Destination Development for Entrepreneurial Tourism in Lake Bosomtwe and Kintampo falls (Ghana)

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Abstract

The tourism industry is one of the world's largest industries (direct, indirect and induced Africa has the potential with its cultural and natural resources to outpace other regions in attracting valuable tourism dollars. The main aim of the study is to improve visitor experience on the two tourist sites. To do this it is necessary to explore the elements and success factors of Tourism Destination Development and using these as a checklist to identify the strength and weaknesses of the selected Tourist Destinations in Ghana West Africa. The rationale behind the study is to outline the crucial Destination Management (DM) criteria of all aspect that contribute to boost ultimate visitor experience, articulating the roles of the different stakeholders and identifying clear actions for effective Tourism Development in Ghana. The interview technique was employed to collect data from staff and management of the selected destinations. Data was analyzed for themes related to elements, success factors and challenges of destination development and new ideas for development was also solicited. It was revealed that some of the elements that feature for tourists' attraction are good hotels, high hygiene and sanitation standards, good food and activities of amusements. Competency gaps identified suggest collaboration with academia to secure a high level of knowledge through research in this present world of dynamism. Some of the critical success factors found are: systematic provision of cultural events, advance knowledge of agents and tour operators and quality leisure and recreation. It is recommended that product and service development should be a joint idea of all stakeholders. The research team therefore, have plans underway to proceed on the second phase of the project: that is to gather resources together to make lake Bosomtwe and Kintampo falls sites attractive to tourists.

Keywords: Tourism Destination Development, Tourism Destination Management, Ghana, Rural communities

Introduction

Tourism has become an important source of revenue for most countries in the world. As an attractive tool for economic development, tourism has assisted many developing countries to obtain income apart from agriculture and manufacturing (Sharma, 2004). In spite of recent challenges, including health problems such as Ebola, change in visa regulations in South Africa and contraction of the global economy, the sector has significantly seen economic growth and job creation across the continent (Hospitality outlook, 2017). The tourism industry continues to be one of the fastest growing and most vibrant sectors of Africa's economy. Emerging markets such as Ghana and Ethiopia saw a significant growth in international tourism over the period 2005-2015 (Hospitality outlook, 2017). The majority of African countries, particularly those in Sub-Sahara Africa (SSA), are now embracing tourism as a potential tool for economic development and poverty alleviation, given the failure of traditional sectors such as agriculture to bring about meaningful socio-economic development. This is mainly due to tourism's potential for foreign exchange earnings, job creation, revenue generation for governments through taxation, and for both forward and backward linkages through the multiplier effect. Nonetheless, Fayissa *et al* (2007) observes that whereas tourism development has contributed significantly to the economic growth of developed countries especially through foreign exchange earnings, the full potential of the industry to do the same in Africa is yet to be realised.

Ghana's tourism sector has been visualised as a major potential engine of growth and development since the 1970s. Efforts to systematically provide the enabling environment for its development never materialised economically until the 1996-2010 Plan was formulated and launched. Chapter 8 of the 1996-2010 Plan tackled, *inter alia,* the economic impact of tourism on the Ghanaian economic and provided the case for the prioritisation of the sector (Ghana Tourism Overview 2012). The trends in tourist arrivals during the last plan show that the sector has been undergoing a steady growth. For the current National Tourism Development Plan - 2013-2027, it was projected to rise quite rapidly from the 2010 level of 746,500 to 993,600 in 2013; with receipts of USD 1.5 billion in 2017; 2.5 billion in 2022; and 4.3 billion in 2027. These are conservative projections, which will depend primarily on the policy stance of government. It is in this respect that the political will of the government to prioritise the sector is deemed crucial. Ghana's year-round tropical warm climate along with its wildlife; exotic waterfalls such as Kintampo waterfalls as well as the largest waterfall in West Africa, the Tagbo Falls; Ghana's coastal palm-lined sandy beaches; caves; mountains; meteorite impact crater lakes such as Lake Bosumtwi make Ghana the place to be (*citifmonline.com/2015).*

Amuquandoh, (2008) asserts that excessive tourism development in the Lake Bosomtwe basin could reduce the aesthetic beauty of the basin and thereby destroy the main attraction that draws visitors. The authors share this view and therefore focus on the aspects that will not touch the heritage but rather conserve it. The research focuses on the elements of development which enhance tourist experience and promote sustainable tourism. Travelling from Accra to Kumasi and from Kumasi to Abono or any of the surrounding villages just to see a Lake is not worth it. The same reason applies to Kintampo falls. The site is beautiful and attractive and can be viewed on the internet as well so to make it a great and lovely experience for tourists, some value must be added to make it a memorable experience. This study explores the elements and success factors of Tourism Destination Development and using these as a checklist to identify the strengths and weaknesses of selected Tourist Destinations in Ghana, West Africa.

The rationale behind the study is to outline the crucial Destination Management (DM) criteria of all aspects that contribute to boost ultimate visitor experience, articulating the roles of the different stakeholders and identifying clear actions for effective Tourism Development in Ghana and in Africa.

Literature

A tourist destination is defined as a geographical location which attracts visitors for its unique object of attraction. Tourists always need something to see and then other things to keep them relaxed, happy and occupied. They seek novelty, adventure, freedom and change. Thus, a tourist destination must exhibit natural or cultural value, historical significance, natural or built beauty, and also offer leisure and amusement.

Elements of Tourism Destination Development

The elements of a tourism destination are a complex one. All tourist destinations are actually a combination of products, services, and experiences, with many different stakeholders involved. Tourism has received considerable attention in the economic development strategy of Ghana and Africa as whole. There is considerable expansion in both public and private investment activities in various tourism sub-sectors and also steadily increase in the number of tourist arrivals and amount of tourist tourists' expenditure. In 1993, the Ministry of Tourism was established by the Government of Ghana (GoG) to provide technical support and commitment towards tourism development in Ghana. World Tourism Organisation (WTO) and the United Nations Development Programme (UNDP) provided assistance to the Ministry to prepare and develop a 15-Year Tourism Development Plan for the period 1996 to 2010. A report by WTO (1999), Ghana was placed eighth in 1998 from seventeenth 1985 and was among Africa's leading tourism revenue earners. The report further indicates that there was steadily increase in tourist arrivals in Ghana from 114,000 in 1998 to about 348,000 with average growth rate of about 20%. International tourism and tourist's expenditure receipts grew at an average annual rate of 41.3% from about $55.3 million in 1988 to about $285 million in 1998. This makes tourism in Ghana the third largest earner of foreign exchange currently, ranking behind mineral and cocoa exports.

Success factors of Tourism Destination Development

Globally, destinations offer various products and services to visitors featuring different attributes and characteristics, making each destination unique. The success factors of each of these destinations may differ, making the management process more complex. Researchers in the tourism industry describe the industry as a cross section of industries and businesses and an interaction between stakeholders to meet the needs and everyday requirements of business travellers (Saayman, 2009). Tourism includes all trips related to a traveller's employment or business interests; frequently, the reason for business travel is to attend business events such as conferences and meetings, exhibitions and trade fairs, incentive travel and corporate hospitality events. Due to these activities in the industry, Davidson (1993) report that government's local authorities and private companies are getting into tourism development because it brings with it a range of economic benefits such as foreign exchange and international trade, employments and balance of payments. Tourism has also proven and continues to be the only effective vehicle for bringing people of different cultures together. Tourism is a vehicle for development and that it is without doubt one of the major social and economic phenomena of modern times (Sharpley and Telfer, 2000). The World Travel and Tourism council

and governments have recognized tourism as a crucial Development resource, a global competitive business, and the fastest giant income earning and an employment generating industry.

According to Manners (2011), it has been found that the type and nature of the tourism operation influences the critical success factors (CSFs) for effective management and those CSFs should be identified for each sector, since it may differ between sectors. The CSFs can be determined by focusing either on the demand or supply side depending on the focus of the industry research. Researchers mostly use the quantitative approach. The most frequently found CSFs identified from a supply side are in order of importance: human resources, effective financial management, customer-related approach, quality services and quality facilities, good marketing, effective systems and hygiene. Studies by Haven-Tang et al. (2007) and Burger and Saayman (2009) focused on the CSFs for managing a conference center. Even though Northern business tourism (Northern America, Pacific Asia and Europe) possesses some characteristics which are parallel to those in Southern business tourism, these two areas of tourism display differences too (Rogerson, 2015). Competition and growth in the tourism industry makes it important to understand CSFs management and understanding these factors can lead to the success of business tourism within Ghana. These improve the industry, leading to the success of individual tourism ventures within the destination, and also boosting the development of Ghana as a business tourism destination.

Crucial Destination Management criteria that will boost ultimate visitor experience

Marais (2009) reports that managing attractions or destinations for visitors, management is creating and contributing to a visitor experience. The importance of a visitor experience is highlighted by Sheng and Chen (2011) who state that not only does management need to understand visitor experience, but they need to take cognizance of the fact that both the tangible and intangible attributes of a destination or attraction play a role in creating a memorable experience. A memorable experience depends on how satisfied visitors are. Cohen (1979) states that managers need to understand that the level of satisfaction differs from visitor to visitor, which will also have an impact on the experience of each visitor concerning factors such as landscape, natural beauty, services provided and quality product. It is therefore not enough just to know why people visit a national park, but park managers need to have a clear understanding of the factors that influence this experience (Saayman, 2009). Sheng and Chen (2011) define visitor experiences as the opinions and functions (transport and food), sensory stimulation (attractions), and the emotional description (bored or interesting) of the visitor. According to Saayman (2007), the visitor experience is, in general, a product of five integrated phases. In the first phase there is the planning, (2) then the journey to the destination, (3) the experience at the destination, (4) the return journey and, lastly, (5) the recovery phase.

Shaw and Ivens (2002) add that the physical performance and emotions evoked by the destinations are a blend of visitor experience, which is measured against visitors' expectations across all barriers and one cannot ignore achieving visitor satisfaction (Erasmus, 2011). Based on this, Boshoff, Landman, Kerley and Bradfield (2007) indicate that there are three main factors on which visitors and their satisfaction depend. These are: expectations, perceptions and experience. An expectation is what visitors expect to see based on familiarity or previous experience (Shiffman and Kanuk, 2007). Visitors' perception is the process by which the visitor selects, organizes and interprets different stimuli into a meaningful and coherent picture (Shiffman and Kanuk, 2007). According to Shaw (2005), the interaction

between a visitor and the destination, which is dependent on physical performance, senses stimulated, and the emotions that are evoked where each of these aspects has an impact on the visitor's expectation (Moore, Petty, Palich and Longenecker, 2008).

Management must identify the areas that they consider as important to achieve the ultimate visitor experience and direct the operational activities to accomplish the organisation's goals (Caralli, 2004). Management needs to clarify the priorities for the entire organisation so that all the employees have benchmark criteria to work from. All of the organisation's activities or initiatives that take place within these key areas must ensure high performance that consistently enables the organization to achieve its goal of creating a memorable visitor experience (Caralli, 2004). These characteristics or conditions, referred to by many, have a direct and significant impact on the effectiveness, efficiency, and viability of an organisation's programme.

Roles of different stakeholders

A stakeholder is a group or individual who can affect or is affected by the achievement of the organization's objectives (Freeman, 1984). Research on stakeholders and their role in tourism development meets with identifying four stakeholder categories: tourists, residents, entrepreneurs and local government officials (Goeldner and Ritchie, 2003). According to Savage et al. (1991), stakeholders are risk-bearers and have financial or human capital at risk depending on the organization's behavior and describe stakeholders to have an interest in the actions of an organization and the ability to influence it (Savage et al., 1991). Weaver and Lawton (2002) posit that a tourism sector includes accommodation, transportation, food and beverage, tour operations, travel agencies, commercial attractions and merchandizing of souvenirs, and the sum of industrial and commercial activities that produce goods and services mainly for tourist consumption. Broad categories of a tourism destination comprise of different complementary and competing organizations, multiple sectors, infrastructure and an array of public/private linkages creating a diverse and fragmented supply structure (Pavlovich, 2003).

The local community is a participant in development of tourism decision- making, community comprised of residents, local government, local business organizations, and local institutions and associations (UNWTO, 1993). Researchers suggest industry and government as the most important stakeholders to be involved in tourism projects (Madrigal, 1995; Timur and Getz, 2008). UNEP (2005) observes that stakeholder participation in tourism development requires harmonized development that is ecologically responsible, socially compatible and economically viable. However, to achieve this in a fast changing tourism sector, fragmented with diversity of stakeholder interests, multitude of regulations, varied levels of authority, and competition, Arnstein (1970) developed a typology of participation, which is dated but best illustrates participation, based on three categories: (1) non-participation when stakeholders have had no input: (2) Degrees of tokenism occurs when stakeholders are allowed to voice their interests but have no power to influence decisions: (3) Degrees of citizen power involve giving stakeholders the ability not only to voice their interests but also to influence decisions being made.

For participation to be empowering, stakeholders need to be involved throughout the process and know that their participation has the potential to influence decisions (Carmin, Darnall and Mil-Homens, 2003). Gunn (1994) states

that stakeholders must be involved throughout the entire planning and management process, not just the initial stages. Susskind and Cruikshank (1987) recommend that for stakeholder involvement to be successful the involvement must be fair, efficient, provide knowledge, wisdom and stability. They posit that if stakeholders perceive these five elements to be present in the decision making process they are more likely to be involved.

Research suggests that failed tourism strategies can be attributed to poor communication and excluding stakeholders from decision-making and catering to the demands of only a few stakeholders (Sheehan and Ritchie, 2005). The aim of effective stakeholder participation is to reconcile differences among stakeholders toward goal-sharing and building trust on a wider acceptance of plans, policies leading to balanced community development and the tourism industry at large (Andriotis, 2005). Hall (2008) emphasizes that stakeholder participation must be undertaken through collaboration and a vision of common goals where the concerns of industry stakeholders are articulated to decision makers stating: "it becomes imperative that government at all levels, uses its influence to encourage greater industry coordination on planning issues by creating structures and processes that enable stakeholders to talk to each other and create effective relationships and partnerships". The tourism sector at the destination is dynamic and creates business opportunities, jobs, income and a wide range of tourism services comprising of residents, local government, local business organizations, local institutions and associations with the onus on the public sector to manage constant change (UNWTO, 1993).

Clear Actions for effective Tourism Entrepreneurial Development
Tourism development is not achieved in a short time and still it is developing. The development of tourism is facing competition all over the world between the tourist destinations and attempt to fascinate more tourists through marketing procedure and policy. Promotion is one of the most important elements which include several action plans to inform the current or prospective customers about the development of a good product, its price and availability. Tourism promotion means trying to encourage the actual and potential customers to travel to a destination through the spreading of information. Promotion is one of the most effective marketing elements used in marketing a tourist product. The objectives of promotion that are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation. (Baldemoro, 2013).

Planning in the tourism industry is another form of effective tourism entrepreneurial development. A report by the World Tourism Organisation (2009), suggests that planning is for the benefit of people, and they should be involved in the planning and development of tourism in their areas. Through this participation, tourism development will reflect a consensus of what the people want. Also, if inhabitants are involved in planning and development decisions and if they appreciate the benefits that tourism can bring they are more likely to support it.

Table 1: Tourism entrepreneurial innovative ideas

Factor	Dimension	Source
Information technology	Developments in transportation allow passengers to travel faster and easier, which will open up new markets. A study on ICT driven and supported innovations in tourism considers that the right ICTs and freedom of passengers during the organization of their travel are innovations in tourism that are gaining an increasing importance.	EU-Lex, (2011) Keller (2004)
Products/Services	Typically, when a tourist spends his holidays in a destination, he does not consume a product of only one supplier, but a bundle of services as a whole. These come in the form of the development or introduction of new materials, intermediate products, or new components or product features. These innovations are directly observable by customers and are considered as new. Examples of these innovations in restaurants are new menu items, new systems of service, or a new restaurant concept.	Kaspar, (1991) Camison and Monfort-Mir, (2012) Hjalager (2010)
Process	The use of new equipment or increased automation, new and more efficient methods of production or the use of new energy sources. Restaurant kitchens offer many avenues for process innovations such as food service technologies for faster and better preparation methods, energy and labour savings, waste reduction and better sanitation	Camison and Monfort-Mir (2012) Rodgers (2007)
Organization	This focus on dealing with new ways of organising internal collaborations, directing and empoweling staff, building careers and compensating workers with pay and benefits.	Lee and Koh (2001) Thomas and Velthouse (1990) Ottenbacher and Gnoth (2006) Hjalager, (2010)
Marketing	marketing innovations are identified as the introduction of new marketing methods, which include changes in product design, promotional strategies, and plice. The behavior in the market, which includes relationships between other parties such as state and other regulatory systems, societal organisations or specific customers. Examples of marketing innovations in restaurants are the use of social networking sites in promoting the business or customer loyalty programs.	Camison and Monfort-Mir (2012) Sundbo, (1998)

Methodology

The study adopted the exploratory approach with desk research to explore into the concept of tourism destination development and entrepreneurial innovative ideas that can be used

The study areas

The Lake Bosomtwe, a popular tourist destination is situated in the Ashanti Region of Ghana, West Africa. It is located at the southern portion of Ashanti Region and is within the Bosomtwe-Atwima District Assembly. It shares a common border with Atwima, Ejisu-Juaben and Kumasi districts to the North and in the East by Ashanti- Akim, the southern section by the Amansie East and West Districts. The Lake Bosomtwe basin falls under two districts of the Ashanti region and is occupied by 22 small villages most of them with population less than a thousand people. The northern side of Bosomtwe Atwima Kwanwoma has 12 settlements and Amansie East has 10 settlements. The basin is located in the forest belt of Ghana which has potentials such as natural and cultural resources for tourism development.

Kintampo Water Falls

Kintampo falls is one of the highest waterfalls in Ghana. It is located on the Pumpum river, a tributary of the Black Volta, about 4 kilomwtres north of Kintampo municipality, on the Kumasi-Tamale road. This waterfall is one of the major natural attractions in Ghana. Kintampo is about 2-3 hours drive from Sunyani. The Kintampo waterfalls was closed down for eight months after a freak accident that occurred in March, 2017 leading to the death of 18 people mostly students and tourists. It is however, documented that the waterfall is enjoying massive patronage after it was rehabilitated and re-opened.

Population

The study was restricted to two selected popular destinations, one in the Ashanti region and one in the Brong Ahafo region of Ghana. The choice is deliberate because the researchers realised that the concept of destination development can be applied to both destinations without any problem. The population chosen was in line with the proposition of Yin (2003), who rightly points out that, a case study with more than one unit of analysis is an embedded case. The population therefore consisted of staff and management of the selected tourist sites of the Ashanti Region and Brong Ahafo region of Ghana. However, tourists who were on site at the time of data collection were also interviewed to authenticate the findings.

Data Collection and analysis

Data was collected from Management staff and tourists using a structured interview questionnaire formulated using tourist destination development criteria. Data were organized into themes according to the criteria and discussed descriptively.

Results

Table 2: Situational analysis of Lake Bosomtwe and Kintampo Falls

Criteria	Lake Bosomtwe Situational Analysis	Kintampo Falls Situational Analysis
Personal safety and security.	Road network to lake Bosomtwe is still very poor.	After the accident, the security service has increased.
The destination can be easily reached.	The destination cannot be easily reached due to the poor nature of the road and the location of the site.	The destination cannot be easily reached from the town to the site, there is no direct transportation.
Overall cleanliness of the destination.	There is no proper sanitation at the site. Litter all around	Sanitation is now at its best at the site. Cleaning is organized.
Unspoiled nature.	There is nothing particular that will attract you to the place apart from the lake. Nature is preserved.	There is no spoiled nature. Nature demonstrations is beautiful at the site.
Climatic conditions.	The landmark, nature and climate make the site fine to visit.	Climate condition makes it attractive to visit especially the breeze.
The quality of the accommodation (hotel, motel, apartment...)	There is no proper recreational centre there but only a guest house.	The managers are now considering doing that but currently there is none.
Friendliness of the local people.	The residents are very friendly	The local people do not visit the site that much of which if they do, will promote the turn up of number of people.
Organization of the local transportation services.	No organised transportation to the site.	Transport service to the place is not efficient. There are no cars that work regularly and frequently at the site.
The offer of local cuisine.	There is a great offer of local cuisines like fried tilapia and palm wine	There is no local cuisine specially offered at the site or even close to the site.
Possibilities for shopping.	There is no possibility for shopping unlike Kakum national park where cultural stuff is sold.	There is no possibility of shopping.
Night life and entertainment.	There is no night life entertainment for tourists.	There is entertainment but not close to the site.
Opportunity for rest	There is less opportunity for rest except one guest house close by.	There is an opportunity for rest.
Systematic promotion of cultural events	There is no proper promotion of culture, the only culture display is during occasions.	No organized cultural display
Advance knowledge of agents and tour operators	Town folks share knowledge about the site themselves and serve as tour operators. No trained tour operators	Tour guide shares knowledge about the site
Tourist Motivation	There is nothing particularly that will attract you to visit the site apart from the lake.	Do
Quality leisure and recreation	There is no proper recreational centre there but only a guest house.	Do
Receptivity of the residents	The residents are very receptive	
Richness of culture, history & heritage	There is no demonstration of rich culture	History is well organized and narrated

Criteria	Lake Bosomtwe Situational Analysis	Kintampo Falls Situational Analysis
Protection of heritage (history, traditions, qualities) Social & economic stability	There is a promotion of heritage	Do
Communication	Communication is another problem, there is no proper communication channel as in advertisement and promotion of the site which can reach out to people.	Same here but a little better
Conservation of cultural value	The cultural value is highly conserved.	Do
Protection of biodiversity	Protection of biodiversity is highly observed at the site, there are different kinds of animals and plants and fishes as well mostly tilapia.	Do
Cost of travel	Cost of travel is high due to the location of the site and the nature of the road.	Do
Security	Security is very low, there is no professional tour guide to guide tourists through their visit	There is a tour guide

From Table 2, most of the things that interest tourists and make their visit memorable are not present at these tourist sites. As Eu-Lex (2011) rightly said development in transportation allow passengers to travel faster and easier and also helps to open up new markets. Without good road network it is difficult for businesses that involve travelling to go on. More organized transportation is needed to connect tourists to and from the sites. It was also found that apart from the natural attraction, no other product or service is developed to attract the visitors. This Camison and Monfort (2012) agreed that it is not the best because tourist do not consume a single product but a bundle of services as a whole.

Some of the suggestion's tourist made to improve the tourist sites were as follows:

1. Improve road network leading to Lake Bosomtwe and Kintampo Falls: Roads and transportation is another sector that the tourism sector has a direct relationship with. Tourist need ground transportation to get to tourist sites.

2. Recreational centre or facility: You cannot talk about tourism without rest place, food, drinks, playing ground. A recreational centre should be created at both lake Bosomtwe and kintampo water fall.

3. Event centre on Lake Bosomtwe: How lovely will it be when you party on water? An event centre should be created on lake Bosomtwe to host weddings, ceremonies, parties, birthdays etc.

4. Walk way on the lake Bosomtwe and kintampo water falls: A walkway should be created on Lake Bosomtwe to raise funds for municipal assembly.

5. Provision of life jacket: Cruising is a good money-making venture, but lack of life jacket is reducing cruising on lake Bosomtwe. Life jackets should be provided to encourage and improve more patronage.

6. Provision of trained tour guides: More tour guide should be trained to tell the real stories behind Lake Bosomtwe and kintampo water falls. This will help create a memorable experience for the tourist to revisit to the destination.

7. Replacement and introduction of more cruising boats at Lake Bosomtwe: The only cruising boat at Lake Bosomtwe is weak and old. To encourage more tourist to Lake Bosomtwe, new and modern cruising boats should be introduced on the lake.

8. Local restaurant at Lake Bosomtwe, kintampo and Ejura: We should exhibit our identity by establishing local restaurants to serve only local foods and beverages at these places.

9. Promotion of Ghanaian cultural heritage: Kente weaving centres and artefacts shops should be located in and around Lake Bosomtwe.

10. Marketing Lake Bosomtwe and kintampo water falls on both international and local platforms: There is the need to repackage and put Lake Bosomtwe and kintampo water falls on all available platforms to bring more visitors to the country.

11. Health and wellness centre: There should be a health and wellness centre at Lake Bosomtwe and kintampo water falls to provide first aid, body massage, clinic and fitness for guests.

Conclusion

The study sought to find ways to improve visitor experience at the two tourist sites. The research team found out that some of the issues they can help to address are sanitation and hygiene conditions which are at the lower level at both sites. It was also revealed that instead of waiting for the government to develop the sites, the community should be brought on board to transform the image of the sites. The research team has plans underway to visit the chiefs of the surrounding villages for assistance to mobilize the youth in cleaning and other exercises within their power to help transform the tourist sites.

Recommendation

Based on the conclusions drawn from the study, the team wishes to call all stakeholders to do what it takes to develop the tourist sites. It is recommended that product and service development should be a joint idea of all stakeholders. The team of researchers are beginning their part during the first semester of their academic school year to educate the community on how important it is to take part in the development of the sites.

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