.5 Overview of Tourism in Ghana**

For decades, Ghana has been growing in influence on the world stage because of its growing tourism industry. As a country rich in natural resources (Gold, diamond, bauxite, manganese, silver, among others) and a country with historical sites including Cape Coast castle, Elmina castle and many more, the country has been receiving considerable attention among tourists and travelling enthusiasts for decades. Since the realising that the diverse cultural heritage of Ghanaians could further bolster the tourist attraction in Ghana, it is important to assess how arts and culture have jointly improved and is improving tourism in Ghana. Imbeah & Bujdoso (2018) observed that to facilitate the growth of the tourism industry, government and the private sector have collaborated to improve the accommodation and safety of international tourists. Over the years, the growth of hospitality industry has led to tourists being accommodated and cared for during their time as tourists in Ghana leading to the argument that the success of the tourism industry depends on other sectors.

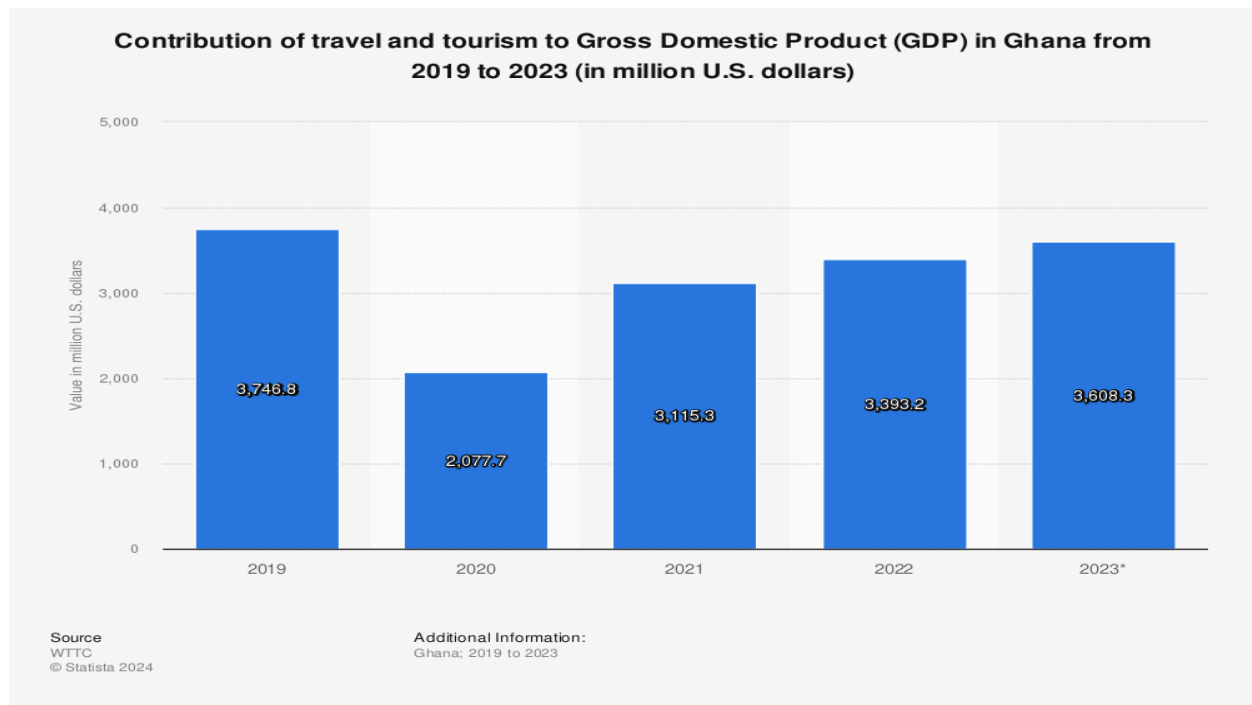
In developing the tourism industry in Ghana, experts have recommended adding recreational centres to the existing historical and cultural heritage of the people (Preko, Doe and Dadzie, 2019).



Ghana's tourism industry has grown steadily over the years, but something remains crucial if the industry must see further progress and success. It is the continued improvement of the hospitality industry in the country that encourages foreign tourists to want to come visit and experience both recreational, cultural, arts, and spiritual underpinnings of Ghana and its tourists' sites. The domino effects of promoting tourism in Ghana has become visibly persistent among tourists as the battle for Jollof (African cuisine) supremacy continues between Ghana. This has become another valid reason for tourists with a taste for good African foods to visit Ghana, enjoy the tourists' sites, and contribute to the economic growth of the country.

The growth of tourism in Ghana has economic implications as captured in figure 4. The foreign exchange obtained from travellers visiting Ghana has had marked impact on the gross domestic products (GDP) of the country for several year. This indicates that the tourism industry while still needs further development, is already a contributor to the economic wellbeing of Ghana.

**Figure 4: Contribution of Tourism to GDP**



Source-<https://www.statista.com/statistics/1278510/contribution-of-tourism-to-gdp-in-ghana/>

## **2.6 Supply and Demand of Ghana's Tourism**

Ghana major enthusiasts of Ghana's tourists' sites include the USA, Overseas Ghanaians, West African countries (Nigeria, Togo, Cote D'Ivoire), and European countries (UK, Germany, France, and The Netherlands). The demand for tourism in Ghana has been argued to have increased since the inclusion of arts and culture to the mainstream tourism industry. Prayag et al. (2018) claim that Ghanaians are curious people, always trying to learn, discover, and to experience how it feels like in a tourism. For this reason, it can be asserted that foreigners who come to Ghana for tourists may have learnt the idea from Ghanaians living abroad. The demand for tourism in Ghana has been growing because the country is widely endowed with natural, historical, and man-made artifact that attract tourists. For instance, the tourism sites are the Kwame Nkrumah Mausoleum and the castle along the coastal towns will attract individuals with political and historical interests, those having affinity for the wild will prefer Mole National Park. Enthusiasts seeking the rollercoaster experience will try the Kakum forest's canopy walk. Others may try various waterfalls in different regions of Ghana.

Another thing makes Ghana a preferred destination for tourists' destination—political and economic stability relative to neighbouring countries like Ivory Coast, Burkina Faso, or even Togo. Causevic & Lynch (2013) demonstrated that political stability has positively and statistically significant relationship with tourists' attraction to a country, noting that for their safety, tourists prefer to go to countries with less political tensions. The combined effect of several breathtaking tourists' sites and less political violence, put Ghana ahead of its peers in terms of tourists' attraction and tourist-related earning. Cobbinah et al. (2017) showed that a positive and significant relationship exists between political stability and the tourism industry, pointing out that this has been the reason for the increasing popularity of the Kakum Forest and other important sites of the world. Against this knowledge, it is important to understand the crucial role played by local politics on the tourism industry. The demand for increased tourist earning must include the need to increase political stability and the absence of violence in the country.

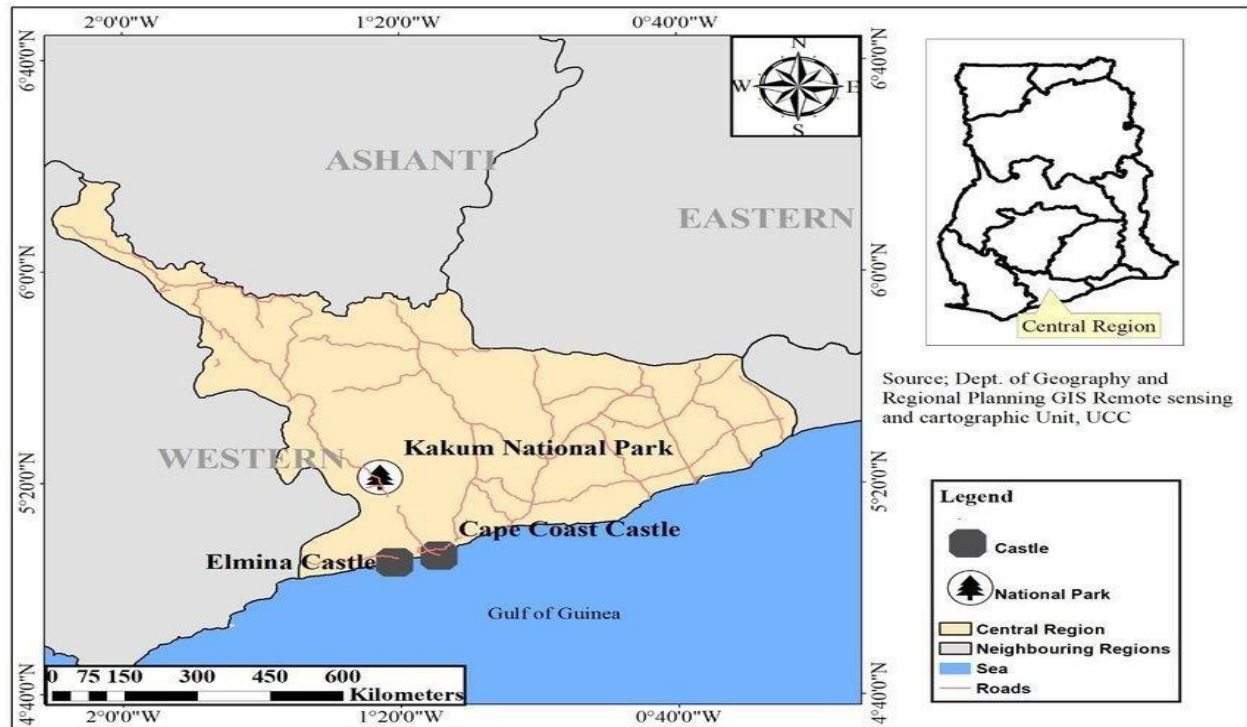
## **2.7 Cape Coast and Elmina (Ghana) as a Tourism Destination**

Cape Coast and Elmina are two coastal towns in Ghana that are popular tourist destinations due to their historical significance and cultural heritage. For their historical significance, these cities, which are situated along southwestern coast of Ghana contribute greatly to the tourism industry. Richmond & Cornelius (2021) studied the dimensions of destination attractiveness in Cape Coast tourism sites and revealed that one of the most important determinants of tourism demands is the attractiveness of the tourists' sites. Using Cape Coast as a case study, the study revealed several aspects of the town that attracted and keep attracting visitors. The towns have castles which represent a gateway between the African coast and that of European or American coast for slaves. For instance, there is a "Door of No Return" in which slaves had to pass through before they are transported across the Atlantic Ocean. This door reminiscences slavery and the suffering associated with most of the diasporan world with African descent.

With several hotels and other hospitality sites, the Cape Coast-Elmina area of Ghana has been touted as the most visited area in the country. Badu-Baiden et al. (2016) revealed that due to its tourist attraction, the Cape Coast-Elmina area backpackers' segment has been viewed as the fastest-growing in Ghana even though the backpackers view the area as potentially risky to tourists.

This finding indicates that for Ghana's tourism industry to significantly influence the economy of the country, the industry must be improved not just by enhancing the aesthetics of the tourists' sites but by making them safer to visitors ensuring that they are protected against any form of harm. For this reason, Mensah (2015) studied the roots tourism experience of diaspora African in relation to the Cape Coast-Elmina area, showing that minute improvement in the security of the area has had more than commensurate effects on tourism in the area.

### **Figure 5: Map of Cape Coast, Elmina, and the Castles**



Source: [https://www.researchgate.net/figure/Map-of-the-study-area-Elmina-Cape-Coast-and-Kakum-Source-Department-Of-Geography-And\\_fig1\\_339676318](https://www.researchgate.net/figure/Map-of-the-study-area-Elmina-Cape-Coast-and-Kakum-Source-Department-Of-Geography-And_fig1_339676318)



Source: <https://www.britannica.com/topic/Cape-Coast-Castle> Source: [easytrackghana.com](https://www.easytrackghana.com)

As can be seen from the map of the two towns—Cape Coast and Elmina—they are coastal towns with beautiful beaches as well as castles of great historical and political backgrounds. With all these scenes and great history behind it, this area has been said to be the most visited in Ghana (Dayour *et al.*, 2013).

## **2.8 Accra**

Accra, the capital city of Ghana, is a significant destination for both domestic and international tourists. The city is known for its vibrant culture, historical sites, and diverse attractions. Although slated to take place in Cape Coast, international tourists intending to attend PANAFEST arrive in the country in Accra, lodge in Accra and later make their way to the event centre, Cape Coast. The focus of this study is on Accra and the logic is that before any international traveller will access Cape Coast and Elmina, they must have accessed Accra first. In the process, Accra turns to receive as much of the proceeds from the tourists as Cape Coast and Elmina if not more. En route to Cape Coast, travellers have the luxury of enjoying the rich cultural and historical sites present in Accra. For this reason, it becomes apparent that even though intended to take place at Cape Coast and Elmina, PANAFEST benefits Accra, the capital city of Ghana, just as much as it does to the affected communities. This accounts for the inclusion of Accra as the epicentre of this study on cultural tourism with PANAFEST serving as the case study.

While it may only serve as a side attraction towards the main events of PANAFEST, Accra offers a diverse array of tourists' attraction centres with great histories around them. For instance, Kwame Nkrumah Mausoleum reminds tourists the fight for independence of the then Gold Coast people from their colonial masters and the subsequent establishment of an independent state called Ghana. Another reason Accra cannot be left out of the celebration of PANAFEST is the presence of a myriad of 5-star hotels and guest houses design to attract foreigners who first arrive in the country through Kotoka international airport. The Accra Metropolitan Area is under the responsibility of the Accra Metropolitan Assembly also referred to in this study as AMA, which collaborates with the Ghana Tourism Authority to ensure better implementation of tourism activities in the city.

**Figure 6: The Map of Accra**



Source -[https://www.researchgate.net/figure/Map-of-Accra-the-capital-of-Ghana\\_fig1\\_275893618](https://www.researchgate.net/figure/Map-of-Accra-the-capital-of-Ghana_fig1_275893618)

Source -VisitGhana.com



Source-<https://www.expedia.com/Accra-Hotels-Labadi-Beach-Hotel.h1558.Hotel-Information>

Around Accra, there are some of the most popular tourist destinations in the country including the Osu Castle—a historic site that served as the residence of the British Governor-General of the Gold Coast during the colonial era. Kwame Nkrumah Mausoleum which is dedicated to the first President of Ghana called Dr. Kwame Nkrumah who played a crucial role in Ghana's victory of independence from colonialization. The Labadi Beach which is a popular beach in Accra, well known for its serene and clean environment creating a unique ambiance that only that beach can make you feel.



## 2.9 Empirical Literature Review

In recent decades, the relationship between tourism and employment as well as poverty eradication has become a common theme in empirical research. For instance, Croes, Ridderstaat and Shapoval (2020) showed a strong correlation between tourism and human development that led to improved economic outcomes. Literature has it that international tourists have deferring agenda: for spiritual experience, appreciation of nature or for the purpose of enjoying the culture and festivals of their country or community of destination (Scheyvens and Biddulph, 2018). Given these varied reasons for embarking on tourism, the tourists sites must be welcoming through arts, culture, and other endowments of the country.

Bianchi (2018) argued that the culture of the host nation or community or a tourism becomes and remains attractive to international tourists because of political and some economic factors possessed by the country in question. In Ghana, studies have revealed that the remnant of slavery activities in the country, diversity of cultures, and the relative stability of its politics is an attractive factor, compelling international tourists to choose Ghana over several other interesting destinations (Nutsugbodo, Amenumey and Mensah, 2018). This finding is corroborated by Ghalia et al. (2019) showed that institutional quality is an important factor contributing to the attractiveness of a country as a potential tourist destination.

Again, recent findings suggest that the development of tourism requires the innovations of the resources with which a country is endowed (Divisekera and Nguyen, 2018). For this reason, developing arts and culture—which is what the colonial activities left in Ghana—the country can become a major tourist attraction centre. However, experts have warned that without working on certain macroeconomic variables like high inflation, exchange and interest rates, a country whose resources have been carefully developed may still not be attractive to foreign tourists as they will have to face the consequences of the economic-wide problems of the country (Athari *et al.*, 2021).

In a nutshell, the existing literature supports the assertion that tourism is enhanced by arts and culture, traditions, and other attributes of the people of the area. The literature also supports the argument that there are factors that could hinder or enhance tourism of a country such as Ghana

for which the current study sets out to investigate. In the proceeding chapters, the analysis, findings, and discussions of the findings are presented.

### **3. MATERIAL AND METHODOLOGY**

#### **3.1 Problem Statement**

Tourism has often been associated with the appreciation of nature. In Ghana more than the appreciation of nature, tourism includes the display of unique cultural heritages that unite people of the African descent, bringing in the needed foreign resources, and impacting economic growth positively. Several studies including Jin et al. (2022) and Xu (2003) have shown that cultural display may become a tool for promoting tourism only when they are developed to appeal to a wider variety of audience including the diasporan enthusiasts with African descent. For this reason, the development of cultural tourism depends in large parts, on the event organisers and the publicity given to such events. To do this, a particular focus is placed on the Pan-African Historical Theatre festival (PANAFEST) and the capital of Ghana, Accra, serving as the epicentre of events that make up this all-important cultural festival.

Festivals are revered for their ability to preserve the cultural heritage of a community while serving as a means of promoting economic activities and thereby reducing poverty (Anderson, 2015). A plethora of other studies including Liu & Xie (2022) and Odhiambo (2021) have shown that cultural tourism has the potential of elevating countries and by extension, Ghana from poverty while promoting its image on the global stage. Given that culture can be used to boost tourism and improve the economic growth of the country, the current study deploys culture as the means of enhancing tourism in Ghana, using PANAFEST as the main event and Accra as the epicentre. As the diasporan of African descent travel from near and far to catch glimpse of the different cultural displays associated with PANAFEST. Participants' perception of the festivals is an important determinant of its future in terms of attendance, for this reason, organisers are encouraged to help use the rich cultural heritage of Ghana to attract diasporans of African descent for economic growth and poverty reduction.



### **3.2 Research Approach**

For the analysis of data, the current study employs a quantitative method for the examination of arts and culture on tourism development in Ghana. The method involves an extensive analysis of various aspects of the topic, revealing how arts and culture influence tourism development in Ghana, the determinants of cultural tourism in the country, and then the impact of PANAFEST on the GDP of the country under review. For the examination of causal relationships among variables, Franz (2023) argues that the quantitative method does a good job when the measurement of the variables is done well. Collecting time series data of the required variables or their proxies over twenty-three years from 2000 to 2022, the causal relationships among the variables may be examined. For instance, the annual contribution of tourism to the GDP of Ghana and the other variables may be collected from the World Development Indicators (WDIs).

### **3.3 Research and Data Collection Instruments**

Data required for the study was collected from the World Development Indicators (WDIs) from 2007 to 2022. Collecting data that has been stored, makes data collection easier and faster which is an advantage in a research study that is time-bound and must meet a specific standard. The data collection instrument used for this study was identifying the variables of interest and making use of an appropriate database (World Development Indicators) where the variables are downloaded over the intended length. By collecting the above-mentioned data, examining specific relationships become not just easier but possible to undertake.

### **3.4 Secondary Data**

Secondary data refers to the type of data that has been collected for another purpose in the past and stored for other uses in the future. With secondary data, there is an opportunity to learn from existing knowledge and analyse existing trend which is helpful in the analysis of the relationships being investigated. Johnston (2014) asserts that technological advances has made it possible to store and retrieve data easily so that the knowledge of the past stored in the past can be analysed to capture new insights when necessary. In search of the effects of arts and culture on the economic growth of Ghana's tourism, another source of data came from available academic articles investigating these relationships as well as the event reports detailing how the attendance and possible financial gains from each of the PANAFEST events relates to Accra, the capital of Ghana.

### 3.5 Method of Sampling

It is often impracticable for research studies to investigate every possible scenario or collect every type of data available. Ben-Zvi et al. (2015) argue that sampling is required for selecting the most cost-effective variables and other constituents for a study. This means that to collect all available data is both time-consuming and requires excessive financial resources to achieve. Conducting a study that is time bound and required to conform to a given standard, it is important to carefully select enough entities for the study through what is termed, sampling as used in the current study. The method used to collect appropriate data on economic performance (GDP), factors affecting the growth of cultural tourism, as well as ascertaining the impact of PANAFEST on GDP growth of Ghana. Sampling was important in determining which variable to select and if unavailable, what proxy was appropriate for it. This meticulous process helped to select and include variables across the time horizon of the study to solve the problem identified. Ethical consideration was not overly important since no primary data was collected nor did the study involved human subjects in the data collection stage.

In this study, the development of tourism in Ghana through art and culture is analysed using regression analysis. A developed tourism sector is expected to positively and significantly impact economic growth. For this reason, using proxies for tourism development such as the number of tourists per year who arrive in Ghana as the extent of tourism development, the analysis is made in subsequent chapters.

The model that helps analyses the relationship between economic growth and tourism in Ghana and in Accra, is presented in equation 2.1 below.

$$GDPG_t = \beta_0 + ITR_t + EXCHR_t + GDPPC_t + Receipt_t \quad (2.1)$$

Where  $GDPG$  represents GDP growth at time  $t$ ;  $\beta_0$  is the level of GDP growth without other independent variables;  $ITR_t$  represents interest rate at time  $t$ ;  $EXCHR_t$  is the exchange rate at a time  $t$ ;  $GDPPC_t$  is the GDP per capita at time  $t$ ;  $Receipt_t$  is the income from international tourists as a percentage of exports at time  $t$ .

## **2.6 Limitation of the Study**

This study has a narrowed focus on the effects of arts and culture on the development of tourism in Ghana. Its focus is on the Pan-African Historical Festival (PANAFEST) and how it affects Accra, the capital city of Ghana even though other parts of the country may be affected by the events which will add to the broader impact on the economy, the study has a definite structure and direction, limiting it from considering other areas. This narrow scope may be depriving the study of its true influence and the findings, conclusions, and recommendations may be affected.

As the study's focus is narrow, so will be its conclusions and policy recommendations, a potential weakness capable of limiting the influence of the study. This is because the broader impact of arts and culture on tourism development in Ghana may be more appropriate than limiting the study to just Accra as demonstrated in the current study. The study may also be limited by considering Ghana in isolation rather than treating it in conjunction with other African countries with similar enthusiasm for arts, culture, and tourism development.

Next, another noticeable weakness of the current study the findings, conclusions, and recommendations related to this study are subject to change as external factors cannot be controlled. This implies that the findings from which conclusions and recommendations are made in this study may not hold true long into the future. For this reason, further studies are required to keep the nuances of the relationships between arts and culture on one hand and tourism development on the other and how these may affect Accra, the capital of Ghana through the PANAFEST initiative.

## 4. RESULTS AND EVALUATION

### 4.1 Introduction

This section presents and discusses the findings of the study in various subsections. The results are presented, and discussions made, providing the basis for evaluations of the study. As can be observed in the subsequent sections, this chapter provides answers to the research objectives discussed earlier. It presents and discusses the effects of culture on tourism in Ghana, the impact of tourism on economic growth in the country as well as the factors influencing tourism in Ghana. The chapter also provides evaluation of the results obtained and discussed in the chapter.

#### 4.1.1 Summary statistics

The study's data is taken over seventeen years from 2007 to 2023. This is shown by the observation section of Table 4.1 below. The minimum and maximum values represent the least and highest values of each variable. Mean is the average of each variable while standard deviation represents how spread out the figures are from the mean. All values in the summary statistics seem to converge at small figures except for GDP per capita which stands out in all the descriptives such as minimum, maximum, mean, and standard deviation.

**Table 4.1 Summary statistics**

Variable	Observations	Minimum	Maximum	Mean	Std. Deviation
GDPG	17	0.5139	14.0471	5.7902	3.3155
ITR	17	8.8958	17.0642	12.0489	1.9212
EXCHR	17	0.9326	11.0204	3.8538	2.7684
GDPPC	17	976.9381	24665.4200	7868.762	6665.273
Receipt	17	0.8651	16.4890	6.5040	3.9537
PSAVT	17	-0.1389	0.1699	0.0245	0.0939
FDI	17	1.7275	9.4664	5.7176	2.3809
RQ	17	0.1187	0.0985	-0.0917	0.1187

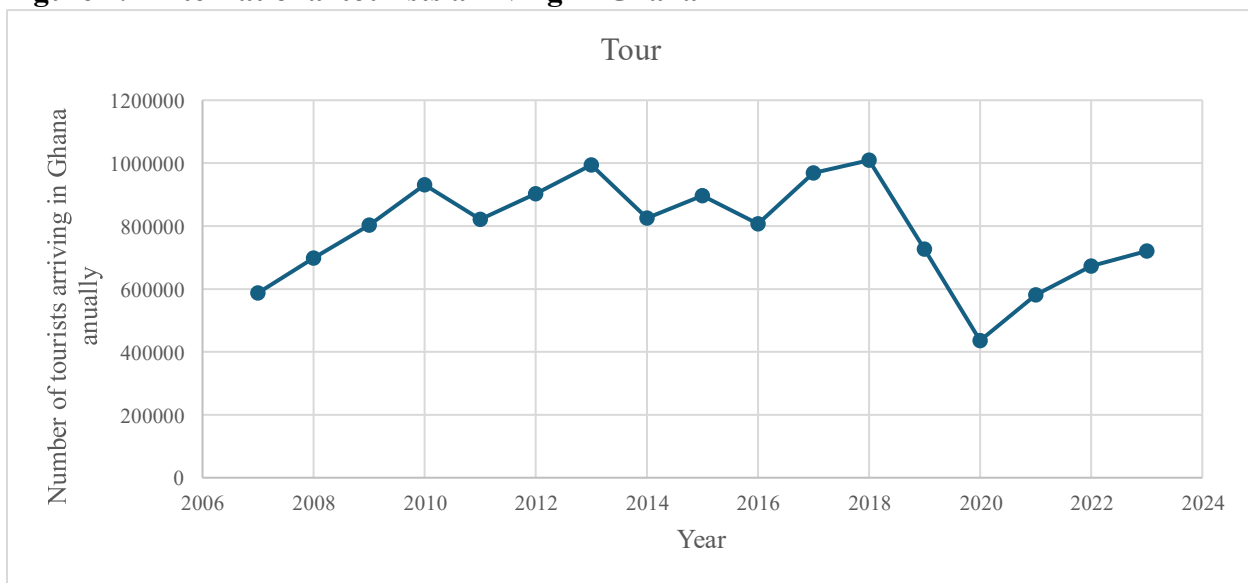
### 4.2 Main results

This section presents the results obtained from the regression analysis performed while providing answers to each of the research objectives. As can be observed below, the regression analysis helps provide answers to each of the objectives by drawing on literature and specific case studies.

#### 4.2.1 Effects of Culture on Tourism in Ghana

The results showed that receipt from tourists has been growing steadily in Ghana over the study period (from 2007 to 2023). The income from international tourists in Ghana is a result of the combination of factors such as the revamp of cultural and historical sites in addition to the usual tourists' sites in the country. The development of the tourist industry has been unprecedented following an increase in the patronage of the Pan-African historical festival (PANAFEST).

**Figure 4.1 International tourists arriving in Ghana**



As can be observed, the dynamics of tourists arriving in Ghana has been challenged over the years ranging from hosting the African Cup of Nations (AFCON) in 2008 to the inception of the COVID19 pandemic-induced lockdown and social distancing that limited tourism. Even though PANAFEST was incorporated several years earlier, its impact on tourism in Ghana began around 2007 beyond which the country started experiencing increasing tourists' arrival in the capital of the country. This observation is supported by Baidoo et al. (2021) who demonstrated that the geographical location of a country as well as its cultural heritage influences tourism which in return, impacts the economic growth of the country under review. Since the number of international arrivals is important to the success of the tourism sector in Ghana, revamping existing festivals and incorporating new ones might have helped improved tourism in the country.

In 2018 when there was no sign of an impending pandemic, the number of tourists arriving in Ghana reached its peak. It reduced sharply to its minimum by 2020 following lockdowns and social distancing restrictions imposed by governments all around the world. For instance, by enhancing PANAFEST which presents the cultural heritage of Ghana to the international world, tourists may have become more interested in visiting the country and its rich festivals thereby, causing the number of tourists to increase by the year. Rasoolimanesh et al. (2019) found that tourism is greatly impacted by the culture of the people around. For instance, the study showed that the culture of hospitality has a potential of making tourists relaxed and crave to return to the place. Beyond the recognition of been hospitable, Ghana represents an important aspect of slave trade which has been developed through the introduction of PANAFEST. With its introduction, tourists with African descents have been encouraged through such programmes as the “year return” to visit Ghana and learn the historical underpinnings of some structures involved in the transatlantic slave trade in which Ghana was instrumental.

The effects of culture on tourism in Ghana has been made increasingly evident in recent years because studies have shown that international arrivals in Ghana for tourism have dual purposes—to visit tourist attraction places and to experience the rich Ghanaian festivals. Quan-Baffour (2023b) argue that before festivals like PANAFEST, Kwahu Easter Festival (KEF) and others gained popularity, the numbers of international arrivals for tourism in the country were much less than they are today where festivals have become more pronounced in the country. Adom (2019) argue that through traditional festivals, the voices of the local people have been heard, becoming the catalysts for revamping the Ghanaian tourism sector. This implies that the emphasis of festivals has become an enormous contributor to the success and expansion of tourism in the country, pointing that festivals have significantly impacted tourism in Ghana.

These refutes and help to reject the null hypothesis that arts and culture do not significantly improve Ghana’s tourism industry. For this reason, arts and culture are among other things, the attraction points for tourists arriving in Ghana in great numbers, bringing along with them the much-needed foreign exchange. The findings underscore the rejection of the null hypothesis and accepting the alternative hypothesis, thus accepting that arts and culture are fundamental to the tourism industry in Ghana.

**Table 4.2 Regression Analysis (Dependent variable: GDPG)**

Variable	Coefficient	St. Error	t-statistic	P-value
ITR	-0.512	0.164	-3.13	0.000
EXCHR	-1.255	0.423	-2.967	0.001
GDPPC	0.321	0.150	2.14	0.003
Receipt	2.205	1.032	2.14	0.000
<i>LTour</i>				
..cons	12.186	5.867	2.08	0.002

*Source: researcher's analysis of secondary data*

#### **4.2.2 Impact of Tourism (PANAFEST) on Ghana's GDP**

From Table 4.2, the relationship between tourism and Ghana's GDP growth is presented. While interest and exchange rates have significant but negative relationship with GDP growth in Ghana, receipt which is the income from international tourists as a share of total exports revealed a positive and significant between receipt and GDD growth. Subsequent discussions are presented in what follows from here.

The result in Table 4.1 demonstrates that a percentage increase in income received from international tourists increases GDP growth of Ghana by 2.205% holding other factors constant. This relationship is significant at 5% level of significance. This is supported by Liu et al. (2021) who showed that the long-term growth of the Spanish economy is largely dependent on tourism in the country. The tourism industry is seen as a gateway to the needed foreign exchange which catalyses the growth of the economic in the long-term. Following the tourism-led economic growth hypothesis, Croes, Ridderstaat and Shapoval (2020) showed that the competitiveness of tourism industry in country extended to human development index significantly influences economic growth in that country. In Ghana, A. K. Preko (2020) argued that tour services at the Elmina area encourages international tourists to Ghana which predisposes the country for long-term economic growth led by the tourism industry.

The finding also indicates that even while tourism is growing in the country, higher inflation and exchange rates could negatively impact the impact on economic growth. To achieve satisfactory economic growth in the country, it is important not to only tackle issues relating to tourism but also, be concerned with economic variables like inflation and exchange rates. These together with other similar macroeconomic variables may help the country achieve appropriate economic growth that tourism seeks to deliver.

**Table 4.2 Factors affecting cultural tourism in Ghana (Dependent variable: Receipt)**

Variable	Coefficient	St. Error	t-statistic	P-value
PSAVT	0.2365	0.1051	2.25	0.013
FDI	0.9677	0.4048	2.39	0.032
RQ	2.5244	8.7573	0.29	0.778
..cons	1.5871	3.0584	0.52	0.613

#### **4.2.3 Factors affecting Cultural tourism in Ghana**

This section discusses the factors affecting cultural tourism in Ghana. The factors that significantly influence tourism in the country are discussed here.

To begin with, the result revealed that a unit change in the estimate of political stability and absence of violence (PSAVT) improves the value of income from tourism by about 0.2365 units at 5% significance level. This is supported by Asongu, Rahman and Nnanna (2023) who asserted that in the absence of violence, a country becomes a home to many tourists in sub-Saharan Africa. In Ghana, given that the tourism sector is dominated by culture and festivals, it can be inferred that the impact of political stability enhances cultural tourism in the country.

In Ghana, the peaceful coexistence of different people with differing languages and traditions and with keen interest of understanding the traditions of others is the basis of cultural tourism in the country. For instance, Rousta and Jamshidi (2019) while investigating the factors that determine tourists revisit, found that traditional delicacies is fundamental. Because Ghana is the “melting



pot” in which different languages and traditions exists, the intension to familiarise oneself with the traditions of their neighbours is the foundation of internal tourism which became the reason for the continued patronage of tourism in the country.

Among other factors, Adeola, Boso and Evans (2018) found political stability to be a major contributor to tourists’ attraction in Africa. Given this piece of evidence, it is clear to understand why Ghana has become a great player in the tourism industry since it is one of the countries in the sub-Saharan region of Africa with the least reports of political instability and the presence of violence. Investigating the tourism-led growth hypothesis, Tang and Tan (2017) found that tourism positively impacts the economic growth of a country and that this effect is made significant only in countries with political stability and absence of violence.

The literature on the factors impacting cultural tourism in Ghana also show a strong correlation between infrastructure and foreign direct investment on one hand and tourists’ attraction to the country on the other hand. This is supported by Nguyen (2021) who showed that road network, sustained electricity, hotels through the acquisition of foreign direction investment influence tourists and the tourism industry. From the results in Table 4.2, it shows that a percentage increase in net inward foreign direct investment in Ghana leads to about 0.9677% increase income from tourism in Ghana holding other factors fixed. This implies that when made more attractive for foreign direct investment, it might as well become a more attractive home for cultural investments.

#### **4.3 EVALUATION OF RESULTS**

The evaluation of the results provides additional insights into the strength and weaknesses of the results that can be improved in future research. The evaluation of the results independently evaluates each of the results in turn, commenting on their effectiveness as well as weaknesses. The following is the evaluation of the results presented and discussed above.

To begin with, the effects of culture on tourism in Ghana has been investigated with the results being significant and positive, implying that culture improves tourism in the country. By demonstrating that the number of international tourists arriving in Ghana year-by-year has been growing in tandem with the growth of revamping the festivals in the country, it becomes clear that

tourism in the country has been boosted by the increasing popularity of the proliferation of festivals—which are based on culture—to improve tourism in the country. Because studies have revealed the link between the rise in prominence of PANAFEST, a festival that put the various Ghanaian cultures and history on display, with the growth of the tourism industry, it can be inferred that culture has had a marked effect on tourism in Ghana.

While the result generally indicates that culture has an impact on tourism in Ghana, relying on proxies and analogies to make sense of the data may prove to be the weakness of the study. This is because using secondary, no specific variable represented “culture” forcing the researcher to rely solely on proxies and implications of the findings.

Next, while the study revealed that tourism has had a significant effect on economic growth of the country, no specific reference in the data was made to PANAFEST. Again, the analysis relied on implications, concluding that if tourism has improved economic growth of the country, then PANAFEST which has become the most popular event in the country might have as well helped enhanced economic growth. This line of analysis, however, presents a notable weakness such as PANAFEST’s increased in popularity is not the reason for which tourism has become a major contributor to GDP growth in Ghana and rather, it is the growing GDP that caused the increase in the popularity of PANAFEST. To investigate further to resolve this issue, future researchers may employ causality analysis to find which variable influences the other.

Finally, the result in Table 4.2 revealed that factors such as political stability and absence of violence as well as foreign direct investments positively and significantly influence cultural tourism in Ghana whereas regulatory quality has a positive but insignificant relationship with cultural tourism in the country. This finding presents a unique opportunity for policy makers to seek to improve cultural tourism in the country by ensuring the country continues to be politically stable and remains attractive to foreign direct investments. However, the analysis falls short as it relies on proxies and analogies rather than based on actual variables downloaded for the purpose of the study. As a result, future researchers may use primary data in which they can create variables that make use of the constructs that truly captures the essence of culture and cultural tourism and its determinants.

## **5. CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter concludes the study, drawing appropriate conclusions and making recommendations for policymakers and future researchers. The conclusions and recommendations are a function of the findings and discussions made in the previous sections of the study. The conclusions imply what could potentially happen should the findings of the study be applied. In what follows from, the conclusions, recommendations, and appropriate discussions are made in support of the study.

### **5.2 Conclusion**

This section draws conclusions from the findings and discussions provided in the preceding section of the study. As can be seen, the results of the study presented in the previous section is the basis for these conclusions. The conclusions assume that the findings of the study hold true given the context of the study. The conclusions follow the same pattern with which the findings were arranged in the previous section.

First, by investigating the effects of culture on tourism in Ghana, the study showed that because of the cultural events like PANAFEST and other forms of cultural festivals in the country, the number of foreign tourists has been increasing over the years. As a result of this increase in the annual number of foreign tourists in the country, it can be concluded that culture—manifested through various festivals in the country—has significantly enhanced tourism in Ghana. The increase in the number of tourists visiting the country seem to move in tandem with revamping the historical and cultural festivals in the country which justifies the conclusion drawn earlier.

Next, the result also showed that tourism enhances the GDP growth of the country. This is said to be accomplished through the foreign exchange obtained from travellers who arrive in Ghana for festivals and other forms of tourist activities. This finding leads to the conclusion that tourism through the revamping of festivals, turns the economic fortunes of the country around and should be pursued if the improving the economy is of importance. It can also be concluded that PANFEST which consists of several cultural and historical activities significantly improves the economic

growth of the country. For this reason, the revamping of this and other important festivals have had marked effects on the economic fortunes of the country.

Finally, the result also showed that factors such as political stability and the absence of violence on one hand and the inflow of foreign direct investments enhance tourism in the country while regulatory quality even though it has a positive relationship with cultural tourism, does not significantly influence it in the country. It can thus be concluded with this piece of information that to improve cultural tourism in the country, there a need for macroeconomic-wide participation and not just the tourist and cultural industries or ministries. Given the importance of external forces in shaping the tourism performance in the country, it can be concluded that performance of the tourism industry is a function of other facets of government which should be rigorously pursued.

### **5.3 Recommendations**

This section provides recommendations for policymakers and other classes of audience of this study who may be required to take some actions based on the findings of the study. Again, the recommendations are based on the assertion that the findings and conclusion hold true in connection with available data and, methodology, and conclusions drawn from the study. The following is the lists of recommendations that users of this information may require.

Firstly, from the findings and conclusions drawn above and the observation that the increase in the number of foreign tourists in the country is coincided with the revamping of various festivals with PANAFEST being the most prestigious, it is recommended that efforts be made to ensure that a lot more investments is made into festivals so that they may attract many more tourists into Ghana, increasing the number of tourists and improving the economic fortunes of the country. However, this recommendation is made on the assumption of further studies also demonstrates a strong link between improving festivals and the number of tourists arriving in Ghana. Once it is established with the help of other studies, investing and revamping many other forms of festivals may make the country more attractive to foreign tourists with whom there is more foreign exchange to Ghana.

Secondly, since it has been found that tourism enhances economic (GDP) growth in Ghana, it is recommended that investments be made into the tourism industry including arts and culture to

ensure the economic benefits of this industry to the economic growth of the country continues its growth into the future. This recommendation, however, is dependent on the assumption that it the economic growth of Ghana, the tourism industry through arts and culture, festivals, and other forms of tourism continues to lure tourists and visitors into Ghana. For culture and tourism to continue to spur economic growth, deliberate actions must be taken both by the custodians of Ghanaian culture and the government.

In conclusion, while cultural tourism has been found to positively influence economic growth in Ghana, some political, institutional, and macroeconomic factors may hinder or enhance tourism in Ghana. Understanding how these factors encourage or discourages the development of tourism in country. For instance, the inflow of foreign direct investment revealed a positive and significant relationship with tourism just as political stability and the absence of violence. It is recommended that the appropriate authorities take steps to ensure political stability in Ghana while making the country an attractive destination for the inflow of foreign direct investment. When deliberately pursued, this recommendation will lead the country into improving its tourism which will in turn lead to more foreign exchange and economic growth of the country.

The recommendations made are a function of the findings and discussions made earlier in the study. To ensure the efficacy of these recommendations, more research should be conducted in this study area which will help double down on these recommendations for maximum impact. However, when these findings are found to not hold true, the recommendations might fail to be true also. For this reason, future studies may investigate these relationships to further strengthen the study.

## **6. SUMMARY**

### **6.1 Introduction**

This chapter summarises the study, discussing the problem investigated, the data collected and how it was analysed. The chapter also discusses the results, pointing out the areas of improvement that future researchers could employ to ensure improved results. As the climax of the study, this chapter only reports what has been done already in a more concise manner. What follows from here is the summary of the study.

## 6.2 Summary

The study investigated the development of tourism through arts and culture with Pan-African Historical Festival (PANAFEST) at the epicentre of the discussion. The study investigated the impact of culture and festivals on tourism in Ghana and the effects of tourism on the GDP of Ghana. The study uses secondary data downloaded from the world development indicators (WDIs) from 2007 to 2023 inclusive. Applying regression analysis, results were made available and analysed by drawing from literature.

Based on the graph illustrating the dynamics of annual international arrival of tourists into Ghana, the finding of the study, suggests that arts and culture through festivals do greatly attract foreign tourists into the country. This helps in rejecting the null hypothesis that arts and culture do not significantly improve tourism in the country. Given that arts and culture have been identified as major sources of tourists' attraction in Ghana, it follows that they influence the tourism industry in the country and thus help to reject the null in favour of the alternative hypothesis.

The regression analysis helped investigate cause and effect relationships between the variables of interest. For instance, by the help of the regression analysis, the study revealed how culture—through festivals—has impacted tourism in Ghana. It showed that by increasing the popularity and making festivals like PANAFEST, international tourists visiting Ghana are likely to increase in number, bringing with them the much-needed foreign exchange. These forms of relationships are best manipulated by using regression which shows how much change occurs to the dependent variables when an explanatory variable changes by a given percentage holding other factors constant.

Using regression analysis again, the study demonstrated a strong correlation between tourism and economic growth in Ghana using PANAFEST as a case study and Accra as the epicentre of the festival. Even though the said festival happens outside of Accra, being the capital of the country and the only city with international airport, it is possible that most of the income received from tourists remained in Accra since many more cultural festivals happen in Accra simultaneously. Cultural festivals have been regarded as significant part of economic growth in the country with

recommendations made to ensure that these festivals are revamped to attract more tourists into the country for more economic benefits.

Finally, the study showed that while tourism positively and significantly influences economic growth in Ghana, there are factors that may enhance or limit tourism in the country. For instance, the study showed that political stability and the absence of violence as well as the inflow of foreign direct investments makes the country more attractive to foreign tourists while regulatory quality of the tourism sector does not have a marked effects on the tourism industry of the country.

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