

**ENHANCING THE DEVELOPMENT OF URBAN TOURISM:
ANALYSIS OF THE EFFECTS OF URBANIZATION ON URBAN ATTRACTIONS
IN THE CITY OF KUMASI, GHANA**

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DECLARATION

I hereby declare that this thesis is a result of my own work towards the International Joint Master of Science in Development Planning and Management, and to the best of my knowledge it contains no materials previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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ABSTRACT

This research study explores the links between the concepts of urbanization and urban tourism in the city of Kumasi. It provides an assessment of the effects of rapid urbanization on the city's urban attractions while highlighting emerging issues that had influenced the situation so that they can be addressed to enhance development of urban tourism.

The study employed both qualitative and quantitative approaches due to the contemporary nature of the subject under investigation. The purposive sampling procedures were applied in selecting institutions to be visited, attractions to be analyzed and officials to be interviewed with an aim of acquiring relevant information. The techniques used to collect data included documentary study, field interviews, personal observation and photographs taking.

The study revealed that the city experienced rapid urbanization in recent decades which presented a number of development opportunities and challenges. The inability of the responsible authorities to take advantage of the presented opportunities to address the challenges resulted in most of the urban attractions becoming negatively affected by the urbanization process. Though the literature tells us that tourism is reputed to be the world's largest industry in terms of international trade and is currently the major contributor to the global economy, this sector is yet to be well developed in the study area. The analysis indicated that there were potential urban attractions that were being destroyed or under threat of being destroyed in the near future by ongoing development activities. However the study found out that the city was still rich in historical architectures and had various underdeveloped areas that have the potentials of becoming major attractions if they could be well developed, preserved and properly maintained.

Lastly the study comes up with valuable recommendations focusing on the initial procedures that need to be undertaken in order to let urban tourism become the driving force of the city's economic development while reducing the negative effects and maximizing the utilization of the opportunities presented by rapid urbanization. The aim is to assist the key players in urban management, by broadening their understanding of the urban tourism concept while giving insights on issues to be addressed in order to enhance the city's economic and spatial development.

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ACRONYMS

CBD	- Central Business Districts
DAAD	- Deutscher Akademischer Austauschdienst
GDP	- Gross Domestic Product
GIS	- Geographical Information Systems
GPRS II	- Growth and Poverty Reduction Strategy
GTB	- Ghana Tourism Board
HIV/AIDS	- Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
ITDP	- Integrated Tourism Development Programme
KATH	- Komfo Anokye Teaching Hospital
KIPPRA	- Kenya Institute for Public Policy, Research and Analysis
KMA	- Kumasi Metropolitan Assembly
KNUST	- Kwame Nkrumah University of Science and Technology
NTDP	- National Tourism Development Plan
SPICe	- The Scottish Parliament Information Center
TRREC	- Tourism Research and Education Center
tu-dortmund	- Technische Universität Dortmund
UK	- United Kingdom
UN	- United Nations
UNESCO	- United Nations Educational, Scientific and Cultural Organization
USA	- United States of America
USAID	- United States Agency for International Development
USD	- United States Dollars
WTO	- World Tourism Organization
WTTC	- World Travel and Tourism Council

1.1 Introduction

Tourism is one of the fastest growing industries in the world. It is currently believed to be the largest industry having grown rapidly and almost continuously for the last 20 years. Global facts indicate that in 2004 the world tourism industry was estimated to generate a combined Gross Domestic Product (GDP) of about \$1,542 billion and 74 million jobs directly. On the other hand the broader travel and tourism economy (which also includes indirect impacts) was expected to total \$4,218 billion. This was equivalent to more than 10 percent of the world's GDP and account for 215 million jobs, or 8 percent of the world's employment (USAID, 2005).

Tourism, unlike other development options such as manufacturing, mining, forestry etc., was widely perceived to be a clean and renewable industry. Because it drew upon 'free' natural, historical, social and cultural resources it was thought to be less capital intensive in its requirements for development. The growth and development of the tourism industry has had more positive effects in developing countries. As the statistics shows, between 1990 and 2000, international tourism receipts increased 49 percent in European Union countries and 64 percent in countries within the Organization for Economic Cooperation and Development, as compared with 133 percent in developing countries and 154 percent in the smaller subset of least developed countries (World Tourism Organization (WTO)^a, 2002).

The rapid growth of the tourism industry in developing countries especially Africa is largely backed by the reality that most of these countries are rich in wildlife and other natural resources in which a large percent of tourism took place. Though the tourism industry has worked well in such areas, these countries have the potential to generate more income through the development of urban tourism since they also have potential urban attractions such as historical sites/buildings, cultural heritage, recreation areas, markets or shopping facilities etc., which are either not well explored or in danger of being destroyed by other development activities.

Urban tourism is still a new phenomenon in most African countries since tourism is more focused on wildlife resources, natural beaches, waterfalls and many other natural attractions

which are in most cases not in urban areas. Urban tourism can be described as a number of activities and motivations in urban areas that are of tourism demand. Though varying by destinations and attractions, these could be visiting friends, business/ convention, outdoor recreation, entertaining and sightseeing, shopping, education etc. The tourist city thus embraces all of the above functions and their resources. However, the availability of historic buildings, cultural heritage, the city design, services, infrastructure and people constitutes the city's urban attractions.

On the other hand, urbanization can simply be referred to as the movement of people from rural areas to urban areas. This has resulted due to change in people's perception with regards to their own way of living, in other words known as development. Development can be regarded as the change towards patterns of society that each individual allows for a better realization of human values and improved control over its environment. The fact that urban areas have better infrastructure facilities and services (i.e. water, roads, health, education etc.) than rural areas, attracted people to move from rural areas to come and enjoy such facilities and services in urban areas, hence leading to further urbanization.

Most literatures that have documented tourism in Sub-Saharan Africa have focused on tourism and economic development of a particular country or region. For instance, the study on the contribution of tourism in particular country's GDP, the analysis of the impact of tourism industry on increased number of employment opportunities and tourist facilities (Cameron *et al*, 2001; Lein Lein Chen and John Devereux, 1999). Other literature tried to link growth of tourism and poverty reduction like Cattarinich (2001) wrote a paper on Pro-poor tourism initiatives in developing countries. Also Elliott and Mann (2005) researched on Development, Poverty and Tourism focusing on the perspective and influences in Sub-Saharan Africa.

Though there has been increased number of research studies on tourism for the past two decades, there was little attention on urban areas. Particularly, the analysis of the effects of urbanization on urban attractions in an attempt to enhance the development of urban tourism in developing countries has received less attention. The fact that cities in developing countries are the most

important centers of tourist destinations due to the presence of national and international gateways, and yet urban areas have been neglected in most academic tourism studies is the main motivation behind the study. Also the fact that cities have a number of potential attractions to develop tourism that have either been destroyed or under threat of being destroyed by rapid urban development, is the other reason that motivated this empirical study to find out how these attractions can be protected and designed to enhance urban tourism.

The study also takes inspiration from a research paper in 2007 titled "Do Urban Development Practices Contribute to Promotion of Sustainable Urban Tourism? *The case study of Dar Es Salaam in Tanzania*". The paper sought to analyze the role of urban tourism in the city's development, how stakeholders' partnerships were effective in promoting sustainable urban tourism and the contribution of urban development practices to the promotion of sustainable urban tourism.

Hence, this research focuses on an empirical study of the city of Kumasi. The intention is to find out how urban attractions have been affected by rapid urbanization in the city. The study seeks to analyze and document the effects of urban development on urban attractions, and finally to come up with various options that will enhance the development of urban tourism by protecting the existing urban attractions in the study area.

1.2 Problem Statement

As development took place various changes occurred in different societies where more people had a better realization of human value. A better understanding of their values made them to understand better their own need and where they can get better facilities and services to improve their living condition. This was the reason why most of the people realized that the possibilities presented by an urbanized environment such as better health care, educational facilities and services, better infrastructure, better access to economic opportunities etc., could provide them with quality living conditions as opposed to rural areas that are characterized by poor returns from agricultural activities, less alternative employment opportunities, poor infrastructure facilities and services, etc.

Hence the world experienced rapid increase in urban population for the past 50 years as people were moving from rural areas to urban areas seeking for better living conditions. In the 1950's only one third of the world population lived in cities, but currently the number has increased to half of the world population. In the case of Sub-Saharan Africa the urbanization process took place at a rapid pace especially in the last few decades. For instance cities such as Accra and Kumasi in Ghana, Lagos (Nigeria), Nairobi (Kenya), Lusaka (Zambia) and Dar Es Salaam (Tanzania) experienced high growth rates of more than 5% per annum (Kessides, 2006).

The urbanization process by itself is not a problem but the result or effects which occur after the process is what causes problems in urban areas. Urbanization increases the pressure on the development of urban areas. The increased demand for land for various development activities (such as housing, shops, hotels etc.) threatens the sustainability of existing urban attractions (i.e. historical buildings, cultural heritage and the actual face of the city etc).

This has resulted in conflicting land-uses between urban tourism and other land-uses such as business, residential etc., especially when these urban attractions are not well developed and patronized. The urbanization process has grown to the detriment of the historical nature of the city with some of the historical buildings being pulled down and replaced by new structures which have no historical value. The city of Kumasi has also experienced unguided urban development which is largely characterized by unguided urban renewal, congested streets, poor access to existing urban attractions, poor transport infrastructure and services etc.

Since the city of Kumasi is a historically and culturally rich area which has also experienced rapid urbanization, the study will seek to find answers to the following questions;

1. What is the relationship between urbanization, urban tourism and urban development?
2. What are the urbanization and tourism trends, and their impacts or importance in economic development?
3. What are the existing and potential urban attractions in the city of Kumasi?
4. Which of these attractions are under threat of rapid urbanization?
5. How does land ownership affect the preservation of urban attractions?
6. How can urban tourism be enhanced in the city of Kumasi?

1.3 Research Objectives

The main objective of this research is to explore the prospects of urban tourism in Kumasi. The aim is to study and document the effects of rapid urban development on urban attractions while looking for better approaches to protect and enhance the development of urban tourism in the city of Kumasi. The specific objectives are as follows;

- To explore the relationship between urbanization, urban tourism and urban development.
- To study and document the urbanization and tourism trends, with their impact on economic development.
- To document potential urban attractions existing in the city of Kumasi.
- To identify urban attractions that are threatened by urbanization.
- To study and analyze the effects of land ownership on preservation of urban attractions.
- To find new approaches or policy framework that will enhance the development of urban tourism in the study area.

1.4 Relevance of the Research

The relevance of the research can be assessed on two aspects: its scientific and social relevance. Scientific relevance concerns the relevance of the research to the body of knowledge being accumulated. Social relevance concerns the use to which the outcome of the research will be put (Melyoki, 2005). Both aspects will significantly be the important outputs of this research study.

The fact that urban tourism is a new phenomenon in Sub-Saharan Africa including Ghana, and there was no research that has directly linked urbanization with urban tourism, the analysis on the effects of rapid urbanization on urban attractions will bridge the existing knowledge gap. This study ought to add to a body of knowledge on the effects of urbanization and provide additional insights of better approaches that can be applied to enhance the development of urban tourism in the cities of developing countries.

Moreover, with the availability of potential urban attractions in the study area (i.e. the city of Kumasi) which were either being destroyed or unprotected, this study will also provide

additional knowledge to various stakeholders on urban development and tourism, with the best approaches to protect and sustainably utilize such attractions.

This document will be relevant to a wide range of stakeholders with an interest in urban tourism, city development and management issues, including government decision-makers, private investors and local government authorities. It is expected that the issues identified by this study will be further discussed with relevant actors. Last but not least, the recommendations made will instigate constructive dialogues between relevant actors that will lead to the improvement and development of urban tourism in the study area.

1.5 Organization of the Study Report

This study report is organized in eight chapters. A brief overview of each chapter is as follows; *Chapter One* presents an introduction on the need to study urban tourism. It also describes the problem statement, the research questions, objectives as well as the relevance of this research study. *Chapter Two* presents a literature review of the concept of urbanization in relation to development in Africa. This includes a brief definition of terms as well as the overview, trends and effects of urbanization with particular emphasis on the African setting.

Chapter Three presents another literature review of a second key concept of this study (i.e. urban tourism). This chapter provides an overview of the emergence of urban tourism, its brief history and importance for economic development of cities as well as highlights of the role of planning in tourism development. *Chapter Four* presents a systematic account of the research process and methods employed to generate the answers to the research questions. It outlines how the research was designed and the overall study strategy, by pointing out the instruments that were employed for the analysis as well as explaining how the conclusions were derived.

Chapter Five gives a brief description of the study area in terms of its history, location and size, population distribution and density, migration trends and land use. This chapter also gives a brief summary of the priority areas in the city's development plan. *Chapter Six* presents the main analysis of this study that includes the documentation of the identified urban attractions and an

in-depth analysis of the effects of urbanization on the selected urban attractions. This includes the analysis of the interviews, observation and photographs taken from the main field study.

Chapter Seven addressed the emerging issues that came up during the analysis part of the study. This includes the discussion of policy issues and approaches that need to be considered in city management. **Chapter Eight** brings the study's concluding remarks and provides recommendations based on the emerging issues during the analysis, which were considered relevant in enhancing the development of urban tourism in the city of Kumasi.



2.1 Introduction

The ongoing processes of urban development in terms of demographic and economic transformation have raised management challenges for cities and towns especially in the developing world due to some effects related to urbanization. The urbanization process represents opportunities in cities as well as management challenges. Therefore improvement in the management of city development will largely depend on how well the available opportunities are utilized, and the extent to which the challenges are addressed.

The city of Kumasi where the study on the effects of urbanization on urban attraction was conducted has experienced rapid urbanization and consequently it is currently facing management challenges. Therefore, this chapter is basically aimed at discussing the urbanization concept in order to explore various components of urbanization (including the trends, existing situation, impacts on development, current challenges etc.) so as to give a good background of the subject under study.

The processes of urbanization and the growth of cities and towns favour national development by diversifying incomes, expanding options for more affordable service delivery, and widening horizons for innovation and skill acquisition. There is ample evidence that indicates that cities and towns do make much contribution to Africa's development goals, but it is equally clear that the positive impacts are not as great as they could or should be (Elliott and Mann, 2005).

However, urbanization in Africa is taking place in a context of severe constraints that other country groups in other periods did not face, among them full exposure to pressures of global competition; very limited outlets for external migration; and deprivation of the productive workforce and of family security due to HIV/AIDS, which also threatens to weaken the capacity of local administrations responsible for urban management issues.

In countries with good urban management, the cities of one million or more inhabitants tend to be the most productive for a number of reasons, including especially their ability to create more

employment opportunities, utilize the cities' potential attractions, use high population as market source of cities' business etc. In Africa, cities of similar sizes are completely unequipped in terms of facilities, finances, and local government capacity to meet the demands and pressure placed on them. Thus the potential of both large and small urban areas in Africa remains greatly compromised (Kessides, 2006).

According to the United Nations (UN) projections, more than half of the world's population is currently living in urban areas, and there will be a continued increase in the share of the population living in urban areas in coming decades (UN, 2005). This indicates that something need to be done in African cities so as to cope with the urbanization so as to have a positive achievement on the path toward prosperity. This study is of vital importance as at the end it seeks to offer a clear understanding of the concept of urbanization in the African perspective, its impacts on urban tourism and the way forwards to help policy makers and other development practitioners including tourism stakeholders to enhance the development of urban tourism in Ghana.

2.2 The Concepts of Urban and City

In defining an urban area or an urbanized city there are at least three other approaches commonly applied in different countries. The approaches include the *built-up area* (the bricks and mortar approach); the *functional area* (services and facilities approach) and the *density* (the population or number of buildings approach). However, the use of any of these approaches involves some arbitrary decisions of a particular country in drawing up boundaries as in practice the urban areas or cities tend to merge physically and functionally with neighboring cities and their suburbs or hinterlands (Kessides, 2006).

An urban area or a city can be defined as an area with a high concentration of non-agricultural activities, a place where people live and work in manufacturing or service based industries, containing large built-up area, commercial activities, places of entertainment, better infrastructure such as paved road network, health facilities, education facilities, hotels, electricity, etc.

However, the terms urban and city have been interchangeably used synonymously without regard to their inherent differences. It is clear that all cities are urban areas but not all urban areas are cities. This is due to the fact that the city is a large and densely populated urban area which may include several towns or districts. Hence the term 'urban' can be conceptualized as being a subjective statistical concept, whose definition is set by a country's government. Thus, governments of small or relatively rural countries may simply declare one or more settlements as urban, regardless of size or function (Suraj, 2004).

In many countries, the definition is based on a threshold number of inhabitants. Hence when the population of a region exceeds a certain threshold number, that region is considered urban. For example in Ghana an area/ settlement is considered to be urban when a threshold number of inhabitants is exceeding 5,000, while in Italy the threshold number of inhabitants should be more than 10,000 to acquire the urban status. Some governments base their definition on combinations of criteria, such as population density, political functions or predominant activity of the region (Suraj, 2004).

For the purpose of this study the combinations of the above mentioned approaches were considered, as the city of Kumasi has a population above 1 million, and in terms of functionality it is the second largest city in Ghana with trade being major economic activity, and regarding built-up area the whole city is full of buildings with the city center (Adum) characterized by several new construction works that are on-going.

2.3 The Concept of Urbanization

Urbanization is a complex phenomenon: Initially very small settlements can rapidly develop first into small towns, and then to cities as populations grows and new economic and political structures emerge. Successful sectors within the city will attract further investment, generate increased demand for labour, and trigger migration to the city as a further mechanism of urbanization.

The term urbanization is conventionally defined as the annual rate of change of the percentage living in urban areas, or the difference between the growth rates of the urban population and that of the total population (Kessides, 2006). It is more clearly described by Pivo (1996) as the processes of transformation that affects geographic regions when they become more urban, and that during the processes of urbanization, a growing share of a region's land and people become included in cities, suburbs and towns. Pivo further referred to the term urbanization as the processes of cultural and sociological change caused by the transformation of rural life style into that of the urban (Pivo, 1996 cited by Suraj, 2004).

With a better quality of life, however, cities have become major attractions for rural populations, leading to rapid urbanization that has raised challenges on urban unemployment, poverty, urban violence and crime, congestion, environmental degradation etc. Urbanization has also promoted increased demand for land for residential and commercial use, changed the urban structure with increased built-up area and high rise buildings of which in most cases they are constructed at the expense of old architectural/ historical buildings (Kessides, 2006). It is also associated with the formation of large and rapidly growing slum populations in and around many major cities in developing countries.

More worrisome is the view that African urbanization may be decoupled from economic growth: "Cities in Africa are not serving as engines of growth and structural transformation" (UN, 2004). There is a further twist that many policy makers, government officials including city managers, and the like have a negative view of urbanization. In a recent UN-Habitat report, the majority of developing country national policymakers advocated policies to decelerate or reverse migration to metropolitan areas, and 80 percent of the African countries felt the same way. Yet, there is a positive association of urbanization and urban economic development with overall economic growth (UN-Habitat, 2003 cited by Kessides, 2006)

Urbanization is particularly important in this regard for several reasons including the following; (1) Cities are at the forefront of the demographic transition, the shift from a regime of high birth and death rates to a regime of low birth and death rates. (2) Cities expand and grow with

economic development; and (3) Cities have tourism imprint that is distinct because they are involved in international and internal trade. At the same time, because of the proximity of persons and the associated economic and social changes that accompany urban growth, cities may be at the forefront of the environmental transition. These realities raise the issue of whether urbanization provides positive or negative effects on tourism development. For instance Law (1993) argues that cities can be allies in the movement to maintain a cleaner environment.

Many studies have been more concerned and have documented the impacts of urbanization on the environment, including urban consumption patterns and the environmental footprint of cities. Still, it is not quite clear in the literature how urbanization can directly affect urban tourism or how the increase in urban population can have an impact on the existing urban attractions of a particular city. This indicates that there is a need to study the relationship between urbanization and urban tourism as it will help develop better mechanisms of enhancing sustainable tourism development while optimizing the urbanization potentials and reducing its negative impacts.

2.4 Trends of Urbanization in Africa

Although the concept of urbanization has been invariably discussed from several perspectives, there seems to be an agreement on certain variables that characterize urbanization. These variables include: demographic changes, concentration of economic activities within limited geographical space which may be triggered by industrialization, spatial expansion of settlements and changes in people's lifestyles. Unlike in the developed countries where urbanization was fuelled by industrialization, the kind of urbanization experienced in many African countries portrays the character of rapid population increase and the uncontrolled expansion of cities with limited economic or productive bases.

Thus, the main features that characterize urbanization in African cities include: sprawling cities beyond the limits and capacity of local authorities to provide basic infrastructure and social facilities, rapid increase of unemployment and urban poverty, growth and expansion of informal settlements, deterioration of existing infrastructure and social services, proliferation of the informal sector and growth of non-urban activity sectors such as urban farming (Habitat,

1996:87-93 cited by Kessides, 2006). It has been noted that the rate of city expansion in African countries far exceeds what developed countries went through in the 19th century when they experienced rapid urbanization as a result of industrialization.

The face of the world is changing more rapidly now than at any time in history, and two trends are primarily responsible for the transformation (UN, 2004). The population of the world continues to grow more and more quickly, and for a variety of reasons people are moving into cities at a rate not seen since the industrial revolution swelled the cities of the developed world more than a century ago. In 2000, world population reached 6.1 billion, and is now growing at an annual rate of 1.2 percent, or 77 million people per year, and it is projected to reach 8 billion by 2030 (UN, 2004).

In Africa there has been a dramatic population increase, from 221 million in 1950 to 785 million in 2000. Despite the fact that population growth rates have declined since the mid 1980s, Africa remains the world's fastest growing region, at an estimated rate of 2.4 percent per annum. Although the estimates show that the future growth rates are expected to go down, still Africa is estimated to attain a population of 1.41 billion by the year 2030 (UN, 2004).

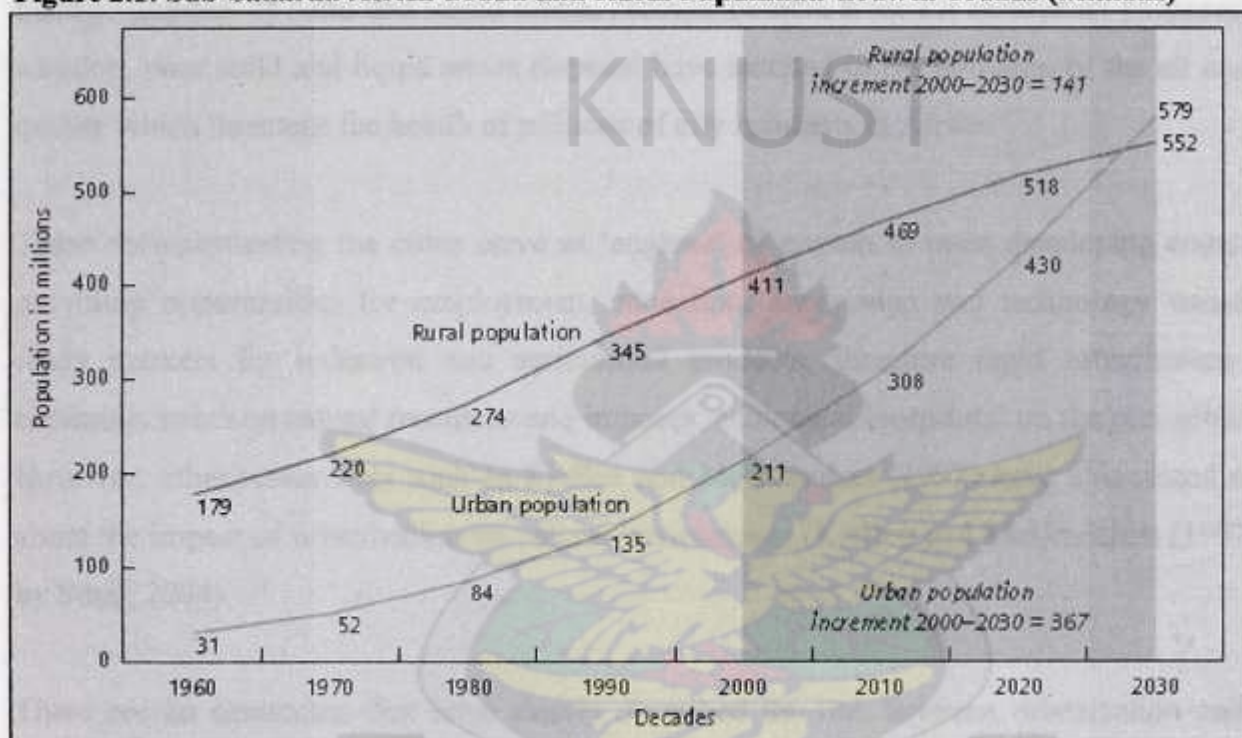
Urbanization was also increasing in almost the same trend as that of the world population. Statistics shows that while in the seventeenth century only 2.4 percent of the world's population lived in cities, the number had rapidly increased to 20.9 percent by 1950, the proportion of urban dwellers rose to 47 percent by the year 2000 and it was already over 50 percent by the end of 2008. With the current trends this rapid urbanization is expected to continue into the foreseeable future (UN, 2004).

Moreover, it has been projected that almost all the population increase expected during 2000-2030 will be absorbed by the urban areas of the less developed regions (UN, 2004). In other words, nearly two-thirds of the urban dwellers in the world will reside in the Third World by the year 2030. Even though the levels of urbanization is considerably lower in the less developed regions, where 40 percent of the population lived in urban areas in 2000, this proportion is

expected to rise to 56 percent by 2030 (UN, 2004). The figure 2.1 below describes the change in rural/ urban population growth trends over the years including the projections to 2030.

The difference in urbanization exists among sub-regions in Africa. For example, in 1990, approximately 22 percent of the East African population resided in urban areas compared to 33 percent, 38 percent, 45 percent and 55 percent for West Africa, Middle Africa, North Africa and the Southern Africa respectively. This range and rank order was projected to remain so through 2025, although at a higher level (Kessides, 2006).

Figure 2.1: Sub-Saharan Africa Urban and Rural Population Growth Trends (Millions)



Source: UN-World Urbanization Prospects, 2003 cited by Kessides, 2006.

2.5 Effects of Urbanization in Africa

Since urbanization has been increasing rapidly especially in Africa, it is necessary to look at what could be the consequences or benefits. The challenge that comes out clearly was the fact that urbanization in Africa has occurred with a backdrop in economic development. The big cities including the city of Kumasi experienced this type of urbanization where the economic resources, facilities, services and infrastructure base were by far less than urban growth.

The impact of urbanization has caused environmental problems, unsustainable land use changes, land degradation, deforestation and loss of biological diversity. Moreover, the urban sprawl beyond the limits, growth and expansion of informal settlements, high demand for land for residential and commercial use, rapid increase in unemployment and urban poverty, increase in urban crime, deterioration of existing infrastructure and social services, proliferation of the informal sector etc., are some of the other outcome of rapid urbanization in Africa (Suraj, 2004).

Rapid urbanization also increased the vulnerability of the urban population to natural disasters and diseases, due to the inability of most of the city management to supply clean drinking water, manage disposal of solid and liquid waste, provide suitable areas for residential purposes etc. In addition, poor solid and liquid waste disposal have resulted in the pollution of the air and water quality which threatens the health of millions of city residents in Africa.

These notwithstanding the cities serve as 'engines' of growth in most developing countries by providing opportunities for employment, education, knowledge and technology transfer and ready markets for industrial and agricultural products, therefore rapid urbanization places enormous stress on natural resources and imposes 'ecological footprints' on the peri-urban areas. However, other researchers such as Kjellen and McGranahan (1997) have also raised concern about the impact of urbanization on natural environment (Kjellen and McGranahan (1997) cited by Suraj, 2004).

There are no researches that have clearly described the link between urbanization and urban attractions in terms of the effects of the former on the later. But looking at the above mentioned effects or impacts one can see that in one way or another urban tourism will also be affected, hence justifies the importance of studying the two concepts together so as to fill the knowledge gaps that are yet to be discussed in other research studies.

2.6 Urbanization Trends in Ghana

Ghana is one of the most populous countries in Western Africa, second only to Nigeria. Since achieving political independence in 1957, its population has nearly tripled in size, from about 6

million to nearly 18.9 million according to the 2000 population census, and is expected to increase to 27 million by 2020. Ghana had an inter-censal growth rate of 2.7% per annum. This was lower than the rate for West Africa (2.9%), but higher than the global rate (1.5%) and gives a population density for the entire country as 79.3 people per square kilometer (Adlakha, 1996). Ghana was urbanizing steadily with a rate of nearly 4 percent yearly, and the level of urbanization increased from 32 percent to 43.8 percent since 1984 to 1996 and it's expected to reach 50 percent by 2015 (Adlakha, 1996).

2.7 A Rapidly Urbanizing City of Kumasi

The city of Kumasi is the capital of the Ashanti Region, and it is also the traditional capital of the powerful Asante Kingdom. The city is centrally placed in the country with a well-developed infrastructure and road network. In terms of volume of manufacturing industries including breweries, logging and related industries both in the formal and informal sectors the city is second in the country; this has consequently made it a focus of in-migration and rapid urbanization (Suraj, 2004).

Over the time the city has grown and has expanded to make it second only to the capital, Accra in terms of land area, population size, social life and economic activity. The geographical position and nature of the road connections also made the city of Kumasi to become an important commercial center in the country and in West Africa as well (Kumasi Metropolitan Assembly (KMA) Development Plan 2006 – 2009).

The Ghana census reports of 1960, 1970, 1984 and 2000 put the population of the city of Kumasi at 218,172; 346,336; 487,504 and 1,170,270 respectively. It was however projected to 1.9 million by 2009 (Regional Statistical Office, Kumasi cited by KMA Development Plan 2006 – 2009). According to the Regional Statistical Office report in Kumasi, the city was rapidly growing with an annual growth rate of 5.47 per cent. The city encompasses about 90 suburbs, many of which were absorbed into it as a result of the process of growth and physical expansion (Regional Statistical Office, Kumasi cited by KMA Development Plan 2006 – 2009). Tables 2.1

and 2.2 below describe the size and growth patterns of the city of Kumasi, Ashanti Region and National level from 1960 to 2006.

Table 2.1: Growing Population of Kumasi, Ashanti Region and Ghana from 1960 to 2006

Area/year	1960	1970	1984	2000	*2006
City of Kumasi	218,172	346,336	487,504	1,170,270	1,625,180
Ashanti Region	1,481,698	2,090,100	2,948,161	3,612,950	3,899,227
National (Ghana)	9,726,320	9,632,000	12,296,081	18,912,079	22,225,625

Source: KMA development Plan 2006-2009.

*Projected Population

Table 2.2: Population Growth Rate (1960 – 2006)

Area/year	1960 – 1970	1970 – 1984	1984 – 2000	*2000 – 2006
City of Kumasi	4.5	2.5	5.2	5.4
Ashanti Region	3.8	3.8	3.4	3.4
National (Ghana)	2.4	2.6	2.7	2.7

Source: KMA development Plan 2006-2009.

* Projected Population

The statistics above show that the trend of urbanization in the city of Kumasi is similar to other rapidly urbanizing cities in Africa. The questions are; what have happened to its historic and cultural heritage? As it used to be called the garden city of West Africa, is the situation still the same now? If there are some changes, then what are the implications of these changes on urban tourism? These are some of the few questions whose answers could determine the effects of urbanization on urban attractions in the city of Kumasi.

3.1 Introduction

As tourism is one of the main concepts under this study, this chapter will try to analyze this concept in relation to urban development. Different perspectives of tourism in urban development will be discussed to provide greater knowledge of experiences from other parts of the world that is useful for a study of this nature.

There is no doubt that urbanization and tourism are part of the ongoing processes of urban development and economic transformation that has raised a number of management challenges for cities especially in developing countries including the city of Kumasi. This calls for a response from the city managers, policy makers, government officials and other key stakeholders to come together in order to address these challenges.

Tourism's economic influence and opportunity was first realized in the 1950s and 1960s by countries like France, Spain, Italy, Greece, UK, Ireland, Australia and the USA who used tourism as part of an integrated development strategy to fuel urban regeneration, develop transport systems, and catalyze private sector development through employment and economic growth. In case of developing countries, this phenomenon was as well developed from Europe and North America where as travel became cheaper and accessible to more people, the developing countries found it possible to offer the prospects of exotic destinations and products attractive to the fast expanding market-driven foreign travel companies (Ikiara and Okech, 2002).

The role of Tourism in development has evolved considerably in the past two decades. It is increasingly considered a stimulant not just for foreign exchange, and rapid economic growth, but also an opportunity for urban growth, infrastructure planning and development, environmental restoration, and preservation of historical architecture and cultural heritage. This shows that to date, urban tourism has a role to play in a greater number of developing economies than ever before. This concretizes the importance of further research study in that area in the cities of developing countries including Kumasi.

The aim of this chapter is to explore the concept of urban tourism, its origin and development over the years in order to provide a better understanding of the subject. In addition looking at its contribution to urban development will help to figure out how the experience from other developed "touristic cities" can be utilized in the context of Sub-Saharan Africa.

3.2 The Emergence of Urban Tourism

The emergence of urban tourism can be attributed to the change that occurred in the cities' attitudes towards the tourism industry in the early 1980s. This was due to the economic decline of the cities in the UK, Western Europe and Northern America in the late 1970's that highlighted the role of tourism as a catalyst to boost urban economies to address the issues of high unemployment rate and the economic recession in the cities. The cities' recognition of tourism as a growing industry made it the most significant phenomenon in the city and allowed it to play an important urban function (Law, 1993). Since then tourism and urban regeneration started to receive greater attention in most of the cities in Europe and Northern America.

Ashworth (1992) tried to explain how the concepts of urban and tourism join together, showing the complexity of relationship between urban features and tourism functions in creating urban tourism. It was argued that the characteristics intrinsic of cities as settlement types are an instrument in shaping tourism or leisure activities where the roles of urban tourism emerge, while on the other hand the function of tourism becomes the instrument in shaping important aspects of cities. In addition to that, cities are places where various major facilities such as transport, hotel facilities and event facilities are located (Ashworth, 1992).

Furthermore, based on Ashworth explanation, Blank (1994) identified five major factors that characterize cities as tourism destinations, which are:

- Location of high populations, which attract high numbers of tourists who are visiting friends and relatives.
- Major travel nodes that serve as gateways or transfer points to other destinations such as airports, central train stations, main bus stations etc.
- Focal points for commerce, industry and finance.

- Concentrations of people and services such as education, government/administration centres, health and others.
- Places that offer a wide variety of cultural, artistic and recreational experiences (Blank, 1994).

As a new subject for the political economy of the cities, this complexity of urban and tourism relationships has been increasingly discussed from various perspectives and backgrounds such as geography, urban planning and tourism disciplines (Jansen-Verbeke, 1992; Ashworth, 1992; Page, 1995; Judd, 1995). This was part of the attempt to clarify the existence of urban tourism and the elements that go to make it up, which led to a more comprehensive review in the late 1990's and early 2000's (Fainstein and Judd, 1999, Law, 2002; Page and Hall, 2003).

At the same time, these works were followed by some other urban tourism researchers, contributing to further specific exploration of the tourism nature of the city. It exists in many ways, either in a broad context/ theme of tourism, or specific to elements in urban tourism development. However, important point to note was that the existences of these works mostly examine the phenomenon in the Western countries such as UK, Western Europe and Northern America. In the literature, understanding of the urban tourism phenomenon outside Western countries in developing countries has received less attention and hence requires more exploration. Therefore, it is important for this study in the city of Kumasi to add knowledge and different points of view on how urban tourism can be explored and enhanced in developing countries.

It's true that rapid urbanization happened during industrialization in Europe and North America. African cities are currently facing similar urbanization with the only deference being that in Africa urbanization is not caused by industrialization. Therefore, if the cities of Europe and North America used urban tourism to ease the urbanization challenges, it is possible for African cities as well to use urban tourism as a catalyst for economic development. May be the question here is how can urban tourism be developed? This question will be answered in the later chapters of this research study.

3.3 The Urban Tourism Concept

Urban tourism is still a new concept in cities of sub-Saharan Africa. The term "urban tourism" describes tourism activity which occurs in metropolitan areas and involves interactions between visitors and urban environments, characterized by close concentrations of population. Visitors to urban areas are motivated by a range of purposes including business, conference, leisure and special interest such as sport, education or culture.

Earlier it was stated by Christaller (1963/64) that in most cases urban residents tend to seek their recreation in non-urban peripheral areas, a statement which seem to have been shared by most tourism researchers until the mid-1980s. But later looking at tourism in a broader context and supported by Christaller's (1966) central place theory suggests that urban areas can be expected to serve as major destinations. This was due to the fact that cities tend to have concentration of services (such as hotels, airport, health, education, market etc) as compared to other areas, which attract more visitors hence they become major destinations (Christaller, 1963/64 and 1966).

Increasingly urban tourism has become more popular in recent years in European and USA's cities thanks to high technological advancement. For instance communication advancement such as internet has made it easier for people to arrange their travel (i.e. booking flights, making hotel reservation, access advertisement on possible visiting places etc). It is now being argued that large cities are in fact 'the most important type of tourist destination across the world' (Law, 1993).

A good example was the popularity of a "city break", which is a short holiday, usually lasting between one and four days, sometimes longer. The city break market is currently concentrated on a relatively small number of cities and is fiercely competitive. The cities of Paris and Amsterdam are the most popular destinations, with additional European competition coming from Bruges, Brussels, Rome, Barcelona, Venice, Prague, London, Dublin, as well as Edinburgh and Glasgow. In USA, New York is by far the most popular city break destination while in the UK, London is the most popular city break destination followed by Edinburgh (SPICE Briefing, 2002).

Urban tourism can also be viewed in other perspectives such as built-up area, natural and cultural environment. For instance the built environment is one of the most tangible manifestations of a city's attraction as a tourism destination. The unique architecture, historic buildings and districts, sports and cultural centers, shopping areas, restaurants and entertainment, and even industrial and residential areas all combine to create what can potentially be a very appealing built setting in a destination (Inskeep, 1991).

These elements of the built setting especially old architectural buildings and history behind have attracted a large number of visitors in African cities though they are not well exploited. Urban areas contain a combination of built and natural features, taking an example of the city of Dar es Salaam (Tanzania) which has a variety of natural sandy beaches which are complimented by beautiful hotels, can be a good attraction for urban tourists. In the case of cultural environment more often visitors especially those coming from outside the African continent are attracted to urban areas by the cultural patterns, traditions, and lifestyles associated with a particular place.

Tourism of this nature can transform the economy of African cities if the available urban attractions can be well explored and sustainably maintained. The literature above explains what has happened in cities of developed countries which can also be done in African cities if the policy makers and other tourism stakeholders will seriously consider urban tourism as a catalyst to economic development of cities which are now experiencing rapid urbanization as discussed earlier in Chapter Two.

3.4 Urban Tourism as a Development Tool: The Past, Current and Future Trends

Urban tourism can be considered one of the most remarkable socio-economic phenomena of the twentieth century. From an activity "enjoyed by only a small group of relatively well-off people" during the first half of the last century, it gradually became a mass phenomenon during the post-World War II period, particularly from the 1970s onwards. It now reaches an increasingly larger number of people throughout the world and can be considered a vital dimension of global integration and development (Elliott and Mann, 2005).

Since the mid 70s urban tourism was already pointed out as a potential development tool. The development approaches to tourism were influenced by theories of economic growth and development, evidenced throughout the literature on tourism development. In 1976, the first international seminar on tourism and development was organized in Washington, DC with funding support from UNESCO and the World Bank. The seminar resulted in the publication of *Tourism: Passport to Development?* in 1979 by De Kadt (Elliott and Mann, 2005).

In the early 80s, there were two theoretical research models known as Butler's "Lifecycle Model," (Butler 1980) and Britton's "Dependency Model" (Britton 1982), which dominated the thinking of tourism development during that time. Both models discussed widely social and environmental issues related to tourism development while highlighting the possibility of tourism causing inequalities between developed and developing countries (Butler, 1980 and Britton, 1982 both cited by Elliott and Mann, 2005).

Other researchers like Sharpley and Telfer (2002) also analyzed and compared the parallel paradigms of tourism and development from the context of tourism as an agent of development. In their analytical findings it was realized that the prime motivation for developing tourism was because it is a contributor to economic growth (Sharpley and Telfer, 2002).

The work of previous researchers are actually verified by the current tourism statistics that indicates in all of its forms, that tourism is arguably the largest industry in the world, having grown rapidly and almost continuously for the last 20 years. For instance in 2000 the annual revenue stood at USD 476 billion according to the World Tourism Organization (WTO^b, 2002).

Moreover, the World Travel and Tourism Council (WTTC) estimates that the travel and tourism economy contributed about 10% (or USD 3,541 billion) of the global gross domestic product (GDP) in 2002. Tourism is the main source of foreign exchange for at least 38% of all countries worldwide and one of the top five sectors, in terms of exports, for 83% of all countries. International tourism and fare receipts alone account for 8% of global export earnings and for

more than 10% of world employment. This sector has provided a new hope to the developing countries which took serious measures to explore their touristic attractions (WTTC, 2002).

The growth of the international tourism industry has been particularly important to developing countries. The WTO statistics shows that between 1990 and 2000, international tourism receipts increased 49 percent in European Union countries as compared with 133 percent in developing countries. Also, the developing countries increased their relative share of international tourist arrivals from 25 to 42 percent. WTO forecasts that during the current decade (2000–2010), the number of international visitor arrivals will grow five times more rapidly in developing countries than in more established destination markets such as Europe and North America (WTO 2002). Table 3.1 below shows that all regions of the world recorded significant growth in international tourism in 2000, during which the number of international arrivals grew at an extraordinary rate of nearly 7% to reach more than 690 million arrivals (WTO^a, 2002).

Table 3.1: International Tourist Arrival by Region, 1990 - 2000

Region	Million arrivals			Market share (percentage)			Growth rate (Percentage)
	1990	1999	2000	1990	1999	2000	2000/1999
Africa	15.0	26.5	27.2	3.3	4.1	3.9	3.4
Americas	92.9	122.2	128.4	20.3	18.8	18.4	5.0
East Asia and Pacific	54.6	97.6	109.1	11.9	15.0	15.7	12.7
Europe	282.7	380.2	402.7	61.8	58.5	57.8	5.8
Middle East	9.0	18.2	23.2	2.0	2.8	3.3	13.2
South Asia	3.2	5.8	6.1	0.7	0.9	0.9	5.4
World	457.3	650.4	696.7	100.0	100.0	100.0	6.8

Source: World Tourism Organization^a (2002).

Though the statistics shows that tourism in developing countries has been growing rapidly, still a significant proportion of world tourism expenditure takes place within industrialized countries. For instance Europe alone accounts for around half of the annual international tourism receipts. Besides export earnings, international tourism also generates an increasingly significant share of government (national and local) tax revenues throughout the world.

In addition, the development of tourism as a whole is usually accompanied by considerable investments in infrastructure such as airports, roads, water and sewerage facilities, telecommunications and other public utilities. Such infrastructural improvements not only generate benefits to tourists but can also contribute to improving the living conditions of local populations. Table 3.2 below shows the export earnings of the top ten industries in the world for 1999.

Table 3.2: Worldwide Export Earnings of Top Ten Industries, 1999

No	Industry	Export Earnings (US \$ billions)	Share (Percentage)
1	International tourism	555	8.1
2	Automotive products	549	8.0
3	Chemicals	526	7.6
4	Food	437	6.3
5	Fuels	401	5.8
6	Computer and office equipment	394	5.7
7	Textile and clothing	334	4.8
8	Telecommunications equipments	289	4.2
9	Mining products (other than fuel)	155	2.3
10	Iron and steel product	126	1.8
	Total worldwide export of goods and services (including other industries)	6890	100

Source: World Tourism Organization^a (2002).

Taking a closer look at the development of cities that occurred over the years in Europe and North America, one can realize that they have tried hard to maintain their historic nature, hence they become more attractive to tourists. This is proved by the nature of "historic towns" such as York, Siena, Paris, Prague, Bremen and Salzburg where the historic built environment constitutes the primary appeal for tourism. This was due to the fact that their planning controls are generally strong and there is an expectation that new tourism developments will be sympathetic to the immediate locale and to the urban fabric (Law, 1993).

Urban regeneration is also another tool that can be applied to transform cities to potential touristic attraction centers. A good example is Germany where most of the cities in the coal mining area became dull after the closure of the mining activity. But the federal government with support of other key stakeholders managed to transform some of these cities such as Essen, Koln and Dortmund into centers with alternate vibrant activities. Other cities which were completely destroyed during the World War II especially in East Germany, were rebuilt again with almost the original old architecture. This has attracted many tourists all over the world to observe the way German cities were rebuilt after the war.

3.5 Role of Tourism in Urban Development

Urban development is the change towards patterns of society that allow better realization of human values, that allow a society greater control over its environment and that enables its individuals to gain increased control over themselves. Tourism emerged to be one of the most dynamic economic activities and can play a significant role in urban development, as it increases pressure on the utilization of resources, at the same time generating a large number of social, economic, environmental and cultural benefits.

Though it is not fully developed, Tourism emerged to be the fastest growing industry in Sub-Saharan Africa. The analysis of its impacts on economic growth, social and cultural enhancement and environmental development proves the argument that tourism has a key role in urban development. Urban tourism today, particularly in large cities in Sub-Saharan Africa, can be viewed as a relatively new phenomenon of growing importance, with an average growth rate much higher than the average of other sector trends. In the future the city's adventure, events, and cultural tourism are foreseen to attain a leading role in Sub-Saharan Africa (Elliott and Mann, 2005).

Taking an example of Germany, the tourism sector plays an important role in the economy accounting for 9.8 per cent of the national GDP (\$228,552 million) and employing 7.9 per cent of the working population in 1999 (WTTC, 2002). The above data indicates the importance of tourism in economic development. Due to its value especially in economic development, some

countries in Sub-Saharan Africa (including Tanzania and Ghana) have initiated and implemented Tourism development policies, plans and strategies. These plans aim at further developing the tourism industry to become more productive while addressing environmental concerns through the provision of measures that will reduce the negative effects on the environment and urban development.

The role of tourism is not only seen in economic development but also in spatial development. Planners have a vital role to play in creating sustainable urban tourism. The tourism sector is growing very fast and the pressure on land and other natural resources is increasing because of that, therefore there is a need for better coordination to ensure that urban development meets sustainability criteria for future generations.

3.6 The Role of Urban/ City Planning in Tourism Development

In simple terms spatial planning can be defined as the process of assigning and categorizing land uses (i.e. residential, commercial, industrial, etc.), monitoring land use interests and conflicts, and safeguarding the public welfare for sustainable development. Urban, city, or town planning is a continuous process of organizing, locating and managing urban areas while addressing public interest.

It is the discipline of development planning which explores a very wide range of aspects of the built and social environments of urbanized communities. Aspects include aesthetics (such as landscape architecture and urban design), safety, transport, reconstruction and renewal, and sustainable development. Urban tourism is an activity which has the potential to stimulate the development of new facilities (such as hotels, shops etc), and promote the value of existing historic/cultural buildings in the city, which in turn brings spatial development with significant economic benefits such as increased opportunities for employment.

Urban/ City Planning facilitate studies, analysis, discussions and dialogue with the aim of making better use of existing resources especially land for social, economic and cultural development. The way plans are organized in a particular area plays key roles in development of

tourism. It has been proved in many big cities that where they had good urban planning/ urban design, they also had well developed urban tourism.

On the other hand, tourism itself has a big influence on spatial development. It puts more pressure on land development, increases the demand for more tourist facilities such as hotels, shops, and the need for improved infrastructures such as airports, roads, electricity etc. The increased pressure on land and other resources is always good if there are plans and strategies in place on how best to deal with it while utilizing the resources sustainably.

The key role that urban planning plays in the development of urban tourism is in the preparation of sustainable future development plans, through participatory mechanisms involving all key stakeholders in the process. It is important to deal with various urban challenges that might retard economic development of tourism. Since many researchers have discovered that the tourism sector was growing with greater potentials for growth and development, urban planning will be vital in ensuring that urban development takes advantage of the resources available to enhance the development of urban tourism.



4.1 Introduction

This chapter presents a systematic account of the research process and methods employed to generate the answers to the research questions posed earlier, and the paradigms and arguments underlying the choice of the research strategy. It outlines how the research was designed and the overall study strategy, by pointing out the instruments that were employed for the analysis of effects of urbanization on urban attraction as well as explaining how the conclusions were derived. This will entail the whole process undertaken throughout the study including literature review, problem area formulation, selection of a case study area, design of data collection instruments, the main fieldwork, data analysis, conclusion and recommendation.

4.2 Research Design

The choice of research strategy depends on the purpose of the study, since that guides the kind of information one is interested in finding. Based upon the nature of the research problem, the research questions and the propositions that exhibit causal relationship, the case study approach was considered the most appropriate strategy among the other four traditional methods, namely survey, experiment and analysis of archival records. The selection of this strategy was also based on the study objectives and it is an appropriate approach in analyzing the effects of urbanization on urban attractions.

The research was designed to allow better arrangement of conditions for collection and analyzing data in the manner that sought to combine relevance to the research objectives with future development and enhancement of urban tourism. Therefore the research design concerned with the logical sequences for collection and analysis of data and the ultimate conclusions in relation to the research questions (Lupala, 2002)

Since the study was contemporary in nature, both quantitative and qualitative data techniques were applied to document the effects of rapid urbanization on urban attractions in the study area, document available urban attractions, and design new approaches to enhance tourism in the city of Kumasi. Qualitative data collection focused on acquiring qualitative information, by posing

direct questions to various stakeholders of urban tourism in the study area, i.e. These included Kumasi Metropolitan Assembly Officials, Tourism Officials, Town and Country Planning Department, Lands Commission, Parks and Gardens, Property owners, tourism operators and opinion leaders. It also comprised visiting the study area, observing and taking photographs of the existing situation of various urban attractions).

Quantitative data collection was mainly focused on acquiring quantitative information such as historical trends of urbanization and urban tourism, number of urban attractions that were affected by rapid urban development, number of historical buildings available, and the ones which were destroyed in the development process. The use of interview guide, semi-structured interviews and questionnaires were applied to the selected interviewees in order to gather information from various sources (See Appendix A, B and C). The analyses included going through all the data gathered, analyzing them in order to draw useful information or findings. The analyzed information was then documented and visually presented in the form of plates, graphs, etc. in relation to the study theme.

4.3 The Selection of a Case Study Area: Why the City of Kumasi?

A combination of criteria motivated the choice of the city of Kumasi as a case study area. There was the need to select an urban area that was information rich and appropriate for the study of urban tourism. According to Lupala (2002), information rich cases are those ones that can offer a great deal of information about issues of central importance for the purpose of analysis. Unlike in the representative cases where by the power of statistical sampling is dependent on the selection of a truly random and representative sample, to a large proportion the purposive sampling relies on selecting information rich cases. Consideration was therefore placed on cases that were interesting, and fitted the purpose of the study.

The city of Kumasi is historically and culturally rich. It has also experienced rapid urbanization which make it an interesting and an appropriate case for the study on the analysis of the effects of urbanization on urban attractions. The main target was to explore the prospects of urban tourism in the study area through documenting the history and development of urban tourism,

analyzing how urbanization and existing land ownership had affected the history, nature and cultural heritage of the city, and the search for new approaches that will enhance the development of urban tourism in the study area.

4.4 Sampling Procedures

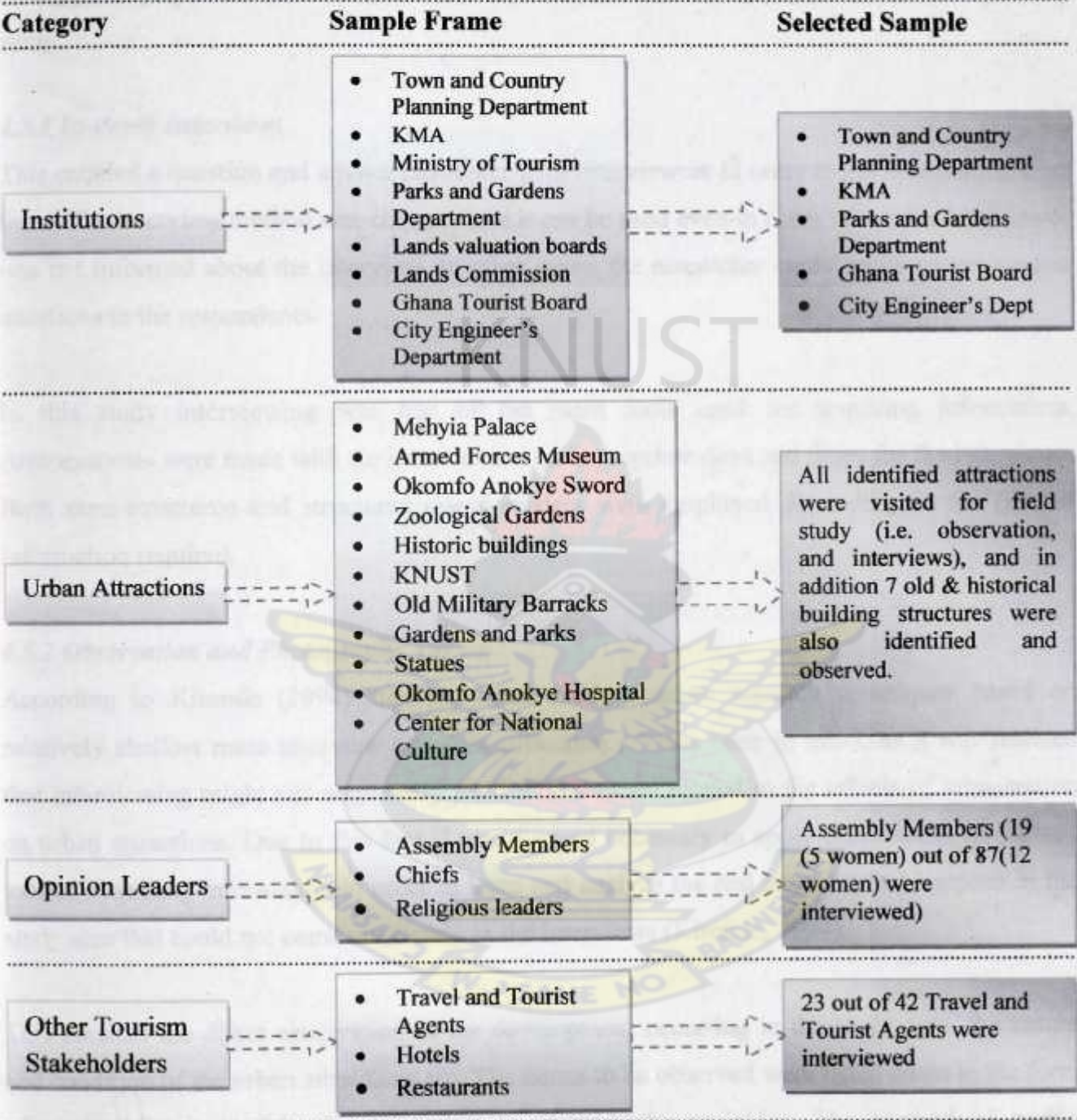
The purposive sampling procedure was applied in this study in selecting the relevant institutions to visit and interview officials in order to attain the information required for the study. This was purposive in the sense that the researcher determined who to interview in terms of officials, institutions to be visited and what elements to observe. According to Sarantakos (1993), when purposive sampling or accidental sampling procedures are used it is left to the researcher to decide on the number of respondents considered sufficient. In order to get different perspectives of the case under study, the data were collected from the selected samples and from different sources that included property owners, tourism officials, city officials, travel and tourist agents, and opinion leaders.

Ideally key institutions that were identified and visited include Kumasi Metropolitan Assembly, Parks and Gardens Department, Town and Country Planning Department, Lands Commission, City Engineer's Department and the Ghana Tourism Board (GTB). The officials interviewed were selected depending on the department or section they belong within the institutions selected to be visited and the positions they held with regards to the information needed for the study. The field study also interviewed officials from existing and identified potential urban attractions in the city. The identification and selection of such attractions based on the following criteria; the nature of the attraction, its influence on urban tourism, the link it has with urbanization, and the availability of sources of information for a particular attraction. A total of 25 officials and key informants were interviewed in the process.

The study also included opinion surveys on the city's urban attractions from potential stakeholders of urban development and tourism industry. In this case 23 out of 42 Travel and Tourist Agents in the city were interviewed, while on the other hand 19 (5 women) Assembly Members out of 87 (12 women) in KMA were also interviewed. The figure 4.1 below describes

the categories of data sources, the consecutive sample frame with respective samples selected for field study.

Figure 4.1: The overview of the sample frame with the selected sample for analysis and interviews



Source: Constructed by the researcher, April 2009

4.5 Data Collection Instruments

The study employed various techniques to collect the relevant data. This included structured and semi-structured interviews, participant observation through visiting selected urban attractions, taking photographs of the existing situation and collection of relevant literature for documentary study.

4.5.1 In-depth Interviews

This entailed a question and answer encounter with interviewees in order to get information from them. The interview method was chosen since it can be used even in cases where the interviewee was not informed about the interview. In other cases, the researcher could easily repeat unclear questions to the respondents.

In this study interviewing was one of the main tools used for acquiring information. Arrangements were made with the interviewees on appropriate days and times for the interviews. Both semi-structured and structured questionnaires were employed depending on the type of information required.

4.5.2 Observation and Photographs Taking

According to Kironde (1994) "the so called modern urban research techniques based on relatively shallow mass interview and data collection..." was borne in mind, as it was realized that interviewing might not necessarily yield all the facets related to the effects of urbanization on urban attractions. Due to this fact it was deemed necessary to apply observation as another tool of collecting information in order to learn and analyze the real situation that happens in the study area that could not come out clearly in the interviews (Kironde, 1994).

This entailed the direct observation of the development occurring in the study area, the nature and condition of the urban attractions etc. The issues to be observed were listed down in the form of a checklist to enable the researcher to observe the variables. The method of taking photographs was applied consecutively with observation. In addition, a checklist was also prepared specifying the variables that need to be photographed.

4.5.3 Documentary Study

This involved reviewing the relevant literature (i.e. publications, books and journals etc.) available in the university library, from the internet and from relevant institutions. This method helped to enhance an understanding of the selected topic particularly urban tourism and urbanization.

In this study, the relevant literature review that concerned urban tourism and urbanization particularly in Sub-Saharan Africa were studied and documented. The aim was to gain further insights and relevant information from other areas of the world that were useful in the course of the study and thereafter, come up with viable recommendations.

4.5.4 Data Analysis

This process involved analyzing the data and information collected to arrive at the findings of the study. The analyzed data were then presented in a form of tables, plates, figures, graphs, etc., in order to make a constructive meaning of the issues under study. The main purpose of analyzing data was to get relevant information that will address the research questions and research objectives. The computer software that were used during data analysis and presentation included Arc GIS, Microsoft excel, Microsoft word, Photoshop etc.

5.1 The Brief History of Kumasi

The city of Kumasi which is the center of this study was founded in the 1680's by King Osei Tutu I of the Asante State on the advice of Komfo Anokye (his senior priest), to serve as the capital of the Asante State (Fynn, 1971 cited in KMA Development Plan 2006-2009). The king named the city after the Kum tree, which he planted as a symbol of victory for the Ashanti Empire over the British. The Ashanti Region has been independent since 1875 even though Ghana itself only declared independence in 1957. The Ashanti Kingdom is reputed to be the richest kingdom on Africa's West Coast. The king resides in Kumasi, and his home, the Manhyia Palace is one of the city's spectacular attractions.

By 1817, the urban area of Kumasi covered a relatively dense area of just two sq. km, with a resident population of some ten to fifteen thousands, and another hundred thousand or so in the peripheral farms and villages. Over the years the city has grown and expanded to make it second only to the capital, Accra in terms of land area, population size, social life and economic activity. The geographical position and nature of the road connections also made the city of Kumasi to have an important commercial center in the country and in West Africa as well (Kwadwo, 2002).

In the early 1960s, the city's beautiful layout and greenery accorded it the accolade of being the "Garden City of West Africa", the nature that seems to be currently destroyed by rapid urbanization. The city has grown in a concentric form to cover an area of approximately ten (10) kilometers in radius from three communities of Adum, Krobo and Bompata to currently numerous communities which includes the people from different parts of the country. It encompasses about 90 suburbs, many of which were absorbed into it as a result of the process of growth and physical expansion. This indicates that the city is rapidly growing along the arterial roads due to the accessibility they offered resulting in to a radial expansion (KMA Development Plan 2006 - 2009).

5.2 Location and Size

The city of Kumasi is located about 300 kilometers northwest of the national capital (Accra) and is the second largest city in Ghana. The city covers an area of 254 square kilometers as a result of the expansion from the previous area of 150 square kilometers. Kumasi has been the cross roads between the northern and the southern sectors of the country, since its establishment as the heart of the Ashanti Empire around the turn of the eighteenth century.

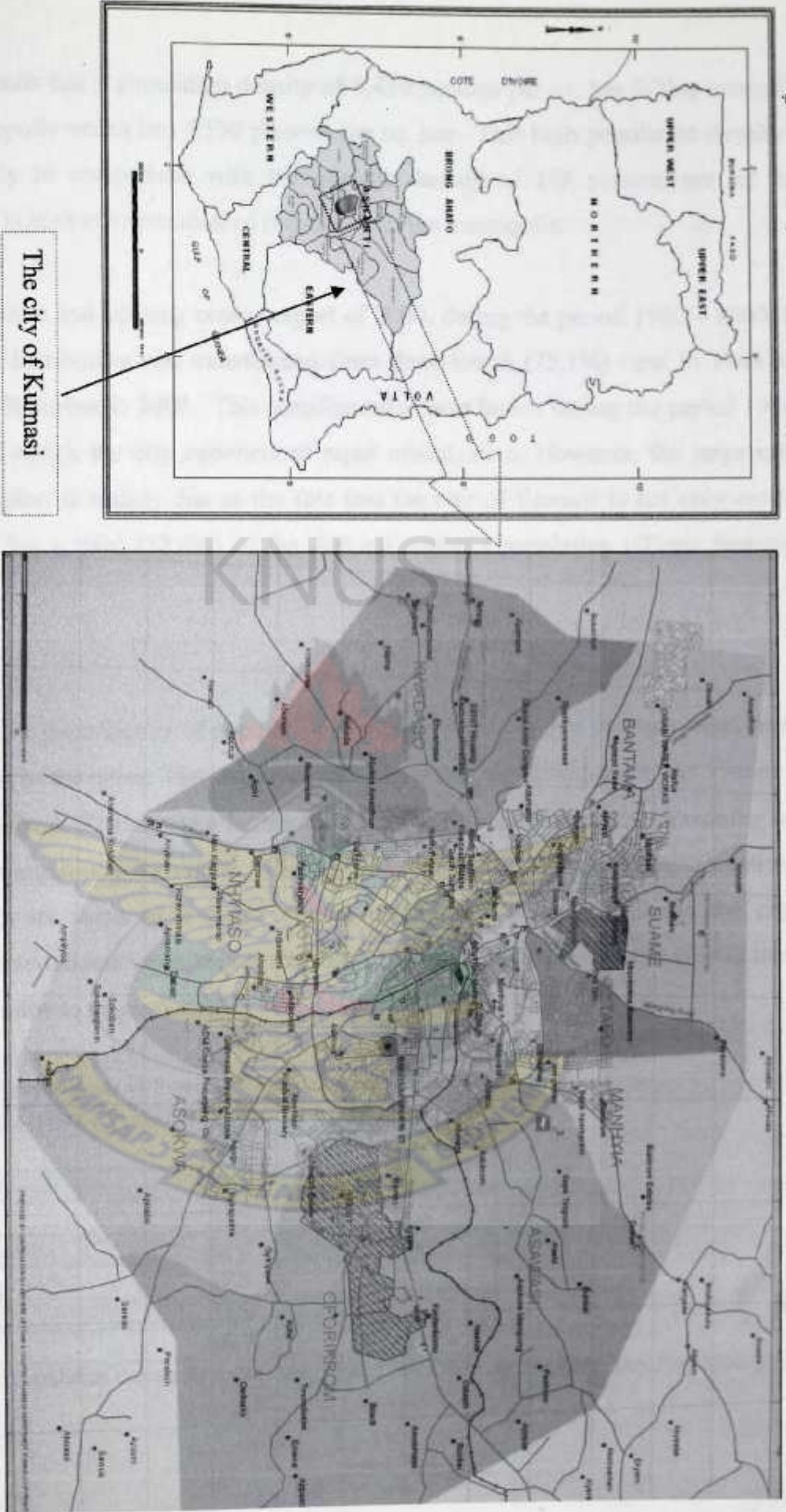
Generally, the Metropolitan area is located at more or less the central part of the Ashanti region as seen in Figure 5.1. It lies within latitudes $6^{\circ}38'$ north and $6^{\circ}45'$ north and longitudes $1^{\circ}41'05''$ west and $1^{\circ}32'$ west, with an elevation which ranges between 250 – 300 meters above sea level. It is bounded on the north by the Kwabre district and on the South by Bosomtwe-Kwanwoma district. On the West and the East, Ejisu-Juaben district and the Atwima districts bound KMA respectively.

5.3 Population Distribution and Density

The populations of the Central Business District (CBD) comprising Adum, Asafo and Ashtown continue to reduce over the years as the city continues to be transformed from residential & agricultural based to commercial & service based industry. Census reports in Adum recorded 12,991 in 1970, 9,693 in 1984 to 8,016 in 2000. On the other hand as residential population is reduced in the CBD it is rapidly increasing in the new developing areas. This can be observed in areas such as Ayigya, Dichemso and Tarkwa Maakro, which were small communities in 1960 and 1970, and have grown into densely populated residential areas with 20,000 – 40,000 people.

Ashanti Region has a relatively high population density of 148 persons per sq. km, having increased steadily from 45 persons per sq. km in 1960 and 61 persons per sq. km in 1970 and to 86 persons per sq. km in 1984. The region's population density was around the fifth in the country up to 1984, rose to the third densely populated region (148 persons per sq km) after Greater Accra (895 persons per sq.km) and the Central Region (162 persons per sq. km) in 2000. The high density of population of the region may be explained by the fact that it has the second largest economy in the country after the Greater Accra Region, which tends to attract people from all walks of life to the region.

Figure 5.1: Map of Ghana Showing Ashanti Region and the city of Kumasi



Source: The Town and Country Planning Department, modified by Researcher, April 2009.

The Kumasi Metropolis has a population density of 5,419 persons per sq. km falling second to just the Accra metropolis which has 5,530 persons per sq. km. This high population density in the region especially in comparison with the average density of 148 persons per sq. km, indicating that there is high concentration of population in the metropolis.

According to population and housing census report of 2000, during the period 1960 – 2000, the region’s population distribution was transformed from three-fourth (75.1%) rural in 1960 to a little over half (51.3%) urban in 2000. This transformation was fastest during the period 1984 – 2000, the period of which the city experienced rapid urbanization. However, the large urban population in the region is mainly due to the fact that the city of Kumasi is not only entirely urban but accounts for a third (32.4%) of the Ashanti region’s population (Ghana Statistical Service, 2005).

5.4 Migration Trends

Migration is one of the three factors of population change. It is also one of the main contributors of rapid urbanization in the cities. The statistical facts show that about two-thirds (65.7%) of the population in the Ashanti Region were born where they were enumerated, the remaining one-third (34.3%) are immigrants to the region. The city of Kumasi has a unique strategic location of which together with its status as a major vibrant commercial centre, has made the city a destination of both internal and international migrants. Table 5.1 below shows the growth rate of the city’s population due to migration from 1948 to 2009.

Table 5.1: Migrant Proportions of Population in the City of Kumasi

Year	Growth of Population due to Migration (%)
1948	26.5
1960	60.8
1970	53.1
1984	62.2
2000	48.6
*2005	57.4
*2009	56.7

Source: Computed from Population Census Reports (1948, 1960, 1984, 2000) cited in KMA Dev Plan 2006-2009.

*Projected.

It is estimated that 48%, 46% and 6% of the city are urban, peri-urban and rural respectively, confirming the fast rate of urbanization. In terms of housing types the city has been categorized into high-income area, government area, indigenous areas and tenement area. The high rate of population growth coupled with the high migrant numbers has outstripped the rate of infrastructure development and service provision.

Most of the facilities have exceeded their carrying capacities. For instance, the city of Kumasi has recently been experiencing both human and vehicular traffic congestion; all the principal streets have been taken over by hawkers, particularly in the CBD. The erection of wooden structures including kiosks and metal containers along the streets and on any available space is a common sight and these have greatly affected the beauty of the city.

5.5 The Land Use

In the city of Kumasi, 20,054.1 hectares (79 percent) out of the total of 25,415 hectares has been planned, approved and developed. The major land-uses that makes up the metropolis are residential, commercial, industrial, educational, civic and culture, open spaces and circulation. The residential land-use takes up 8,003.8 hectares (43.9 percent) of the total land use of the metropolis. The commercial activities have rapidly grown in recent years, and they are mainly concentrated in the central area of the city. These commercial activities are highly disorganized at the city center with almost every space used as a commercial trading point (KMA Development Plan 2006 - 2009).

The other land uses include academic services, where about 3,469.4 hectares (17.3 percent) of the city land area is utilized for educational facilities. The largest educational land use is the Kwame Nkrumah University of Science and Technology (KNUST) located in the eastern section of the city. There are other five (5) tertiary educational institutions and fifteen (15) major second-cycle schools located within the city.

Moreover, the civic and cultural activities also occupy about 1,458.1 hectares (7.3 percent) of the city's land area. This comprises locations for public and private offices, health delivery facilities,

security establishments and centres for religious and social functions. Manhyia Palace, Centre for National Culture, Komfo Anokye Teaching Hospital (KATH) and five major Polyclinics are among the prominent civic and cultural land uses.

5.6 Development Priorities

The following are KMA development priorities which are based on the three thematic areas of GPRS II as highlighted in KMA Development Plan 2006 - 2009. The assembly subjected all the identified development problems/community needs and aspirations to a further harmonization to ascertain how the identified problems and community needs relate to the GPRS II themes. The priorities include developing the city of Kumasi into a safe and vibrant city by improving city management through Good Governance, Local Economic Development, Tourism Development, Improved Sanitation and Social Services as well as Spatial and Infrastructural Development.

Though Tourism development is mentioned among the priority areas, this sector was overlooked as there were no detail objectives or strategies on the means to develop this sector which could be of vital importance to the city's economic development.

According to the KMA Development Plan 2006 - 2009, the Assembly was highly dependent on central government funds, where about 67.5 per cent of the total income of the Assembly was from central government transfer. The large part (about 61.9 percent) of its own source of revenue rely on Rates and Fees & Fines, while on the other hand, the income from the investments brings only about 0.4 percent of the Assembly's total income. With potential urban attractions available in the city there are opportunities that the city can build on to increase income from their own investments, and thus fasten the economic development of the city.

6.1 Introduction

This chapter provides information about the urban attractions in the city of Kumasi. It also describes the identified historical buildings and areas/buildings that are currently underutilized but have the potential of being transformed to become active attraction points within the city. The land ownership and management of urban land is then discussed with the analysis of how it has affected the preservation of the historical and cultural values of the city.

The chapter also covers a deeper analysis of how rapid urbanization has become a threat to the city's urban attractions, and the extent to which it has affected their current status. Lastly but not least, the analysis of the peoples' views on the reasons for the city's current transformation and tourism development will be discussed.

6.2 The Existing Urban Attractions

The city of Kumasi is an old city which contains rich interesting history and cultural heritage. The field study revealed that for the past 30 years the Ghana National Cultural Center, Zoological Gardens, Sports Stadium, Kumasi Fort and Military Museum, the City Offices, the Mosque, Central Hospital, Shopping Centers, Recreation Grounds, Kwadaso Agricultural Station, Railway Station, Kwame Nkrumah Market, Central Market, Central Bus Terminal, Aerodrome, Supreme Court, Central Police Station, Asantehene's Palace, KNUST, Mausoleum Bremang, Mausoleum Bantama and Kejetia Roundabout were all regarded as attraction points within the city.

Though there have been tremendous changes between then and now with some areas like Kejetia shopping center, central railway and bus stations not being attractive any more, still the city holds a number of urban attractions that cannot be found in any other part of the country. This includes the following;

- (i) **Kumasi Fort and Military Museum:** This is located in the Uaddara Barracks at the heart of the city, and houses objects of warfare and has a historical importance of its own not

only for Kumasi but also in Ashanti Kingdom. It houses equipments used in the British-Asante war of 1900 and during the Second World War, which throw light on development of the Gold Coast Regiment of the Colonial Era to the present Ghana Armed Forces' history. The Museum provides the potential facility for learning & research and interesting history for tourists to hear and observe.

During the field interview with one of the museum officials, it was found that the first building known as the Kumasi Fort was built in 1820 by the Asantehene Osei Tutu Kwamina, as a resemblance of the Cape Coast Forts, constructed by the European merchants. The Kumasi Fort was built with granite and brown soil that were brought from Cape Coast to Kumasi by head porters. However, the fort was re-built in the year 1897; as the original fort was destroyed in 1874 by the British force. However, the Museum came into being in 1953, after the Second World War when the British Colonial Government decided to store artifacts used or seized during the First and the Second World Wars. The collections include weapons of war, colors, medals, armored cars, anti-aircraft guns and photographs. Today, you will also find Pinzgauer vehicles, aircrafts as well as naval guns inside this Kumasi Fort and Military Museum.

Own observation during the field study indicated that rapid urbanization had some impacts on this attraction. Initially in the 1950s, 60s and 70s the current location of the museum was less developed with some few houses around, mainly covered by trees and bushes. The rapid urbanization transformed the place to a major urban center. This has affected the museum indirectly as more people live in the city they also get more visitors. Most of the museum's visitors are students from schools and their numbers have dramatically increased. Currently the museum receives students from an average of 7 – 10 schools in a day, something that did not happen 30 years ago. On the other hand, as rapid urbanization coupled with increase in unemployment in the city, this has affected the surrounding areas of the museum as there are lots of hawkers currently doing their business around the museum, thus making the area to look less attractive.

(ii) **National Cultural Center in Kumasi:** The National Cultural Center is located at Bantama, a few hundred meters from the city center. It is indeed one of the top-most tourist sites as it describes the nation's cultural heritage and houses materials and objects of national cultural importance. The fact that the country has a vibrant cultural identity, the center provides better understanding of that. The Center is considered as the show piece and model for the other centers in the country as it is manned by trained and skilled professionals. The late Dr. Kyeremateng saw and realized that Ghana's rich cultural heritage was slowly getting destroyed by the influence of foreign culture. Hence, there was an urgent need to protect and preserve the Ghanaian culture in a more concrete and monumental form by establishing museums, craft villages and cultural centers.

This was how the National Cultural Center in Kumasi came into existence in the early 1960s. Prempeh II and the Asanteman Council supported Dr. Kyeremateng's efforts and it gave birth to the 'Cultural Center' which was then christened as the "Ashanti Cultural Center". Today, the Kumasi Center is called the Center for National Culture, and it tries to preserve and showcase the rich cultural art and sculptures of Ghana. Within the center there is a fascinating museum that displays all about the Ashanti history, a popular library, an excellent crafts shop and an exhibition hall. One can also participate in traditional dance and drumming classes that are available at the center.

In the case of the cultural centre, urbanization had more positives as it created more opportunities for investments. Vacant spaces were given to private developers with certain agreements on the activities of the centre. This has helped to rebuild the center especially the infrastructure that makes it interesting, though there are still some few unfinished buildings within the center.

(iii) **The Zoological Gardens:** The Kumasi zoo was established in 1957 by Dr. Kyeremanteng who also founded the Kumasi cultural center. The center was set up to create a venue for reinforcement of Akan culture among the youth. One popular activity of the center was the telling of Ananse stories. The zoo was a natural extension of the activities of the center as young people could go to see the very animals they heard in the Ananse stories. The zoo is centrally located adjacent to the national cultural center.

There are a good variety of animals there including lions, birds, reptiles, snakes, etc. The field study observed that the place was fairly maintained and needs further investment in order to make it more attractive. This is due to the fact that the place really possesses potential with animals that most tourists would be prepared to pay handsome money to see. However, the fact that the place is close to the central bus station, the hawkers and street vendors are everywhere, and the sanitary condition is also poor thus making it less attractive.

(iv) **Manhyia Palace:** This is a place that provides an interesting view of life inside the castle walls. It is stuffed with history-related objects and paintings and pictures of the old Ashanti Kings. The Manhyia Palace is the seat of the King of Ashanti and members of the royal family. The palace includes a courtyard and a courtroom, where matters dealing with the constitution and customs are deliberated upon by the traditional council.

There is a museum inside the Palace of the Asantehene, where the real golden stool of the Ashanti kings is kept. One can also take a chance to try to arrive on the Akwasidae Festival. This festival occurs every 42 days, when the king's subjects come to pay him homage with gifts and flowers. The Palace is well patronized and rapid urbanization has consequently increased the number of visitors which is a positive effect.

(v) **The Okomfo Anokye Sword Site:** The unmovable sword of the Komfo Anokye remains in the grounds of the Komfo Anokye Teaching Hospital (KATH) where he pushed it into the ground. The site is located behind KATH, where the Okomfo Anokye Sword can be found. Legend has it that as a high priest of the Akan kingdom, he drove the sword into the ground with such force that it remained there ever since. The place seems not to be affected by rapid urbanization and appears well patronized and there is a special building housing it.

6.3 Other Potential Urban Attractions

As it was discussed earlier, the city has a rich historical and cultural heritage. Apart from the above mentioned well established touristic attractions, there are other places that were not highlighted as potential urban attractions. Through the field study, the discussion with some

officials and other tourism stakeholders revealed some potential tourist attractions including the Old Military Barracks (Uaddara Barracks), Wesley Methodist Cathedral, the former residence of the King and former King's family residence, new high rise buildings, Central Railway Station and Parks and Gardens. These were just a few but there are a lot of other attractions that have either been destroyed already or were in the process of being destroyed in the near future.

(i) **Old Military Barracks:** This Uaddara barracks was built by the British in the early 1870s and was later rebuilt in 1898 after it was destroyed during the wars. The first one was the battle of Nsamakwa and SAGRANTI war in 1873/74. This resulted in the whole city of Kumasi being almost destroyed, which called for the need for rebuilding. The area where the military museum is located was where the Ashanti King used to live, but the British compensated him to go and build the new palace, and built their military barracks there in 1897. The barracks has some old architectural structures, which if well preserved could be well patronized; this could provide a good scenery together with important history in the city as they can be seen in plate no. 6.1 below.

Plate No 6.1: The Uaddara Barracks Staff Quarters and Administration Building



Source: Photos taken by the Researcher at Uaddara Barracks, (at 1626 hrs) 2nd April 2009.

(ii) **Wesley Methodist Cathedral:** This cathedral is believed to be built about 200 years ago. It was built by one of the first missionaries who came to Ashanti. The cathedral is currently located in the middle of the city; initially the area was completely forest with a number of wild animals living there. The cathedral is currently used for church services and it is not open to the

public for touristic purposes. During the field study it was discovered that even the historical information about the church and the buildings were not well kept.

Currently the church is undergoing the process of preparing a book that will document the history of the church including the cathedral building. This is one of the places that people of Kumasi and those coming from outside the city might be much interested to visit and get to know the history of this landmark of the city. Though it is currently not used for touristic purposes it has the potential and the church administration can be advised to diversify the activities that will help the citizens and incoming tourists to learn the history of the city. Plate no. 6.2 below shows the unique architectural views of the cathedral from outside and inside perspectives.

Plate No 6.2: The Wesley Methodist Cathedral, the Outside and Inside View.



Source: Photos taken by the Researcher at city center (Adum), (at 1505 hrs) 8th April 2009.

(iii) Old Architectural Structures: Though recently there has been rapid transformation within the city where old buildings have been demolished and replaced by new ones, there are still a number of beautiful and unique architectural structures which have historical values. Through observation it was realized that the city is still rich in these historical attractions though it was difficult to trace the actual history in some of the places, because either people who lived there moved out or died, and there was no realistic approach that would help to transfer or share the information to the new generation.

However, the study identified some few old structures with some people who still had good memory of what values their buildings had in the past. A good example is a building depicted in plate no. 6.3, where the Kumasi Chief (KUMASIHENE) used to live. The building is also in the process of being transformed because during the time of field work it was found to be in the middle of a new construction. It was not clear what will be the new use of the building but it is most likely to be for commercial purposes. There were a number of buildings of this nature that have been completely destroyed in the process of the city's transformation to new building structures as a result of rapid urbanization. The worry is that if these kinds of buildings are not preserved now, the historical development of the city will be washed away in the future.

Plate No 6.3: Former Residence of Kumasi Chief (KUMASIHENE).



Source: Photos taken by the Researcher at city center (Adum), (at 1627 hrs) 6th April 2009.

The field study also identified other buildings where the Ashanti King's parents and other family members used to live. The buildings were built in 1924, and apart from residential uses other cultural activities used to take place in those houses including the preparation of the King's outfit (i.e. clothes, sandals, rings etc.), and various festivals. The buildings hold unique architecture that attracts views and they can be of vital importance if they could be preserved. They are currently used for residential and commercial purposes. The ground floor is used for shops while the first floor and the back yard are used for residential purposes as can be observed in plate no. 6.4.

Plate No 6.4: The King's Parents and other Relatives' Former Residences.



Source: Photos taken by the Researcher at city center (Adum), (at 1256 hrs) 7th April 2009.

There were several other buildings that had attractive old architecture within the city center with more historical value for tourism. There is no doubt that the city of Kumasi holds a rich history that could be preserved in these buildings. However, the study realized that most of these buildings were being underutilized and poorly patronized, making some of them to look less attractive and could end up being demolished and replaced by new unorganized structures.

(iv) New High Rise Building Structures: These building structures provide possible attraction points due to the fact that they could beautify the city if they are well organized during constructions. They can also accommodate more people in terms of office spaces and business/shopping spaces. They could be of more importance if their construction were to consider the city's landscape, and if there were good reasons behind their architectural design that could be well explained. For instance, the reasons why the building was facing a certain direction, why certain type of building materials were applied and not others, the originality of the design, the strength and capacity etc. A few descriptions of the buildings could open peoples' minds about the city's architecture and make the buildings to be more attractive to enhance their potential for urban tourism as seen in plate no. 6.5.

Plate No 6.5: The High Rise Buildings at the Heart of the City



Source: Photos taken by the Researcher at city center (Adum), (at 1424 hrs) 2nd April 2009.

The plate no. 6.5 above shows some new high rise buildings at the city center: The study was not able to get detailed information about the architectural designs as their respective estate managers claimed that the details were not documented. As discussed earlier the information about the buildings is vital for touristic purpose, therefore there is the need to create awareness among the building designers especially architects to be more innovative in their design and provide necessary detailed information about the buildings that will be documented and used for tourism purposes.

(v) **Central Railway Station:** Three decades ago this was one of the city's attraction points. But since the railway line stopped working the station became useless with the main building structure looking abandoned while the surrounding areas has been encroached by other activities such as carpentry and retail of second hand clothes, food, shoes etc., as it can be seen in plate no. 6.6. The station is located in the city's prime land just a few minutes walking distance from Adum.

Its strategic location makes it easier for it to be utilized for any appropriate vibrant city economic activities if the responsible authority could have better thoughts of its new uses. The misuse of this area indicates that it is not only the urbanization that affects these urban attractions but also

the failure of the city authority to monitor and patronize its potential prime land and properties. Though there are currently some informal activities going on within the area, there are still a number of opportunities that the former central station can be transformed to, in order to regain its previous attractive status.

Plate No 6.6: The Former Central Railway Station and ongoing Economic Activities.



Source: Photos taken by the Researcher near Kejetia, (at 1352 hrs) 17th April 2009.

(vi) **Parks and Gardens:** There are other areas that have the potential of becoming urban attractions. Though during the field study it was difficult to find out the exact number of open spaces within the city, most of the observed ones were used for informal commercial activities which spread out through the entire city center. In the 1960s and 70s the area around Kejetia shopping center used to be a beautiful center of the city with attractive gardens, green grasses, flowers and trees that provides shading. The environment around the market could be attractive if people could walk around and do their shopping or other activities in the city peacefully without any problem as it is seen in plate no. 6.7.

Plate No 6.7: The Gardens and Surrounding Environment at Kejetia Shopping Center



Source: Photo from Kumasi City Guide, modified by the Researcher 23rd April 2009.

The situation has completely changed with hawkers and street vendors invading the place in such a way that one can hardly see the gardens, the grasses and flowers because they are completely destroyed. It is one of the places that people feel uncomfortable while walking and they try to finish whatever they are doing very quickly so as to get out of the area. Though there are still some attractive statues within the gardens, the activities going on outside these gardens have completely overshadowed their presence as it can be seen in plate no. 6.8 below.

Plate No 6.8: The Statue at Adehyeman Gardens and activities going on around the Area.



Source: Photos taken by the Researcher near Kejetia, (at 1352 hrs) 17th April 2009.

All the open spaces were designed with a purpose whether it was a road reserve, parking space, pedestrian walking way, recreation grounds, etc., and if these spaces were utilized for their respective purposes the city would be attractive and more conducive for people who want to spend time in the city. Looking at the available potential spaces, it is believed that if appropriate measures were taken by the responsible authority, policy makers, city managers, decision makers and other tourism stakeholders, the city could be retransformed into a similar form to the one in the 1960s where it was regarded as the garden city of West Africa. This study observed that all the existing and identified attractions still have the possibility of being further improved to make the city more attractive to citizens and potential visitors.

6.4 The Urban Land Ownership and Management

Land has the singular characteristic of being the most important factor in sustenance of human beings but the main challenge lies on its limited supply and appropriate development once acquired/ owned. The insecurity of tenure, poor land delivery mechanism and poor urban land administration are some of the constraints that the city of Kumasi faces. The control of development of urban land has been one of the main challenges of many cities in Africa including Kumasi.

The absolute interest of land in the city is owned either by the state or the stool. Initially all lands belonged to the stools which held the absolute interest, but the government has been acquiring portion of these lands for the state from which grants of lesser interests and rights like leases are made to institutions and other persons. The Kumasi land was statutorily classified in accordance with provisions in the Kumasi Town Boundary Ordinance 1928 (CAP 143) into two categories which are Part One Lands and Part Two Lands. The boundaries for each category were accordingly fixed by the provisions in this Ordinance.

(i) **Part One Lands:** After the Yaa Asantewaa War of 1900, the British colonial government, and subsequently the Ashanti Administration Ordinance in 1902, vested the Kumasi town lands in the British Crown. However in 1943 the Kumasi Lands Ordinance (CAP 145) re-vested all the Kumasi Town Lands in the Asantehene. The Asantehene was given authority to lease to any subject of the stool at a peppercorn rent. However in 1958 the Ashanti Stool Lands

Act 1958 (Act 25) re-vested the lands again in the Governor-General to be held in trust for the Golden Stool and the natives of the city of Kumasi. This arrangement thus gave the legal interests of the lands to the government while the Golden stool kept the beneficiary interests. These lands are public and their status is attributable to various laws culminating in the promulgation of the Administration of Lands Act, Act 123, 1963. The entire city center falls under this category, as well as portions of Amakom, Asokwa, Asafo, Bantama, Manhyia and Dicheonso.

(ii) **Part Two Lands:** These are pure stool lands held in trust by caretaker chiefs for the Golden Stool. It is the caretaker chiefs who grant stool lands with the Asantehene as the confirming party. These lands constitute about 60% of the entire landmass of the Kumasi Planning area.

6.4.1 Land Acquisition

There is a complex procedure involved in the acquisition and leasing of stool lands. The prospective allottee has to first meet the caretaker chief for negotiation and this involves the payment of what is termed "drink money" to the latter by the former. A note of allocation containing the agreement required that annual rents are paid and a clause therein enjoins the allottee to develop the site within a specified timeframe. Then the allottee deposits the allocation note with the Lands Secretariat of the Kumasi Traditional Council.

Thereafter, a Liaison Officer writes to the Lands Commission Secretariat for confirmation before endorsement by the Asantehene and this is subject to the payment of one-third of the "drink money". The Lands Commission Secretariat upon submission to it by the Liaison officer prepares a substantive lease with appropriate covenants. The caretaker chief and the Asantehene as the confirming party send the completed lease back to the Liaison Officer for execution. The executed lease is then sent to the Lands Commission for concurrence and registration.

6.4.2 Land Management

In the management of urban land there are various statutory land management agencies that include the Lands Commission Secretariat, Town and Country Planning Department, Survey

Department, Land Title Registry, Land Valuation Board, City Engineers Department and the Asantehene Lands Secretariat of the Kumasi Traditional Council.

However during the field study it was found that KMA and City Engineers Department were responsible for controlling the ongoing development of urban land, which include crosschecking whether the development conformed to prevailing building regulations. It was also discovered that the city authorities do not have pre-planned development designs and approaches that orient how the future development will take place instead they rely on the individual designs to be presented by individual developers, as a result the rapid transformation is characterized by mixed development with unorganized building structures taking the lead.

The nature of land ownerships also affects the preservation of historical values as most of the city lands are in the hands of caretaker chiefs. The decision on whether to preserve or destroy the structure is highly dependent on the individuals than the responsible authorities, and this has been more challenging as business men/ women always offer good money to acquire urban land. As the urbanization process increases pressure on urban land development, it is believed that if the responsible authorities could have full control over urban land or on the development control, it could have been possible to preserve the historical architecture of the city.

6.5 The threat of Rapid Urbanization to Urban Attractions

In the past few decades the cities in Africa including Kumasi experienced a tremendous increase in urban population (as it was proved by statistical data earlier in Chapter Two). This was consequently accompanied by a change in economic activities due to increased demand for land, food, clothes etc., which increased opportunities for businesses. In the 1960s and 70s the city center was more characterized by residential use with some few offices and shops. The main economic activity was agriculture though trade was also growing rapidly as the years passed. Forty years later the city has completely changed with the service industry dominating and pushing the city to more commercial oriented activities.

The ongoing changes in urban land use developments could be better if they could take into account the best possible way to improve the city as a whole and not just the well being of certain individuals. For instance, during the field interviews one of the respondents said that "people have been travelling outside the country now than it was a few decades ago, and these people prefer to replicate designs of buildings that they have seen in the other cities where they have traveled to for self satisfaction". It was argued that for most business men/ women the concern was more on profit maximization and personal interests. A good question here is who should be concerned with the city's interests or its well being?

It is common practice to learn about better ideas of development from other places that can improve the situation in the home city. However, the argument here is how best the lessons or new ideas/ concepts can be transformed to best fit the existing situation in the home city. This is what has caused the rapid urbanization to be seen as a threat rather than a potential to the development of urban attractions in Kumasi.

A good example is how most of the buildings were being modified or demolished and replaced by new structures. Currently there are no regulations that provide guidelines on which buildings are to be demolished, which ones should be preserved, or which ones need to be rebuilt and how, etc. The situation is left in the hands of developers and caretaker chiefs, who then determine what happens on the ground.

There are also no provisions in the building regulations that require the archeologist to study the place before the old buildings are demolished or the new ones are built. This prevents the possibility to track historical records that could have been vital for city tourism development in the future. On the other hand, the control mechanisms that oversee the actual implementation of building regulations have failed to cope with the pace of rapid urban development, thus urbanization has become a major threat to the city's uniformity with the mushrooming of unorganized new structures as depicted in plate no. 6.9.

Plate No 6.9: The Ongoing Demolitions and Unorganized New Structures



Source: Photos taken by the Researcher at city center (Adum), (at 1337 hrs) 1st April 2009.

Furthermore, it was observed that the vital historical places that could serve as the city's landmarks are also in danger of being completely destroyed. A good example is what is happening to the old military barracks (Uaddara Barracks), where this study found out that it is in the process of being completely demolished to allow the extension of KATH. An interview with barracks' Adjutant revealed that some buildings had already been demolished in the process that includes the force's basic schools and the library.

As the city grows, the demand for more health services also increases and this brings about the need to extend and build new hospital facilities to be able to cater for the increased population. On the other hand, it's a true fact that most of the military activities do not comply with the nature of the city centre, and was as well a good idea to expand the hospital area, though the idea of completely demolishing the whole barracks is questionable. The barracks holds a rich history of the city; it has as well some attractive and unique architectural structures that can be of interest to watch if there is a good explanation behind them. Plate no. 6.10 shows one of the barrack's unique architecture and the new building forming part of the extension of KATH.

Plate No 6.10: The Barrack's Old Architecture and the New Extension Structure of the Hospital



Source: Photos taken by the Researcher at Uaddara Barracks, (at 1518 hrs) 3rd April 2009.

However, the rapid urbanization is also a threat to urban attractions due to the nature of the land ownership coupled with the ineffectiveness of the development control mechanisms of urban land. The interviews with KMA officials revealed that KMA in cooperation with the City Engineers Department are responsible for controlling the ongoing development within the city. Among the challenges that were mentioned as a contributory factor to the ineffective control mechanism is the interference of traditional rulers in urban development issues. The fact that these caretaker chiefs have more power over urban land managers, their interference makes the implementation of development control strategies (which includes taking appropriate measures against those who violate the regulations) more difficult. This has resulted in a dramatic increase in the number of unguided development activities.

In addition, the low capacity of human resources required to deal with the challenging development issues on a daily basis is another factor that influences the threat of rapid urbanization in the study area. The city authorities' human resources capacity (in terms of the number of officials, academic qualification & skills and their international exposures which are necessary to ensure that development control strategies are implemented) is low compared to the amount of development pressure and challenges they face.

This is due to the fact that the city growth has been so fast in such a way that the responsible authorities could not cope with the increased human resources requirements. Mean while

increased pressure/ demand from other sectors such as education, health, transportation, water and sanitation etc., further drain the city authorities' available human resources capacity.

6.6 The status of Urban Attractions

As the city gets more urbanized the major economic activities also change: This was corroborated by as many as 83.58 percent of the respondents. However the explanation on how the activities changed, or what were the reasons behind those changes differed, though the location of the city in relation to the booming trading activities seemed to be a major concern to most. The idea here was to analyze the impacts or influence that the change in economic activities had on the current status of urban attractions.

The results from the study shows that natural attractions such as grassed open spaces, trees and flowers in the gardens were more affected as most of these places were currently occupied by hawkers and street vendors. This is due to the fact that rapid urbanization consequently increased the demand of more land for development where most of the green spaces, trees etc., were destroyed to provide space for residential, commercial buildings and other urban activities. The change in the economic activities attracted more people to work at the city center while the city's capacity in providing services (such as public toilets, garbage emptying and collections, transport etc.) is still inadequate. This has resulted in poor management of solid and liquid waste, traffic congestion, air and noise pollution etc., which create uncomfortable environmental condition around the urban attractions.

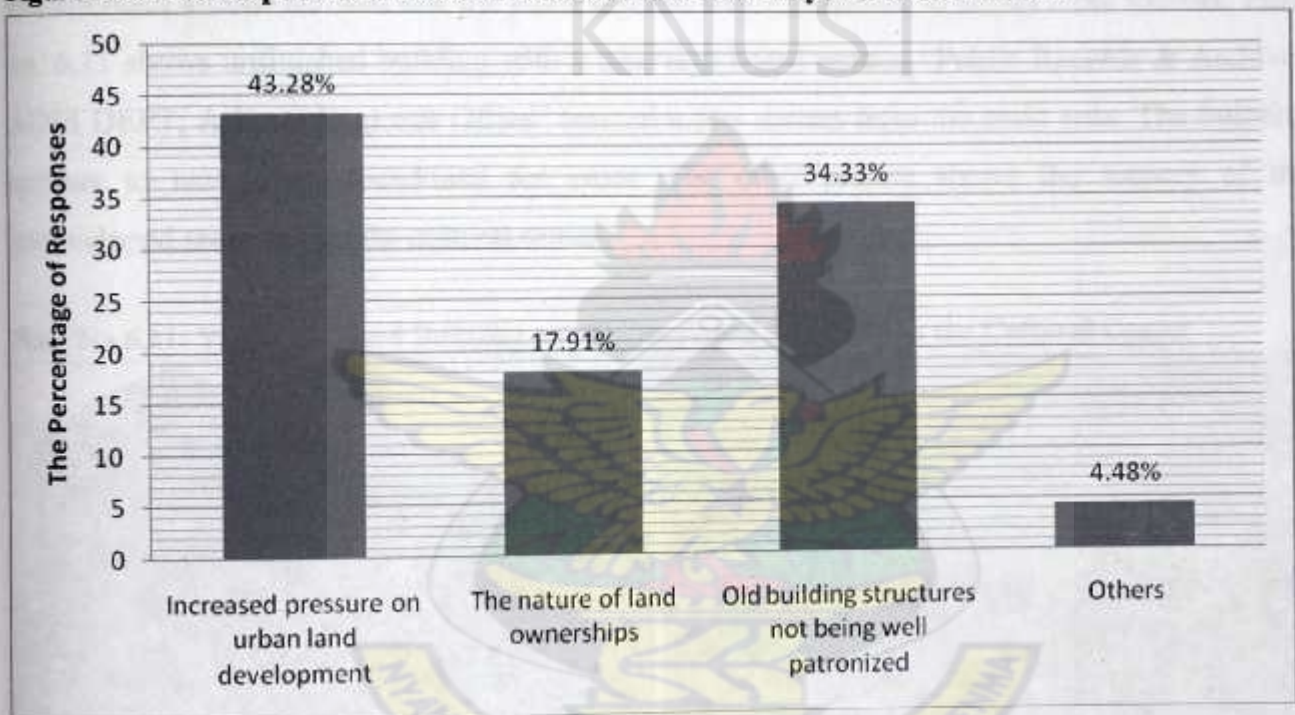
This has made the whole city to be less attractive; this was confirmed by as many as 94 percent of the respondents who said that the change in economic activities as a result of rapid urbanization has affected the city's urban attractions.

Apart from the change in economic activities, the city is currently undergoing rapid transformation from its old architectural structures that are believed to have historical and cultural values compared to the unorganized new structures. When asked during the interviews, 43.3 percent of the respondents thought that the phenomenon was as a result of increased

pressure on urban land development, while 34.3 percent of the respondents had the impression that less maintenance of the old building structures underlines the reasons that motivated people to get rid of these structures.

For about 18 percent of the respondents the concern was more on land ownership. The reasons being the fact that more than 60 percent of the Kumasi lands was stool land whereby the caretaker chiefs had significant authority to determine the land use and this has had a big influence on the actual development activities occurring on the land. These results are presented graphically in figure 6.1 below.

Figure 6.1: The Respondents Views on the reasons for the City's Transformation.



Source: Field Survey, April 2009.

However, the study also revealed that awareness of the availability and importance of these historical / cultural values is needed as most of the people do not see why such structures can be of attraction in the city. According to the Ghana Tourist Board's (GTB) officials, there were no buildings/ structures with historical or cultural values within the city. Furthermore the GTB's database focused mainly on hotels, restaurants, night clubs, and travel & tour agents. This

indicates that historical attractions have been overlooked by the board, and this poses a danger to the sustainability of these historical attractions.

According to respondents interviewed the status of tourism in the city was underdeveloped. The results from the survey shows that 61 respondents out of 67 (91 percent) admitted that the industry was not up to the required standards. The main reason being that even the so called well established attractions such as Kumasi Zoo, Cultural Center etc., were not well maintained. The observation made during the field study showed that some of the buildings at the Cultural Center were uncompleted and there were some bushy areas around, which do not give a good picture to a visitor. Although the Kumasi Zoo had a collection of attractive animals, the walk ways and the environment around showed that the place was not well maintained to attract more tourists. Plate no. 6.11 shows unfinished building with a blue sign board written "Public Records & Archives ADM DEPT, Ashanti Regional Office" located a few meters from the main gate. The building appears to have been abandoned for years. The other picture shows the scenery of the undeveloped areas within the cultural center.

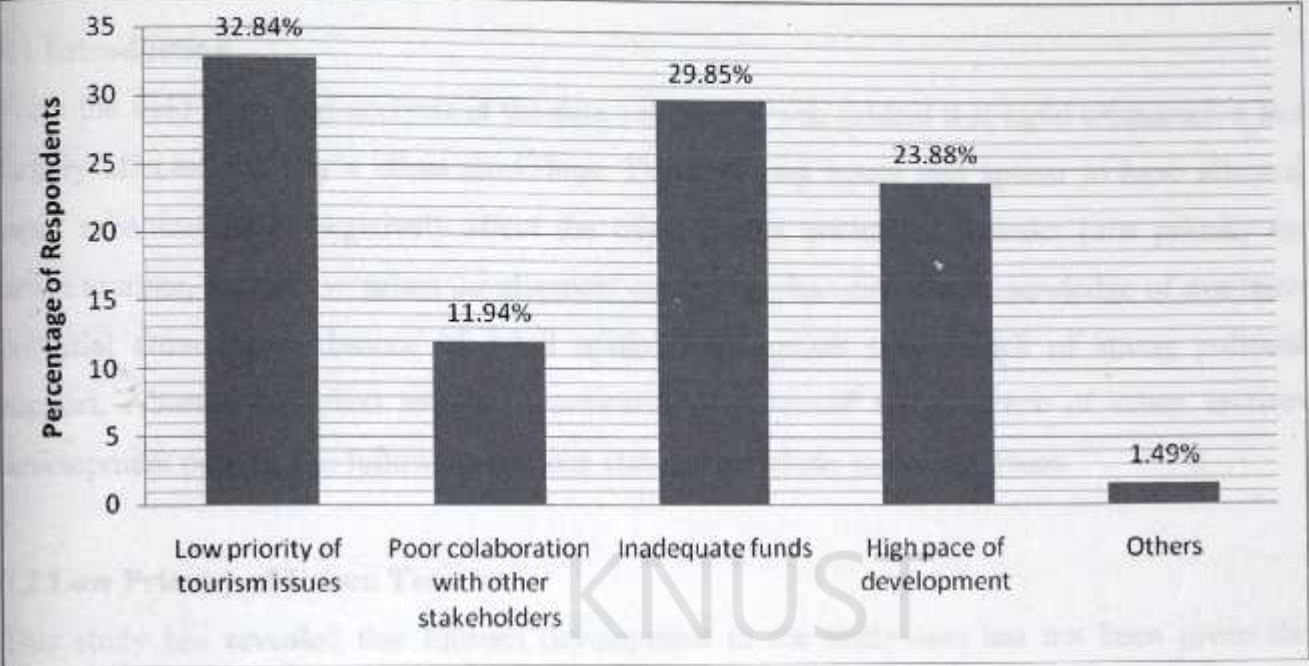
Plate No 6.11: The Unfinished Building and Undeveloped Land within the Cultural Center



Source: Photos taken by the Researcher at the National Cultural Center, (at 1623hrs) 3rd April 2009.

Further in the analysis it was necessary to understand the possible reasons behind the prevailing status of most of the attractions within the city. In this case the respondents were asked to give the most appropriate reason why these attractions were not well developed? The responses were as described in the figure 6.2 below;

Figure 6.2: Reasons for the Underdevelopment of Urban Attractions.



Source: Field Survey, April 2009.

The responses indicated that tourism was not a priority of the government and consequently there were inadequate funds for the sector. This is confirmed by the survey results, as a total of 69.69 percent of the respondents thought low priority and inadequate funds were the major reasons for the prevailing underdeveloped status of the city's urban attractions. Moreover, the increased number of building construction projects within the city center, which highlights the rapid pace of development, was also a concern of 24 percent of the respondents as another contributing factor. This was due to the fact that the city authorities had limited resources to guide the ongoing development activities, and to protect the available attractions. There is the need for government to put more efforts into protecting and developing the city's urban attractions. It is believed that if the government could put more emphasis on urban tourism, this could as well increase the possibility of securing more financial resources locally and internationally, thus making the development of urban tourism in Kumasi a reality. In addition, improved collaboration with other stakeholders could have positive impacts on addressing the issues of limited resources as it will give opportunities to other potential stakeholders to contribute towards the development of the sector.

7.1 Introduction

From the field study and analysis of the data collected it was evident that rapid urbanization has largely affected the city's urban attractions. The emerging issues that appear to have allowed rapid urbanization to negatively affect the city's tourist attractions include; Low priority on urban tourism, Ineffective urban development control mechanisms, Poor knowledge of available potential attractions, Absence of detail spatial development plans, Lack of strong political support, Absence of urban tourism coordinating department and Absence of urban tourism development policy. The following sections elaborate on these emerging issues.

7.2 Low Priority of Urban Tourism

This study has revealed that tourism development in the study area has not been given the priority it deserves. The city authorities have given limited emphasis to the development of this sector, which is seen to be one of the major issues that allowed most of the undeveloped or poorly maintained urban attractions to be negatively affected by rapid urbanization. For instance in the KMA development plan 2006-2009, even though tourism development was among the six priority areas, there was neither a specified goal nor development strategies. Consequently there was no clearly identified tourism area for development within the planning period. This is further exacerbated by the KMA budget because there was nothing budgeted for tourism development, which indicates that though tourism was mentioned as a priority area there were no efforts put in place to take the appropriate actions.

However, looking at the KMA's revenues it can be seen that the Assembly was highly dependent on central government transfers (about 67.5 per cent of the total income of the Assembly) while on the other hand the large part of its own source of revenue which is about 61.9 percent relies on Rates and Fees & Fines, and there was very little income from investments which is only about 0.4 percent of the total own sources of revenues. In addition it was found out that a large part of the Assembly's income was spent on recurrent expenditure (i.e. Personal Emolument, Travel & Transport, Maintenance/Repairs/ Renewals, Miscellaneous Expenditure etc.)(KMA Development Plan 2006-2009).

The KMA's income statistics shows that there is little that can be done to address the current development challenges. This stresses the need for the city's economic recovery strategies, which can largely be boosted by the opportunities presented by the available potential urban attractions if the city authorities will prioritize and strategically take appropriate actions.

7.3 Ineffective Urban Development Control Mechanisms

The ongoing transformation from old architectural structures to new ones that the study revealed to be disorganized, was influenced by the failures of the current urban development control mechanisms. The rapid urbanization that has fueled the pace of urban development has already negatively affected the city because the city managers were not well prepared to cope with these challenges. There are various factors that have contributed to the failure of the urban control mechanisms including the inadequate capacity of the responsible authorities, the nature of land ownership, insufficient resources to implement the control mechanism, poor coordination and absence of specific departments to address urban development control issues.

The limited capacity of the responsible authorities is attributed to insufficient number of qualified staffs. This is due to the fact that the rates of recruitment of staff by the responsible authorities were not in accordance with the increased demand. Also the gap that exists between the formal processes and the informal practices, which largely influences what happens on the ground has further deteriorated their capacity. The informal practices include lack of transparency and accountability, and corrupt practices. Also the insufficient and outdated resources (i.e. working materials, equipments, software etc.) prevent the appropriate implementation of the control mechanism.

The system of land ownership and administration is also a constraint that contributes to inefficient development control mechanisms for systematic spatial development. This is largely due to the nature of traditional landholding, with no central coordinating body controlling the various land owners regarding the processes and procedures for allocating land for development. The traditional authorities have remained very powerful and continue to exercise great influence

on the land allocation and development that at times contradicts the city's development rules and regulations.

7.4 Poor Knowledge of Available Potential Attractions

The other issue that emerged during this study which needs to be carefully considered in planning and design of future development of the city is thorough identification and documentation of potential attractions as well as the record keeping methods. For instance it was found during the field study that there was neither an appropriate mechanism of identifying attractive historical architectural buildings nor systematic knowledge transferring processes that could keep records of historical development of the city's architecture, an area which can be of much interest to most of the tourists.

Though a lot of information has been lost already, it is still believed that if the responsible authorities decide to work in that area a lot of potential information can be recovered which will play a vital role in re-identifying the historical nature of the city including the more potential historical and unique architectural structures that need to be preserved. Hence this will increase the number of attractions within the city that could generate more income to renew the city's economic development. This work will also help the city authorities to know strategic areas that need investments to enhance the development of urban tourism. The ultimate aim being to improve the city's returns from investments that will consequently boost the city's economy while improving their financial capacity to address other pressing development challenges (such as sanitation, transportation, water supply etc.), which will consequently have positive effects in the development of urban tourism.

7.5 Absence of Detailed Spatial Development Plans

Spatial planning has been a key factor in the organized development of many cities in the world especially in Europe and North America. The world famous touristic cities such as Paris, London, New York, Prague, Berlin etc., implemented their respective long and medium term spatial development plans with details including the history, culture and modern aspects of developments. There is no doubt that there is always a big challenge in implementing long term

plans, but it is the only appropriate way of ensuring sustainable development that will incorporate future development needs.

According to Town and Country Planning Department, they normally prepare zonal land use plans for the city. These plans are prepared in pieces manually as the department does not have computerized mapping programmes that will cover the entire city. These are plans that normally indicate prospective or proposed development activities in an area (i.e. commercial, residential, open space, recreation, cemetery etc.) but does not show the details of how these areas will be developed nor proposed alternative development approaches. Since these plans are not detailed they leave a wide room for maneuvers and most of the developers take advantage of that to develop the planned areas according to their interests which do not always benefit the city development as a whole.

A good example is how the city is being transformed currently without any clear guidelines on what should be done, hence every developer is proceeding with his/her own direction of development that does not reflect an appropriate way of planning and developing our cities. This calls for the need to revise the existing planning codes in order to include detailed plans and spatial development policies. This will help to guide the ongoing urban development that will let the city to have a systematic and sustainable growth in the right direction. This will also reduce opportunities for unorganized development while keeping the city's history alive.

On the other hand, as it was discussed earlier, both the Town and Country Planning Department and Kumasi Planning Committee lack the capacity to enforce the implementation of various planning schemes or to coordinate the activities with all development and service delivery agencies. This indicates that there is a need to build the capacity of the respective authorities in order to be in a position to produce quality plans and designs that will involve popular participation in the planning process. The traditional system of management also needs to be integrated into the planning process so that the caretakers of stool land will be involved in the preparation and implementation of plans. This will help to reduce the contradiction when it comes to control of urban development.

7.6 Lack of Strong Political Support

This is another area that has emerged with a strong influence on urbanization which can affect potential urban attractions. There are various measures that have not been implemented due to the absence of determined political will. For instance the removal of street vendors and other informal activities from the city's streets, open spaces and road reserves have completely failed due to lack of political commitment. This has made the city's sanitation, air & noise pollution and traffic congestions situations to become worse, which has also largely affected urban attractions.

Furthermore the low priority given to tourism issues by the government, which came up as one of the major reasons that tourism is not well developed in the city, is also highly influenced by lack of political support. If politicians will have strong support and take seriously urban tourism development as key to economic recovery, the appropriate policies will be developed with respective strategies to implement them. This for sure will have immediate impact on the economic development of the city.

As discussed earlier the study has revealed that land ownership especially at the metropolitan area has created more problems with regards to planned development and management which calls for a need for land reforms. These land reforms need strong political support that will help convince the traditional authorities and other stakeholders to understand the importance of these reforms to the city's economic and spatial development.

7.7 Absence of Urban Tourism Coordinating Department

As in many African cities urban tourism is still a new concept in the city of Kumasi. The field study found out that there was no specific department that works on tourism issues within the city. This makes it difficult to find relevant information on tourism in the city and the available information is scattered in various departments and specific tourist sites: This makes it cumbersome when searching for basic and simple information. There is also no coordination between the existing tourist sites in the city and this makes it difficult to coordinate tourists

within the city. Absence of relevant information lowers awareness creation which is detrimental to the development of potential tourist sites.

Since the GTB is more focused on tourism facilities, there is a need to establish a well functioning urban tourism coordinating department that will be more focused on urban attractions and other tourist sites within the city. The department will be responsible for coordinating all issues related to tourism in the city including creating a data base of all tourism information, researching on tourism development and serving as resource base for all tourism issues or activities in the city.

7.8 Absence of Urban Tourism Development Policy

Tourism development in Ghana is coordinated by the Integrated Tourism Development Programme (ITDP) and guided by National Tourism Development Plan (NTDP). According to NTDP 1996 – 2010 urban tourism is not clearly described as other types of tourism such as eco tourism and natural tourism. More emphasis has been focused on cultural features, historic places and natural attractions that are not necessarily found in cities. This is consequently reflected in the national tourism development policy, which has no policy statement that specifically address the development of urban tourism. Absence of urban tourism development policy has implications on the commitment to be taken by responsible authorities on development of urban tourism. As it is believed that without legal backing on urban tourism development, it will always be difficult to source out funds or allocate decisive budgets to invest in such important development sectors.

There is a need to officially recognize urban tourism as an important type of tourism that has the potential of creating more employment opportunities and generating income in the city that can further support other development challenges. The recognition includes being included in the ITDP and NTDP, developing specific urban tourism development policy that will provide legal backing in the development and management of urban attractions.

8.1 Summary of the Main Findings of the Study

The study attempted to analyze the effects of urbanization on urban attractions. The available evidence from the field study indicates the extent to which rapid urbanization has affected urban attractions and urban development in general. Furthermore the trends show that the dramatic increase in urbanization for the past few decades will continue into the foreseeable future.

Since the high influx of migrants is mainly from the countryside, this suggests that policies should be developed at the regional or national level to address the root causes of rapid urbanization as immigrations happen to be a major contributor of the urban population growth. The policies should basically seek to diversify employment opportunities, improve education & health facilities and services, and improve infrastructure (such as electricity, water supply, road network etc.) as well as improving agricultural activities in the rural areas in order to reduce the urge to move to cities to look for better opportunities and services.

Apart from that, the study found that rapid urbanization has consequently increased pressure on urban land development that has pushed the city in to the ongoing transformation, which is largely characterized by demolition of old architectural structures. The study also observed that the ongoing development was uncontrolled thus causing detrimental effects not only to the former city's design but also to its historical nature and architecture.

The analysis showed that though the ongoing development activities have already destroyed a number of historical and architectural structures, the city still held a number of potential urban attractions that had not yet been destroyed but the threat of being destroyed in a near future was there. These findings proved the city's rich history and culture, which calls for immediate measures to be taken in order to sustainably keep the values that the city holds to benefit current and future generations.

The literature provided sufficient evidence of the importance of urban tourism to the city's economic development. This gives the hope that the success chalked elsewhere can be replicated

in African cities particularly in Kumasi, since they possess potential resources that need to be well developed and utilized to maximize their economic returns.

8.2 Recommendations

In order to enhance the development of urban tourism in the city of Kumasi, the emerging issues need to be addressed by a number of flexible and genuine approaches that span from policy reforms, land reforms, spatial planning and design, coordination and actual effective implementation. The following are the recommendations:

(i) The Need for Urban Tourism Development Policy

It is strongly recommended that a policy regarding the development of urban tourism should be formulated. The policy should include design guidelines that will protect historical architecture and technology used, strategize for the expansion and/or development of more urban attractions, advocate for high standards in the development of urban attractions in order to be competitive internationally and to link city tourism with spatial development plans. It is recommended that the process should involve all relevant stakeholders from initial stages to the implementation.

Also the current National Tourism Policy needs to be reviewed and expanded to recognize and put a clear emphasis on the development of urban tourism. It is believed that the presence of a comprehensive National Tourism Policy and detailed Urban Tourism Development Policy will enhance urban tourism development initiatives by providing a baseline and legal backing that will accelerate and speed-up the process. These policies will also provide a framework that will ensure the sustainability of the potential attractions available in the city.

(ii) Establishment of Urban Tourism Coordinating Department

Though urban tourism is still a new concept in Ghana, the study showed that Kumasi had the potentials of developing into a touristic city. To achieve this, the work of the various stakeholder departments and institutions (both government and the private sector) need to be coordinated through the establishment of a coordinating department. This department will be responsible for the coordination of all activities related to tourism in the city including the development of a

resource base that will include updated information from all urban attractions, research results on tourism development, and policy formulation and implementation process and status.

The department will also be required to design strategies for urban tourism development that will include a detailed study and analysis of the current situation, identify areas/ structures that need to be preserved and identify future areas for tourism development. It is expected that this office will also play an active role in mobilizing the financial resources to develop identified urban attractions. For the purpose of guaranteeing sustainability of urban tourism, the department's close collaboration with other departments in the city's authorities will be vital to ensure effective management of urban development.

(iii) The Need to Prioritize Tourism Development

There is a need for the responsible authorities from national to local level to recognize the economic development opportunities presented by investing in the development of urban attractions. It is therefore recommended that they should give this sector the highest priority, since investing in this sector will in turn impact on the development of other sectors. This should include designing development approaches and strategies, setting short and long term goals and targets, setting a definite budget for tourism development, and strengthening collaboration with identified potential development partners.

(iv) The Need for Detail Spatial Development Plans

In order to ensure the appropriate management of urban development there is the need to prepare a detailed spatial development plan for urban renewal. This will help to define specific objectives and strategies that will protect the city's history to enhance the prospects of future development of the city. This should include short and long term city's development guidelines with proposed alternative direction of cities growth. For instance, developing spatial plans for new satellite cities or towns in order to decongest and reduce the pressure from the city center. These plans should be supported by policy guidelines that will prevent unnecessary new development in the city center and redirect them to these new satellite cities or towns. It will also indicate clearly

how the necessary re-development of old structures should proceed in order to keep the architectural heritage and nature of the city.

However, these spatial plans should clearly indicate how the city should be developed in terms of arrangement of the buildings, the height, size and architecture of the buildings, the rediscovery of green open spaces, design for pedestrian walkways, redesign of market places, etc. To ensure the realization of these plans it is recommended that the planning process should involve popular participation and seek for strong political support.

Political support can be attained by organizing workshop meetings with political leaders at various levels to discuss and explain the spatial development ideas with emphasis on their strengths and weakness, and the implications of various alternatives for the economic development of the city. It is believed that the better they understand, the stronger the support and participation in the development efforts. The implementation of the spatial plans will strongly influence the status of the urban attractions which could positively affect the development of urban tourism.

(v) Advocacy for Land Reforms

Land ownership in the study area creates one of the main challenges in the management and development of urban land. It is therefore recommended that the authorities responsible for controlling and managing urban development should advocate for land reforms by initiating lobbying meetings with decision makers. The reforms should address all issues that create conflicts in land management including giving more power to the land management authorities to reduce the influence of traditional authorities over land. This is due to the fact that the effective management of land is highly influenced by the extent of the authorities' power and legal support that the respective implementing agencies have over it.

(vi) The Need for Effective Control Mechanisms

This is a very important component in overseeing organized urban development. It is strongly recommended that the respective departments responsible for controlling urban development

should be reinforced in terms of building their capacity. This will entail employing additional number of qualified staffs, organizing regular workshops and training programmes with staff to discuss and gain innovative strategies (i.e. transparency, accountability, convenient approach to developers, etc.) to ensure effective control mechanisms are implemented successfully. The departments should have the necessary resources such as working materials, equipments, software etc., which can cope with the current pace of urban development.

(vii) The Need for Strong Political Support

Political decisions have an influence on the current situation of the study area. It is necessary for the political leaders to make decisions that will benefit the development of the city since this will also help the citizens and the nation as a whole. It is an appropriate time to realize that the interest of the city is of more importance than that of the political parties since the resulting success will benefit all. Earlier in the discussions it was seen how the city could be transformed to become a tourist city with a boosted economy: This can only be realized with the availability and continuity of strong political support.

8.3 Conclusion

It is believed that if the emerging issues discussed earlier in Chapter Seven are well addressed with the proposed recommendations, there is a high possibility that tourism in the city will turn to be a major factor for the city's economic development. This will increase the city's capacity to control urban development, creating more employment opportunities to its rapidly growing number of citizens, and providing better public facilities & services (i.e. sanitation, transportation, etc.). The city will also restore its historical quality and attractiveness, as well as taking the advantage of the opportunities presented by rapid urbanization to gain more positive effects.

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Appendix A: The Sample Questionnaire for Organization Officials**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY (KNUST)****DEPARTMENT OF PLANNING****Semi Structured Interview for Organization's Officials**

Name of the Official:

Date of Interview:

Working Position:

Department:

SECTION A: INTRODUCTION

1. How long have you been working with the Organization? About.....Years.

2. What are your major responsibilities?
.....
.....

3. Is your department linked to urban development work? [] Yes [] No

4. If yes, please explain how?
.....
.....**SECTION B: URBAN ATTRACTIONS IN THE CITY**

5. What is the number of all existing touristic attractions?

Table1: List of all tourist attraction in the city and their location

No	Name of the Attraction	Type of Tourists it attracts	Owner of the Attraction	Location
1				
2				
3				
4				
5				
6				
7				

6. What were the major tourist attractions in the past 20/ 30 years?

Table2: List of major tourist attractions in the past 20/ 30years

No	Name of the Attraction	Type of Tourists it attracts	Owner of the Attraction	Location
1				
2				
3				
4				

7. Are these attractions (mentioned in Qn. 2 above) still major attraction points? [] Yes [] No

8. If No, do you think that rapid urbanization can be one of the main reasons why they are no more?
☐ Yes ☐ No
9. If yes, please describe to what extent you think urbanization was/is a major factor?

1 2 3 4 5
 Low ☐ ☐ ☐ ☐ ☐ High

10. What is the number of all Open Spaces and gardens in the city?

Table3: List of Open Spaces and Gardens in the city

No	Name of the Open Space/ Garden	Type or nature of the Open Space/ Garden	Owner of the Place	Location
1				
2				
3				
4				
5				

11. Are these open spaces/ gardens saves their original use/ purpose? ☐ Yes ☐ No
12. If No, please specify what are the current uses of these open spaces/ gardens?

13. Why do you think is the reason that they are not utilized for the purpose they were planned for?

14. Is there any initiative to control the use of these open spaces/ gardens? ☐ Yes ☐ No
15. If yes, please explain what has been done?

Challenges.....

SECTION C: URBANIZATION AND THE STATUS OF URBAN ATTRACTIONS

16. What were the major economic activities in the city 20/ 30 years ago?

17. As the city got more urbanized were there any changes in economic activities? ☐ Yes ☐ No

18. If yes, please specify what these changes are?

19. Do you think these changes have affected the city's urban attractions? [] Yes [] No

20. If yes, please explain what you think are the effects.

21. Which buildings with historical and/or old architectural values have been completely destroyed and replaced by new structures?

Table 4: Buildings and current/ previous uses

No	Type of the Building	Location	Previous Use	Current Use	Reason for Modification
1					
2					
3					
4					
5					

22. Which buildings with historical and/or old architectural values have been modified?

23. Causes of the transformation of these attractions to other structures

A. Increase pressure on urban land development []

B. The nature of land ownership []

C. Old structures not being well patronized []

D. Other, please specify.....

24. Why were the buildings mentioned in Qn. 21 above not preserved?

25. Does this organization have a role in maintaining the historic structures and cultural heritage of the city? [] Yes [] No

26. If yes, please explain the initiatives and/or strategies in place?

Challenges.....

27. What percent of the organization's budget is allocated for maintaining or further developing these attractions?

28. Is this budget allocation enough? [] Yes [] No

29. If No, please describe the reasons for that.

A. Low priority of Tourism issues []

B. Lack of awareness []

C. Inadequate funds []

D. Pace of development is high compared to the resources available []

E. Others (please specify).....

SECTION D: LAND OWNERSHIP IN THE CITY

30. Who are the major owners of the urban land?

31. What are their rights?

32. What are the common processes of acquiring land in the city?

33. What is the process required to develop an urban land?

34. Is there any control mechanisms in developing an urban land? [] Yes [] No

35. If yes, who is in charge of overseeing these control mechanisms?

Challenges.....

36. What are the main priorities when controlling urban development?

37. To what extent is tourism considered in the process?

Minimum 1 2 3 4 5 Maximum
[] [] [] [] []

38. Does land ownership affect the development control of urban land? [] Yes [] No

39. If yes, please explain how

40. What can be done to reduce the effects explained in Qn. 39 above?

SECTION E: TOURISM ENHANCEMENT IN THE CITY

41. Are there any plans or strategies to develop touristic attractions in the city? [] Yes [] No

42. If yes, please describe them

43. To what extent have they been implemented?

Not well 1 2 3 4 5 Very well
[] [] [] [] []

44. What are the major challenges that hinder the development of such attractions?

45. What are the proposed ways to address the challenges in Qn. 44 above?

46. What are the potential stakeholders in enhancing the development of urban tourism in Kumasi?

47. What do you think can be done to improve the existing attractions in the city?

Appendix B: The Sample Questionnaire for Property/ Land Owners

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY (KNUST)

DEPARTMENT OF PLANNING

Semi Structured Interview for Property/ Land Owner

Name of the Owner:

Date of Interview:

Type of the Attraction:

Location:

SECTION A: INTRODUCTION

1. How long have you been owning this property/ land? About.....Years.

2. How did you acquire the right to own this property/ land?

3. How did you acquire the rights to develop/ transform this property/ land?

4. What is the current use of your property?

5. Do you think the rapid urbanization of the city has somehow affected the use of your property/ land? ☐ Yes ☐ No

6. If yes, please explain how?

SECTION B: URBAN ATTRACTIONS IN THE CITY

7. Can you mention the touristic attractions that were in the city in the past 20/ 30 years ago?

Table1: tourist attraction in the city and their location

No	Name of the Attraction	Type of Tourists it attracts	Owner of the Attraction	Location
1				
2				
3				
4				
5				

8. Are these attractions (mentioned in Qn. 7 above) still major attraction points? ☐ Yes ☐ No

9. If No, do you think that rapid urbanization can be one of the main reasons that they are no more attractive to tourism? ☐ Yes ☐ No

10. If yes, please describe to what extent you think urbanization is a major factor?

Low ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 High

SECTION C: URBANIZATION AND THE STATUS OF URBAN ATTRACTIONS

11. What were the major economic activities in the city 20/ 30 years ago?

12. As the city gets more urbanized were there any changes in economic activities? [☐] Yes [☐] No

13. If yes, please specify what these changes were/ are?

14. Do you think these changes have affected the city's urban attractions? [☐] Yes [☐] No

15. If yes, please explain what you think are the effects.

16. What were the reasons why the city has transformed it's old architectural structure with historical and cultural values to unorganized new structures?

a) Increase pressure on urban land development [☐]

b) The nature of land ownership [☐]

c) Old structures not being well patronized [☐]

d) Other, please specify.....

17. Why were these old architectural buildings not preserved?

18. Do you think tourism is well developed in the city? [☐] Yes [☐] No

19. If No, please describe the reasons why it is not well developed?

a) Low priority on Tourism issues from the government [☐]

b) Poor collaboration with other stakeholders [☐]

c) Inadequate funds [☐]

d) Pace of development is high compared to the resources available [☐]

e) Other, please specify.....

SECTION D: LAND OWNERSHIP IN THE CITY

20. Does the existing land ownership contribute to change of face of the city? [☐] Yes [☐] No

21. If yes, please explain how?

22. Are the control mechanisms in developing urban land effective? [☐] Yes [☐] No

23. If no, please explain why you think they are not effective?

24. Does land ownership affect the development control of urban land? [] Yes [] No

25. If yes, please explain how.....
.....
.....

26. What can be done to improve the control of urban development?

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

SECTION E: TOURISM ENHANCEMENT IN THE CITY

27. To what extent do you think tourism is important for the city's economic development?

	1	2	3	4	5	
Less important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very Important

28. Please explain the reasons for your answer in Qn. 27 above.....
.....
.....

29. Is tourism well developed in the city? [] Yes [] No

30. If no, please explain the reasons why?

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

31. What are the major challenges that hinder the development of touristic attractions?

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

32. How can these challenges be addressed?

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

Appendix C: The Sample Questionnaire for Property/ Land Owners

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY (KNUST)

DEPARTMENT OF PLANNING

Questionnaire for Tourism Stakeholders

Name of the respondent: Date of Interview:

SECTION A: INTRODUCTION

1. Gender: Male[] Female[]
2. Age: (i) 15 – 29 years (ii) 30 – 45 years (iii) Above 45 years (iv) Other.....
3. Educational level: (i) Primary [] (ii)Secondary [] (iii)Tertiary [] (iv)No education[]
4. Where do you reside in the city?
5. How long have you been living in the city? About.....Years/ Months.

SECTION B: OPINIONS ON URBAN TOURISM

6. Is tourism well developed in the city? [] Yes [] No
7. If no, please explain the reasons why?
-
-
-

8. To what extent do you think tourism is important for city's economic development?
- 1 2 3 4 5
- Less important ☐ ☐ ☐ ☐ ☐ Very Important

9. Please explain the reasons for your answer in Qn. 8 above.....
-
-

10. Can you mention the most attractive places in the city?

Table1: The Most attractive places in the city

No	Name of the Place	Why you think it is attractive place?
1		
2		
3		
4		
5		

11. As the city gets more urbanized were there any changes in economic activities? [] Yes [] No
12. If yes, please specify what these changes were/ are?
-
-

13. Do you think these changes have affected the city's urban attractions? [] Yes [] No

14. If yes, please explain what you think are the effects.

.....

.....

.....

.....

15. Is it true that as the city gets rapidly urbanized it gets less attractive? [] Yes [] No

16. If yes, please describe to what extent you think urbanization is a major factor?

	1	2	3	4	5	
Low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	High

17. What were the reasons why the city has transformed its old architectural structure with historical and cultural values to unorganized new structures?

- a) Increase pressure on urban land development []
- b) The nature of land ownership []
- c) Old structures not being well patronized []
- d) Others (please specify).....

18. What were the reasons why the old architectural buildings were not preserved?

.....

.....

.....

.....

19. Do you think tourism is well developed in the city? [] Yes [] No

20. If No, please describe the reasons why it is not well developed?

- a) Low priority on Tourism issues []
- b) Lack of awareness []
- c) Inadequate funds []
- d) Pace of development is high as compared to the resources available []
- e) Others (please specify).....

21. To make the city more attractive to visitors, what can you suggest should be improved?

.....

.....

.....

.....