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Using Communication Tools to Promote Museums and Monuments - the Growth of Tourism in Ghana, (The Case of James and Ussher Forts, Accra Metropolis, Greater Accra Region)

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Abstract:

Throughout the world, the United Nations Education, Scientific and Culture Organisation (UNESCO) identified key heritage sites around the world for protection and community sustainable tourism development. Ghana over the years has been identified by UNESCO as one of world heritage country because of its colonial historical past that is aimed to boost the country's tourism development. This study examined museums and monuments in Ghana which has not been fully developed to promote the growth of tourism, with special emphasis on James and Ussher Forts in the Accra Metropolis, Greater Accra Region of Ghana. The study looked at how the use of communication tools enhances the promotion and development of museums and monuments in relation to the growth of tourism in Ghana. Both primary and secondary data were used to gather relevant materials on information required. This study was explanatory in nature and used survey method mainly in data collection and the instrument employed for this study was a well-structured questionnaire design in an open and close ended nature. The questionnaires were administered by means of face to face interview

1. Introduction

A country's ancestral heritage is its museums and monuments, which need to be preserved, protected and developed for community and sustainable tourism. Throughout the world, UNESCO has identified key heritage sites for preservation, protection and community sustainable tourism. Ghana, in this wise is not left out, because it has lots of museums and monuments, which are well developed and protected in the country. In Accra, for example, Osagyfo Dr. Kwame Nkrumah Mausoleum and monument is well developed and attract tourists from all over the world hence a tourist destination that earns the country, the much needed foreign exchange. However, that cannot be said about James and Ussher Forts which are in the middle of Accra. These forts at the moment are abandoned and in a very deplorable state. This study hopes to seek to find out the effect of communication tools or promotional mix in the development and marketing of James and Ussher fort towards the attraction of local, nationals and international tourists.

1.1. Background of the Study

All over the world, museums and monuments are means of income generation for indigenous people to sustain community tourism. However, from personal observation, James and Ussher Forts, which is believed should be added to the Ghana's UNESCO World Heritage sites, and earn the country the hard needed foreign exchange as well as boosting community tourism, is now in a extremely deplorable state. James Fort was built in 1673 by the English and it was named after King James 1 of England. Ussher Fort was also built in 1649 by the Dutch. It was originally built as a Dutch post in 1642 and known as Fort Crevecoeur on the site of an earlier lodge. It was largely destroyed in 1863 by an earthquake and was partly reconstructed. It was later handed over to the English in 1868 after the departure of the Dutch and renamed Ussher Fort after the British administrator who instrumented the exchange in the same year.

Tourism in Ghana has become a major socio-economic activity and one of the most important and fastest growing sectors of the Ghanaian economy. It is the fourth largest foreign exchange earner after cocoa, gold and remittances from abroad. Awareness of tourist destinations by tourist (Both Local and International) is the starting success factor of most tourist destinations. Touristic destinations must have products and services that can offer maximum satisfaction to its customers and museums and monuments within these destinations are not an exception. Development and promotion of museums and monument must be an important cross cutting issue and management concern at most World Heritage sites. Thus, promotion of heritage sites with museums and monuments must be of greater concern to both government and museum authorities since it is the key to boosting the tourism industry as well an increasing foreign exchange and hence enhancing growth and GDP increase in the country.

1.2. Statement of Problem

Ghana possesses many museums and monuments which has not been fully developed and promoted in relation to the growth of tourism and James and Ussher Forts are not an exception. If these museums and monuments are promoted properly, Ghana will earn the foreign exchange that is needed to incorporate the overall package of tourist attractions of tourism destination. This study contends that, the museum and monument tourism potential has been given little attention, by tourism managers and planners of the country. The growth of alternative tourism worldwide and a growing concern over conservation at destinations should draw a need for Ghana to diversify the tourism product base in order to maintain competitiveness. Thus, heritage tourism seems to be one of such options, not only for widening Ghana's product base, but also enhancing Ghanaian's cultural and traditional understanding of their identity and preservation of their valuable tourism heritage. The problem therefore is how effective will communication tools help in their development of museums and monuments in Accra specifically James and Ussher forts in relation to the growth of tourism in Ghana. It is in this respect that the researcher seeks to investigate into the topic "Using Communication Tools to Promote Museums and Monuments for the Growth of Tourism in Ghana, the case of James and Ussher Forts as a study area".

1.3. Objectives of the Study

The main objective of the study was to investigate the use of communication tools to promote the development of Museums and monuments in relation to the growth of tourism in Ghana using James and Ussher Fort in Accra as a case study. Specifically, the study sought to

1. To find out Government of Ghana's contribution towards the promotion and development of museum and monuments in Ghana particularly James and Ussher Forts in the Accra Metropolis, Greater Accra Region..
2. To find out public opinion on the refurbishment of museums and monuments at James and Ussher Fort. in relation to the growth of tourism in Ghana.
3. To find out how communication tools enhances the development of museums and monuments at James and Ussher Forts in relation to tourism growth in Ghana..

1.4. Research Question

1. How does Government of Ghana contribute towards the promotion and development of museum and monuments in James and Ussher Forts in the Accra Metropolis, Greater Accra Region?
2. What are public opinions on the refurbishment of museums and monuments at James and Ussher Forts in relation to the growth of tourism in Ghana?
3. How do communication tools enhance the development of museums and monuments at James and Ussher Forts in relation to the growth of tourism in Ghana?

1.5. Significance of the Study

This research will be of great benefits to management and decision makers in charge of promoting museums and monuments in Ghana. It will help identify the best communication tools for developing museums and monuments especially in the case of James and Ussher forts for the growth of tourism in Ghana. The outcome of the study will help build the capacity for future academic research in museums and monuments in Ghana. This paper will also serve as a reference material for other researchers who will be interested to conduct further studies into this phenomenon.

2. Literature Review

2.1. Theoretical Literature

2.1.1. The Brief History of UNESCO

The United Nations Educational Scientific and Cultural Organisation (UNESCO) is an agency within United Nations, established on November 16, 1945, with responsibility to promote peace, social justice, human rights and international security through international cooperation on educational, science and cultural programmes. UNESCO is based in Paris, France and has over 50 field offices located around the world (An Overview and History of UNESCO, 2014).

According to an Overview and History of UNESCO (2014), UNESCO programme of operation is segmented into five main thematic areas, namely: education, natural sciences, social and human sciences, culture, and communication and information. The main goal of UNESCO is to achieve the millennium goal of the reduction of extreme poverty in developing countries and developing a programme for universal primary education in all countries by 2015. Others include eliminating gender inequalities in primary and secondary education, promoting sustainable development and reducing the loss of environmental resources. The UNESCO World Heritage Properties (2014) affirms that one of UNESCO's most famous special themes is its World Heritage Center that identifies cultural, natural and mixed sites to protect all over the world in an effort to promote the maintenance of cultural, historic or natural heritage in such places for generation unborn and others to see. UNESCO has an office in Ghana that serves other neighbouring countries such as

2.2. Brief Historical Development of Museums and Monuments in Ghana

In 1952, the British Colonial government saw the need to conserve the past of the then Gold Coast decided to put in place an 'Interim Council of the National Museum to public create awareness and to facilitate the creation of a national museum (Ghana Museums and Monuments, 2014). Additionally, the Interim Council of the National Museum of the Gold Coast and the

Monuments and Relics Commission were merged that led to the passing of the Museum and Monuments Board Ordinance of Gold Coast No. 20 of 1957 which established the Ghana Museums and Monuments Board (GMMB), (Ghana Museums and Monuments, 2014)

GMMB was established through the then Ethnographic Museum at Achimota College, (now Achimota High School) in 1929. Again in 1948, the Ethnographic Museum at Achimota College was moved to the Department of Archaeology when the University of Ghana, Legon, Accra, Ghana was created, then the University of the Gold Coast (Ghana Museums, 2014). In March 1957, on the eve of the country's independence, Osagyfo Dr. Kwame Nkrumah, the first President of Ghana, established GMMB as the legal custodian of all Ghana's material and cultural heritage of either movable or immovable heritage; resulting to the merger of the then interim Council of the National Museum of the Gold Coast, Monuments and Relics Commission. GMMB is now governed by the National Liberation Council Decree (NLCD) 387 of 1969, known as Act 387 of 1969 and further strengthened by the executive Instrument (EI) 29 of 1973 (Ghana Museums and Monuments, 2014).



Figure 1: The Headquarters of National Museum and Monuments

Source – Ghana Museums, 2014 - <http://www.ghanamuseums.org/> ACCESSED 20/11/2014

The Ghana Museums and Monuments Board has six main working objectives, which are:

- Equipping and managing all material cultural (movable and immovable) heritage of the nation
- Establishing, equipping and managing new museums
- Controlling the export, import, sale and change of ownerships of material cultural property through licensing and issuance of permits
- Establishing a National Register and keeping inventory of all material cultural (movable and immovable) heritage of Ghana
- Identifying and recommending for declaration as national monuments, structures, objects and sites of historical and cultural significance
- Undertaking research and publication of all matters relating to material cultural (movable and immovable) heritage.
- SOURCE – Ghana Museums, 2014

2.3. Archaeological Sites and Other Sites of Historical-Cultural Relevance to Ghana

Ghana Museums (2014) affirms that over the years, archaeologists have uncovered a wealth of clues to Ghana's past which had previously been hidden in the Ghanaian soil and each archaeological site discloses information about a different cultural group and time period of the country's past. Ghana Museum (2014) argues that sites such as those at Asokrochona, BosumpraRockshelter in Ghana and a few more are classed as Kintampo Culture Sites were all inhabited during Ghana's Stone Age, while a site at Krobo Mountain was occupied during the 18th and 19th centuries AD. Other sites, Ghana Museums (2014) stated were inhabited during timeframes spanning many thousands of years. Additionally, there are settlements which have left their traces in areas like Begho, New Buipe and Daboya were originated in the Stone Age and lasted through the Iron Age until the 17th and 18th centuries. Ghana Museum (2014) again asserts that the areas around a number of Ghana's old Colonial Castles and Forts, such as Elmina Castle; Cape Coast Castle; Eliza Carthago Fort; and Ussher Fort have also been excavated, exposing details about life during the days of the slave trade in Ghana. According to Ghana Museums (2014), some archaeological information findings at the Museum of Archaeology at the University of Ghana's Department of Archaeology, Legon Campus include the following: Stone Axes from Kwahu; Kintampo Culture (the first farmers in West Africa); Komaland Excavation; German Stone Ware; Fort Crevecoeur/Ussher Fort; Fort Amsterdam and Krobo Mountain Archaeological Project

2.4. Forts and Castles

Dr. Isaac S. Ephson (1970), a writer on Ancient Forts and Castles of the Gold Coast (Ghana), mentioned that in the National Monuments Instrument, EI 42, 1972, there are 33 forts and castles in Ghana considered as National Monuments across the country and these as follow: There are eight national monuments in the Western Region; Fort Apollonia at Beyin; Fort St. Anthony at Axim; Fort Gross Friedrichsburg at Princetown; Fort Dorothea at Akwida; Fort Metal Cross at Dixcove; Fort Batenstein at Butre; Fort Orange at Sekondi and Fort St. Sebastian at Shama. The Central Region of Ghana has 17 national monuments and these are: the Fort at British Komenda; Fort Vendenburg, Dutch Komenda; Castle of St. George's, Elmina; Fort St. Jago at Elmina; Cape

Coast Castle; Fort Victoria at Cape Coast; Fort Royal at Cape Coast; Fort William at Cape Coast; Fort McCarthy at Cape Coast; Fort Fredericksburg at Amanful; Fort Nassau at Mouri; Fort William at Anomabu; The Little Fort at Anomabu; Fort Amsterdam at Abandzi; The Fort at Tantomquery; Fort Patience at Apam; and Fort Good Hope at Senya. Beraku. In the Greater Accra Region there are four national monuments, namely; James Fort at Jamestown; Ussher Fort, Ussher Town; Christiansborg Castle at Osu, Accra and Fort Augustaborg at Teshie. The Eastern Region of Ghana has two forts and these are; Fort Vernon at Prampram and Fort Fredensborg at Old Ningo. Fort Prinzensten at Keta in the Volta Region of Ghana and Ashanti Region has one fort.

Dr. Isaac S. Ephson (1970), a writer on Ancient Forts and Castles of the Gold Coast (Ghana), said;

“These edifices testify to the once flourishing trade between the indigenous African people and the European trading companies of Portugal, the Netherlands, Denmark, England, France, Sweden, and Brandenburg of German Prussia. The history of Ghana's government administration, judiciary, religion, health care and even its architecture has its roots at these ancient relics.”

(Dr. Isaac S. Ephson, 1970)



Figure 2

Source -Dr. Ephson, 1970, James Fort, Accra

Until 2008, James Fort served Ghanaian society as a prison. The fort is located in Jamestown, Accra. It is in moderately good condition.



Figure 3

Source: - (Dr. Ephson, 1970) - Ussher Fort (Crevecoeur), Accra
Understanding Communication Literature on Museum and Monuments

Donald Adams (1980), argues that recent academic literature focusing on communications within a museum is severely lacking.. Supporting Donald Adams (1980) claims on lack of academic literature on museums, the American University Library (2011) asserts that scholarly communication literature in the area of museum is virtually non-existent or rarely cited. However, a renewed focused seems to be coming to the museum promotional development and communication field with international museum conferences like Communicating the Museum focusing exclusively on communication strategies in 2008 (Communicating the Museum, 2008). As the field of developments through promotion becomes more professionalised and communication strategies become a part of every organisation, more scholarly research across organisation types is needed to promote museum and monuments in the growth of tourism in a country like Ghana.

Museum associations in the United States defined a museum as a non-profit institution geared towards conservation, research and communication (Ginsburch&Mairesse, 1997). Ginsburch&Mairesse (1997), argue further that the definition of a museum can be more fluid as an average person will look at a museum as a place to explore, in the most physical sense, the ideas and history behind a subject. The general public, like the Ghanaian public gives little consideration to funding or the specific purpose of a museum but rather considers what the institution physically has to offer ((Ginsburch&Mairesse, 1997). If an institution can offer things like education, entertainment or insight through a visitor's experience and interaction with projects then most people would consider it a museum. This leads to a different definition in which objectives and not activities of an institution should be

considered when defining a museum. And in order for museums to evolve and change over time a more fluid approach to defining its function needs to be embraced (Ginsburch&Mairesse, 1997). For example, the museums of the early 19th century emphasised the “look but don’t touch” mentality of an exhibit. However, in 2011 museums tried to become more interactive in order to engage their visitors (Center for the Future of Museums, 2008). And in almost a parody of this old fashioned approach to a museology, the Philadelphia Children’s Museum named itself the Please Touch Museum to emphasise its hands on approach (Please Touch Museum, 2011).

2.5. Communication Tools In Promoting Museums And Monuments For Tourism Growth

In the case of tourism marketing, the communication mix regroups six communication tools: advertising, public relations, sales promotions, direct marketing, personal selling, and e-marketing (Kotler, Bowen and Makens, 2010). These tools aim to inform, persuade, create an image and reinforce the market share of the destination of museum and monuments to the growth of tourism in Ghana (Doyle and Stern, 2006).

2.5.1. Advertising

Advertising is the most visible communication tool when it comes to the promotion of museum and monuments in Ghana. Advertising consists of presenting a product/service through mass media such as radio, television, newspapers and the internet (Pelsmacker, Geuens, and Bergh, 2010). To be effective, the development process of an advertising programme should follow six steps (Peter Doyle and Philip Stern, 2006) and these are: Identify and research the target market; Define advertising objectives; Determine advertising budget; Develop media plan; Create Advertising message; Evaluate advertising effectiveness.

2.5.2. Public Relation

Public relation is a very important communication tool in addition to advertising, its main goal is “to bridge the gap between the company’s point of view and media coverage of the company’s activities” (Pelsmacker, Geuens, and Bergh, 2010, p.339). It exists different types of public relation communication, but the most important for tourism marketing is ‘media public relation’. Its purpose is to generate publicity by encouraging media to cover events which happen in the tourism destination, and hence, reach other important audiences (Pelsmacker, Geuens, and Bergh, 2010). One of its advantages is that it permits to lower the cost of communication through the use of a tierce person: the media (Kosic, Lizic, and Stojanovic, 2010).

2.5.3. Sales Promotions

Sales promotions give an economic argument to attract consumers by lowing prices, giving free goods, or giving the chance to win prizes (Doyle and Stern, 2006). The goal is to increase the sales of the company on a short-term period (Esteban-Bravo, Múgica, and Vidal-Sanz, 2009). Concerning the destination marketing, we can use sales promotions in the low-season to ensure a satisfying influence during this period.

Besides the sales promotions have to be used carefully as it may be a threat to the long-term image of the company (Pelsmacker, Geuens, and Bergh, 2010). In fact, according to Pelsmacker, Geuens, and Bergh (2010), a too frequent utilization of this tool may influence an image of ‘cheapness’ and destroy the perception of quality.

2.5.4. Direct Marketing

Contrary to advertising, direct marketing does not utilise mass media to touch as much people as possible in one time, but it targets “named individual customers” (Peter Doyle and Philip Stern, 2006, p.272). This communication seeks both to obtain immediate responses and develop a lasting customer relationship by the establishment of direct connection with “carefully targeted individual customers” (Kotler, Bowen, and Makens, 2010, p.468). Direct Marketing exists in several techniques which can be classified in two groups: the traditional forms, and the digital direct marketing technologies that can be used in promoting museum and monuments for the growth of tourism in Ghana (Kotler, Bowen, and Makens, 2010).

2.5.5. Personal Selling

Personal selling is a very old marketing technique which is now evaluating in the way that it has been totally transaction based, and has moved to a more customer oriented form (Pelsmaker, Geuens, and Bergh, 2010). In other words we can say that today personal selling focuses on customers’ problems solving. This marketing technique is used as a communication tool in the way that it is “used to inform, give demonstrations to, maintain or establish a long-term relationship with, or persuade specific members of a particular audience” (Pelsmaker, Geuens, and Bergh, 2010, p.529). In the tourism marketing field, to principle type of sales forces used are the tourism agencies and the tour operators in museum and monuments industry (Kotler, Bowen, and Makens, 2010). According to Kotler, Bowen, and Makens (2010), in order to make them efficient, it is important to select the personals carefully, to train them, and to give them the supports they may need to sell museum and monuments product or service effectively to promote tourism in Ghana. Kolter, Bowen, and Makens (2010) explain that there are three possible ways to set up a presence online.

3. Methodology

3.1. Research Design.

For better understanding of the phenomenon understudy on the topic “Use Communication Tools in the Promotion of Museums and Monuments for the Growth of Tourism in Ghana (The case of James and Ussher Forts in the Accra Metropolis, Greater Accra

Region of Ghana), This study will use both qualitative (open-ended questions for data analysis, quantitative (closed-ended for profile data collection) and face to face interview.

3.2. Sample Design

3.2.1. Target Population

Cooper and Schindler (2003) argued that the population is the total collection of elements for which researchers make inferences. Kent (2007:227) also argues that research population is the population, which in research terminology has a broader meaning than the common usage that refer to the total number of inhabitants, including children, in a particular country, or geographical area. "It is the total set of cases that are the focus of the research and is sometimes referred to as 'universe' or 'target population', (Kent, 2007:227).

The population, Kent (2007) affirms needs to be defined carefully to avoid any ambiguities in the research results in this case the research population of this study is located at in and round Jamestown and Ussher town, a cross section of the Ghanaian public and some selected workers of GMMB in the Accra Metropolis of the Greater Accra Region, Ghana. Malhotra (2007) argues that researchers should be very careful when considering the target population. Such considerations help researchers to decide on the gender, the age, geographical location of the research as well as developing the type of questions to be resolved before the target population is determined (Malhotra, 2007). The population of interest for the study comprised all staff of the GMMB in Accra, Ghana Tourism Authority (GTA) and the general public in and around the James and Ussher Forts and a cross section of the general public in the Accra Metropolis.

3.3. The Sampling Frame

Malhotra (2007:338) affirms that sampling frame is a representative of the elements of the target population and for this study, the sampling frame comprises some selected staff of the GMMB, GTA and a cross section of the Ghanaian public in and around James and Ussher Forts in Accra Metropolis of the Greater Accra Region of Ghana. In determining the sample frame for this study, many things were considered as argued by Malhotra (2007), which include, age, location, and occupation. However, for cost benefit analysis, it will be unwise to collect data on entire forts in the country and Ghanaian public, rather on some selected staff of GMMB, GTA and a cross section of the Ghanaian public within the Accra Metropolis of the Greater Accra Region, Ghana. To determine the use of communication tools in the promotion of museum and monuments for the growth of tourism in Ghana, there are some challenges that staff of GMMB face, Questionnaire, comprising open-ended and closed ended was administered to get the profile some selected staff of GMMB, GTA and a cross section of the Ghanaian public within Accra Metropolis of the Greater Accra Region on their geographical background, their ages, educational background, and their knowledge on museum and monuments in relation to the growth of tourism in Ghana.

3.4. Sample Size

Kent (2007) argues that research sample size is a subset of cases, selected and studies by the researcher for the purpose of being able to draw conclusion about the entire population cases under investigation. Sample size of this study will comprise some selected staff of GMMB, GTA and a cross section the Ghanaian public within Accra Metropolis. The sampling size of the research was one hundred and fifty (150) which represented the authorities of museums and monuments at James and Ussher Forts and the general public. Respondents who represented the general public, thus, one hundred and twenty (120) were selected from James and Ussher Forts in Accra.

3.5. Sampling Technique

Sekaran (1992) argued that sampling is the process of selecting a sufficient number of elements from a population so that by studying the sample and understanding the properties or characteristics of the sample, researchers would be able to generalise the properties of the sample to the whole population. Purposive and convenience sampling techniques were adopted to obtain samples. Using these sampling techniques ensured that only staff of GMMB, GTA and a cross section of Ghanaian public within Accra Metropolis of the Greater Accra Region were recruited and interviewed. On sampling techniques, purposive and convenience were used for this study. Kent (2007) argued that purposive sample is a non-probability sample in which the selection of sampling units is made by the researcher using his or her own judgment or experience. As already indicated from the beginning, the researcher of this study;

"Purpose samples are used, quite legitimately, for exploratory research, for qualitative research and for some experimental research, where the focus understands situations, generating ideas or evaluating social situations"

(Kent, 2007:230.

Malhotra (2007:341) asserts that convenience sampling obtains a sample of convenient elements, where the selection of sampling units is left to the interviewer, often because respondents are selected because they happened to be in the right place and at the right time, as in the case of the use of communication tools in the promotion of museums and monuments for the growth of tourism in Ghana, the case of James and Ussher Forts, Accra Metropolis, Greater Accra Region, Ghana.

3.6. Research Instrumentation

3.6.1. Data Collection

Both primary and secondary data were used for the phenomenon under investigation.

- Secondary Data Collection

Are data that have already been collected for the purpose other than the problem at hand. Secondary data, Malhotra (2007) argues that can be located quickly, rapidly easily and not expensive, especially on the phenomenon under investigation, such as some selected staff of GMMB, GTA and a cross section of the Ghanaian public in and around James and Ussher Forts within Accra Metropolis of the Greater Accra Region, Ghana..

- Primary Data Collection

Malhotra (2007) affirms that primary data are organised by a researcher for a specific purpose of addressing the problem under investigation. For this study, primary data collection was on all staff of the museums and monuments board, Ghana tourist authority and the general public in and around James and Ussher Forts within Accra Metropolis. In this study, a questionnaire functioned as a preliminary data collection technique providing empirical data for this study. The nature of the study was explained to respondents and respondents' were assured of confidentiality of any information they provided. Respondents of this study were assured of the confidentiality of the information they provided which reduced the likelihood of obtaining biased responses (Sekaran, 2003).

3.7. Designing the Questionnaire

The study used interview surveys that involve face-to-face, personal contact with the 150 recruited respondents (Kent, 2007: 184) reasons being the researcher of the study therefore decided to read the questions out to them from the questionnaire or interview schedule guide and recorded the responses by ticking appropriate boxes or noting down answers in spaces provided in the questionnaire as argued by Kent (2007:184).

3.8. Validity and Reliability

Haralambos and Holborn (1991) affirmed that secondary sources are invaluable; although they cautioned that their reliability and validity is open to question. However, to ensure the reliability of this study, primary data collection was used to support secondary sources (Glaser and Strauss, 1999; Crotty, 2003) and to ensure the richness of the data. Seale (2002: 118) argued that reliability and validity are important issues in qualitative research, and emphasised the importance of ensuring consistency and accuracy in the way data are collected and analysed. This study involved both open-ended and closed-ended interviews.

3.8.1. Ethical Issues

The questionnaire was administered directly on the spot to respondents recruited for the study on "The Use of Communication Tools on the Promotion of Museums and Monuments in the Accra Metropolis, Greater Region, Ghana. The questionnaires were administered both in the local and English languages; local Akan and Ga language for the indigenous Ghanaian who lived in and around James and Ussher Forts in the Accra Metropolis of the Greater Accra Region and English language for well-educated Ghanaians who work at GMMB office. The administration of the questionnaires was on the spot and face to face.

The researcher gave out questionnaires to one hundred and fifty respondents to constitute the sample size in order to elicit response for the study. Out of these, 120 were selected from the general public whereas 30 were authorities in charge of museum and monuments in James and Ussher Forts. The research also revealed that, majority of the respondents, thus 89 were male while 61 were female.

	AGE	Frequency	Percent
Valid	20-29	21	14.0
	30-39	57	38.0
	40 and Above	72	48.0
	Total	150	100.0

Table 1: Age Distribution of Respondents

Source: Field Survey, 2014

Regarding the age distribution of the one hundred and fifty respondents sampled, the survey showed that the highest number of respondents were 40 years and above representing 48.0%, followed by 30-39 years representing 38.0%, while the respondents within the 20-29 years age group represented 14.0%.

		Frequency	Percent
Valid	Very Important	58	48.3
	Important	50	41.7
	Neutral	10	8.3
	Not Important	2	1.7
	Total	120	100.0

Table 2: Public opinion on the refurbishment of museums and monuments at James and Ussher Forts

Source: Field Survey, 2014

The second research objective wanted to find out public opinion with regards to the importance of refurbishment of museums and monuments at James and Ussher Forts and the reasons for their choice. Results from the questionnaires obtained revealed that,

48.3 % and 41.7% of the respondents included in the study opted for very important and important respectively and saw it as a good opportunity in promoting museums and monuments as well as attracting more tourist to increase revenue through foreign exchange. 8.3% of the respondents were indecisive and therefore were neutral. Surprisingly, 2% said refurbishment of museums and monuments at James and Ussher Forts were not important. Their reason was geared towards the fact that with the poor attitude towards maintenance culture refurbishment will be waste of time and resources.

Respondents	Communication Tools					Total
	Fairs and Exhibition	Advertising	Direct Marketing	Word of Mouth	Brochure and Magazine	
Male	6	2	1	2	3	14
Female	4	5	1	1	5	16
Total	10	7	2	3	8	30

Table 3: Communication Tools used in promoting the developments of museums and monuments
Source: Field Survey, 2014

From the views of the thirty (30) respondents GMMB (authorities) in charge of museums and monuments in James and Ussher Forts in Ghana with regards to the communication tools used in promoting the development of museums and monuments, responses from the questionnaires unveiled that, majority of authorities (10 in number) in charge of museums and monuments in James and Ussher Forts used Fairs and Exhibitions in promoting the sites. This was followed by brochures & magazines, advertisement, Word of Mouth and Direct marketing respectively. The researcher probed further to find out the effect of these tools towards the growth of tourism in Ghana and it was revealed that, all these tools create awareness and attract tourist both within and outside the country to patronize these museums and monument leading to an increase in foreign exchange and adding the GDP of the country in relations to Tourism.

		Frequency	Percent
Valid	Frequent Checkup	5	16.7
	Donations	19	63.3
	Renovations	6	20.0
	Total	30	100.0

Table 4: Government Contribution towards the promotion of Museum and Monument
Source: Field Survey, 2014

The researcher elicited response from the thirty (30) GMMB authorities in charge of monuments and museums in James and Ussher Fort with regards to their view of government contribution towards the promotion of Museums and monuments in James and Ussher fort. Responses to government contributions towards the promotion of Museums and monuments from the authorities included in the study revealed that, government embark on much donations to museums and monuments in order to promote them. This was followed by six authorities indicating renovation as government contributions toward the promotion of museum and monument. Surprisingly, only 5 authorities indicated that frequent checkup was the contribution done by government towards the promotion of museums and monuments at James and Ussher Fort.

4. Conclusions and Recommendations

This study examined the effect of communication tools on development of museums and monuments in relation to the growth of tourism in Ghana. The main case study that guided was James Town and Ussher Fort in Accra. With regards to communication tools that develop museums, the survey confirmed that among all the communication tools used to promote sites of which museums and monuments were examples, fair and exhibition was the most frequently used. This was followed by brochures & magazines, advertisement, Word of Mouth and Direct marketing. The researcher found out that all these tools create awareness and attract tourists both within and outside the country to patronise these museums and monument leading to an increase in foreign exchange and adding the GDP of the country in relations to the growth of Tourism. Public opinion with regards to the importance of refurbishment of museums and monuments at James and Ussher Forts revealed that, it was a good opportunity in promoting museums and monuments as well as attracting more tourists to increase revenue. However, some respondents did not see the importance of this. According to them, poor attitude towards maintenance culture of Ghanaians will render the refurbishment useless. Additionally, the research revealed government contributions towards promotion and development of Museums and monuments. Results from the study showed that government embarks on donations, renovation activities and frequent checkup of these museums and monuments in order to promote them.

4.1. Recommendation

In the light of the research findings, the researcher present these recommendations which could prove useful in the choice of communication tool used in developing museums and the relationship with the growth of tourism both potential and current staff should consider the effect communication tools will have on the development of museums and monuments before using it for promotional purposes. All promotional tools must be well designed in order to communicate and create the right kind of awareness in the promoting museums and monument in Ghana; Government should support museums and monuments board to develop museums and monument sites neglected since doing this will help bring these museums into shape hence attract tourists.

4.2. Limitations of the Study

Although there were several Museums and Monuments in Ghana, this study focused on James and Ussher Forts in the Accra Metropolis in the Greater Accra Region of Ghana, reason being that lack of financial resources to carry out nation-wide research. For this reason, the result of the study cannot be generalised to include all Museums and Monuments in the entire country. Another limitation was improper record keeping as the greatest challenges the researcher encountered in relation to access and collection of hard data. In spite of the above limitations the results of the study give credible information with respect to the effect of communication tools on development of Museums and Monuments to the Growth of tourism in Ghana.

4.3. Further Studies

The study was limited to only the James and Ussher Fort and cannot be used to draw any concrete conclusions for the Museums and Monuments in Ghana, the researcher of this study challenge any person or group of persons interested in this field of study to take up this research topic and further find out the factors that constraint the promotion and development of Museums and Monuments in relation to Tourism growth in Ghana.

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