

**DURBAN UNIVERSITY OF TECHNOLOGY**

**AGRITOURISM AS AN INSTRUMENT OF IMPROVING RURAL  
COMMUNITIES' LIVELIHOOD IN GHANA: A CASE STUDY OF ADJEIKROM  
COMMUNITY**

**ALEXANDER KWABIAH**

**AUGUST 2023**



**AGRITOURISM AS AN INSTRUMENT OF IMPROVING RURAL  
COMMUNITIES' LIVELIHOOD IN GHANA: A CASE STUDY OF ADJEIKROM  
COMMUNITY**

Submitted in fulfilment of the requirements of the degree of Master of  
Management Sciences Specialising in Tourism Management in the Faculty of  
Management Sciences at the  
Durban University of Technology

**ALEXANDER KWABIAH**

**AUGUST 2023**

**APPROVED FOR FINAL SUBMISSION**

Supervisor (Affiliation): Dr RMS Molokwane (PhD) (DUT)

Date: 2023/08/18

Co-Supervisor (Affiliation): \_\_\_\_\_(signature)\_\_\_\_\_ Date:\_\_\_\_\_

## DECLARATION

---

I, Alexander Kwabiah wish to declare that this dissertation is my own work and it has not been submitted for any other qualification to any other higher education institution except at the Durban University of Technology. All sources used in this study were acknowledged.

.....  
Alexander Kwabiah

Student Number: **22175118**

## DEDICATION

---

This dissertation is dedicated to my lovely wife and son

You are my source of inspiration!!!

**“It wasn't easy, but it was worth it”**

I endured sleepless nights, many times I thought of giving up, but your abundant grace and mercy carried me. What shall I render to You, Lord God Almighty!!!

## **ACKNOWLEDGEMENTS**

---

I wish to express my sincere appreciation to the following people who contributed immensely to the successful completion of this research project:

My supervisor, Dr. Serathi Molokwane for the patience, guidance, and support during the writing of the proposal and dissertation.

To all respondents at Adjeikrom community for making this a success, without your contribution there was no study.

My sincere appreciation and gratitude also go to all who directly and indirectly contributed to this study by providing me with invaluable research assistance and moral support. Thank you.

To my wife, this research project would never have been completed without your support. Your love, care, prayers, motivation, and moral support, thank you. I would not have achieved this without you.

## ABSTRACT

---

In spite of the tremendous potential of agritourism resources in these locations, rural farming communities in Ghana continue to be underdeveloped. Utilizing these agritourism resources can help the economy of these areas to become more diverse and improve the people's quality of life by lowering poverty levels. This research aims to provide answers to this topic as well as new information about the growth of agritourism and its effects on the enhancement of rural livelihood in Adjeikrom. This study took the form of a case study, mixed research design was adopted. A questionnaire and an interview guide were used to collect primary data from a sample of one hundred respondents based on multi-stage and simple random sampling techniques. The data was collected within the Adjeikrom community. The statistical programme, SPSS version 24.0 was used to analyse the data. The result of the study revealed that the local community in Adjeikrom has benefited from agritourism initiatives in that through tourism, the community has been empowered, boreholes have been provided and there have been cultural exchanges as a result of host-guest interactions. The study revealed that there was high start-up capital for the local people and stakeholders. With regards to measures towards improving the appropriate development of Agritourism in the area, the expectation is that there should be a commitment on the part of all stakeholders to the improvement of livelihood in the community so as to alleviate poverty. For agritourism to contribute more towards the creation of job opportunities, entrepreneurial skills and income generation, it is recommended that the government through the Ministry of Tourism, Arts and Culture strengthens partnerships with the local business sector, the local community in general and all other stakeholders, as well as the policy-makers to ensure a faster integrated tourism development process, thereby allowing stakeholder engagements and training activities.

**Keywords:** Agritourism, Livelihood, Rural Community and Adjeikrom Community

## TABLE OF CONTENTS

---

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENTS.....	iv
ABSTRACT.....	v
TABLE OF CONTENT.....	vi
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
CHAPTER ONE.....	1
1.1 Introduction .....	1
1.2 Context of the research .....	2
1.3 Research problem .....	3
1.4 Purpose of the study.....	4
1.5 Objectives of the study.....	4
1.6 Research questions .....	4

1.7 Framework of the study .....	5
1.8 Research methodology .....	5
1.9 Contributions of study .....	6
1.10 Ethical considerations .....	6
1.11 Scope of the study .....	7
1.12 Structure of dissertation .....	7
1.13 Summary... ..	8
CHAPTER TWO.....	9
2.1 Introduction.....	9
2.2 Tourism in Ghana.....	9
2.3 Definition of Agritourism.....	10
2.4 The Concept of Agritourism.....	11
2.5 Livelihood Opportunities of Local Communities in Agritourism Development.....	13
2.6 Agritourism’s Contribution to the Income of Local Communities.....	15
2.7 Challenges faced in Agritourism Development.....	18



2.8 Conceptual.....	21
2.9 Theoretical Framework.....	22
CHAPTER THREE.....	26
3.1 Introduction.....	26
3.2 Research Design.....	26
3.3 Research Paradigm.....	27
3.4 Research Methods and Strategies.....	28
3.5 Data Sources.....	28
3.6 Data Collection Methods.....	29
3.6.1 Quantitative Methods.....	29
3.6.2 Qualitative Methods.....	29
3.7 Population of the Study.....	30
3.7.1 Inclusion and Exclusion Criteria.....	31
3.8 Sampling Strategies.....	31
3.8.1 Sampling.....	32
3.9 Research Instrument.....	34

3.9.1 Quantitative Approach.....	35
3.9.2 Qualitative approach.....	35
3.9.2.1 Interview Design.....	36
3.10 Data Analysis.....	36
3.10.1 Quantitative analysis.....	37
3.10.2 Qualitative analysis.....	37
3.11 Pre-Testing.....	37
3.12 Validity and Reliability.....	38
3.12.1 Trustworthiness.....	38
3.13 Delimitations.....	39
3.14 Ethical Considerations.....	39
3.15 Summary.....	40
CHAPTER FOUR.....	41
4.1 Introduction.....	41
4.2. Socio-demographic characteristics of respondents.....	41
4.3 Agritourism development at Adjeikrom.....	43
4.4 Livelihood Opportunities of Agritourism at Adjeikrom.....	46

4.5 Interview Session with Tour Guide.....	53
4.6 Interview Session with Facility Management.....	54
4.7 Interview Session with Restaurant Operators.....	56
4.8 Summary.....	57
CHAPTER FIVE.....	59
5.1 Introduction.....	59
5.2 Summary of Key Findings.....	59
5.2.1 Livelihood opportunities of the local people in the area.....	59
5.2.2 The extent to which Agritourism is contributing to improve livelihood of residents.....	59
5.2.3 Challenges faced by local people and stakeholders.....	60
5.2.4 Measures towards improving the appropriate development of Agritourism in the area.....	60
5.3 Conclusion.....	61
5.4 Recommendations.....	61
5.5 Recommendation for further studies.....	63

List of Reference.....65

Appendices.....72

## LIST OF TABLES

---

<b>List No.</b>	<b>Title</b>	<b>Page No.</b>
Table 4.1	Socio-demographic characteristics of respondents.....	42
Table 4.2	Relationship between Income Level and Livelihood Improvement...45	
Table 4.3	Relationship between Income Level and Agritourism perceived at Adjeikrom.....	47
Table 4.4	Perceptions of Local People towards Agritourism Development at Adjeikrom.....	49
Table 4.5	Views of Residents on Agritourism Development.....	52

## LIST OF FIGURES

---

<b>List No.</b>	<b>Page No.</b>
Figure 2.1 Conceptual Framework.....	22

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Introduction

In Ghana, the travel and tourism business generated 5.5% of the country's GDP in terms of percentage and (3.8 billion US dollars) in terms of price in 2019 (Ghana Tourism Authority, 2020:117). According to Kumar and Yasuo (2020:24), farmers have a unique chance to contribute to development through agritourism. Agritourism development is a crucial tool for rural development and poverty alleviation in developing nations (Kumar and Yasuo 2020: 23). From the assertion of Eurac Research Outcome Statement, (2018:45) in their research work, there was consensus on the broader definition of Agritourism. This definition includes family-run working farms with an emphasis on agriculture, "represents" a sustainable on-farm integrated, complementary, and diversified activity that is producing for the market to support agricultural income. In contrast to the smaller number of research undertaken in agritourism in developing nations. Rauniyar, Awasthi, Kapur, and Mishra (2020: 14) contend that agritourism studies are primarily concentrated on the developed countries. Agritourism may help rural communities and allow farmers to diversify in other activities that can generate additional income (Van Sandt, Low, and Thilmany 2018: 593). Since the local economy is mostly agrarian in nature, developing agritourism assets can contribute to local economic diversification and improve individual livelihoods by reducing poverty. Therefore, this study will look into how much agritourism may be developed using these resources to raise living standards for those living in the Adjeikrom community.

The Adjeikrom cocoa tour facility is one of these agritourism resources that can be expanded and used to support local economic diversification and enhance individual livelihoods by reducing poverty. The fundamental concern is still whether agritourism in Adjeikrom can result in better living conditions.

In this chapter the context, research problem, intent, and importance of the study will be addressed. The chapter will further list the general and specific objectives and describe the scope of the study. This is followed by an elucidation of the research paradigm and methodology. The chapter concludes with a description of the outline of each chapter.

## **1.2 Context of Research**

Adu-Ampong (2018: 75) asserts that many developing nations still rely heavily on tourism as a source of economic activity. The tourism-development nexus is a key focus of the Ghana National Tourism Development Plan (GNTDP, 2013–2027) which aims to use tourism explicitly to improve livelihood through poverty reduction as well as for general economic growth. The strategy conceptualizes a link between poverty alleviation, sectoral links, and economic growth. Adu-Ampong (2018: 85) asserts that when using a development-first strategy, the local level is the main focus, and tourism is considered as a part of a set of policies that can improve the community's alternative socioeconomic livelihood options. However, Agritourism is viewed as a tool for rural development and the reduction of poverty when it is fully utilized and everyone gets involved in the process. For example, when the local residents of Adjeikrom are neglected during the planning phase of Agritourism development, then the purpose of the project could not be achieved. Increased tourism in traditional areas will help motivate farmers to use sustainable farming methods, enhance the health of their crops and livestock, and perform better farm and equipment maintenance. Through cooperative extension networks, farmer training seminars, herd vaccinations and treatments for sheep, goats, and poultry, as well as instruction in cleanliness and sanitation, can be made available in areas where understanding regarding these practices is missing. Therefore, an improved and more varied diet, a greater sense of accomplishment from starting their own small businesses, and more money to invest in bettering their homes,



farms, and communities are all potential additional benefits for farmers and their families.

### **1.3 Research Problem**

Agritourism can be explained as agricultural lands and buildings that are actively being used for producing goods and/or raising where tourists visit to either participate in the activities or not. According to Canovi and Lyon (2019: 3), the key incentive for farmers' participation in agritourism is the development of additional income and the financial survival of their farms. Wojcieszak-Zbierska, Jeczmyk, Zawadka and Uglis (2020: 1) assert that agritourism is a crucial component of rural communities' agricultural diversification. It is one of the concepts of sustainable and multi-purpose agriculture. It necessitates the use of rural production resources and gives locals and farmers alike an additional source of income. Despite the tremendous potential of agritourism resources in these locations, rural farming communities in Ghana continue to be underdeveloped. Utilizing these agritourism resources can help the area's economy become more diverse and improve people's quality of life by lowering poverty, thus when the local farmers are engaged in Agritourism development, they become aware of the pros and cons and then tend to appreciate their participation. The fundamental issue today is whether, and if so, how, agritourism can enhance the standard of living of the Adjeikrom community. From the information above, when Agritourism is developed at Adjeikrom, farmers are not only going to rely on their farm produce for survival but the inflows from tourists that will be injected in other sectors of the economy; resulting in the creation of jobs. Therefore, this research aims to provide answers to this topic/question as well as unearth/provide new information about the growth of agritourism and how it influences the improvement of rural life in Adjeikrom.

#### **1.4 Purpose of the Study**

The purpose of this study is to evaluate the livelihood opportunities and difficulties related to the growth of agritourism in Adjeikrom and to critically assess its present and potential contributions to the reduction of poverty in the area.

#### **1.5 Objectives of the Study**

The main objectives of the study are as follows:

- i. To determine livelihood opportunities of the local people linked to agritourism development.
- ii. To examine the extent to which agritourism is contributing towards improving the income of the local people.
- iii. To investigate the socio-economic issues faced by local people and stakeholders
- iv. To recommend measures on how agritourism can thrive socially and economically in the community.

#### **1.6 Research Questions**

The research addresses the following research questions of the study:

- i. What are the livelihood opportunities available to households from agritourism development in the area?
- ii. What is the extent of agritourism's contribution towards improving the income of the local people?
- iii. What are the socio-economic issues faced by stakeholders and local people operating within the agritourism enterprise?
- iv. What measures can be put in place socially and economically to improve appropriate agritourism development in the community?

## **1.7 Framework of the Study**

A theoretical framework, according to Anfara and Mertz (2014: 139), is a framework that supports a research study theory. It introduces and identifies the theory that justifies the need to conduct the study's research question. A sample's orientation is frequently specified in the theoretical framework, which represents the researcher's analytical role (Anfara et al 2014: 140). The study considered how agritourism contributes to enhancing the local economy and people's quality of life, as well as the strategies available to enhance proper agritourism development based on the research objectives. The literature review describes the ideas and the procedures and the theoretical framework used was the sustainable livelihood theory. This theory is a holistic approach that tries to capture, and provide a means of understanding, the fundamental causes and dimensions of poverty without collapsing the focus onto just few factors such as economic issues, food and security. It can also be seen as a way of thinking about the objectives, scope and priorities for development, in order to enhance progress in poverty elimination. Furthermore, the social exchange theory was adopted. This applies social exchange theory (SET) in explaining all aspects of engagement in enhancing the livelihood of residents. It is a need to better understanding all stakeholders' issues toward agritourism development, which social exchange theory (SET) seems to assist to clarify as it offers the additional perspectives from different knowledge areas that are usefully, fruitfully and synergically investigate the various issues at each stage of tourism development (Bimonte & Faralla, 2016; Bimonte & Punzo, 2016).

## **1.8 Research Methodology**

Wilson (2014: 119) defines research methodologies as diverse data collection strategies. The primary data for this study was gathered through the use of a questionnaire relatively for the quantitative analysis whereas an in-depth interview was used to collect data from some selected participants for qualitative analysis, and the secondary data was gathered through articles

and library materials. The study used both quantitative and qualitative design in assessing the result. So, this study employed a mixed technique approach.

### **1.9 Contributions to the Study**

Authorities overseeing the Adjeikrom tour facility project and other local stakeholders would have benefited from the study's assistance in evaluating their policies and plans to capitalize on rising demand for the region's tourism options. The study in the end, hopefully have some effects on improving rural livelihoods by reducing poverty as jobs were provided to the local residents in order to meet their daily survival. To ensure a quicker integrated tourism development process, this can be accomplished by the Ministry of Tourism, Arts, and Culture working with the local business sector, the local community, general stakeholders, and policy-makers to provide job opportunities, entrepreneurial skills, and income generation.

Finally, it is anticipated that the local residents of Adjeikrom will benefit from the study's results and suggestions when recommendations for this study are implemented in the community.

### **1.10 Ethical Considerations**

Certain ethical concerns would be considered because this study includes the participation of individuals, more specifically individuals who represent various homes. To protect the participants' privacy and safety, it was essential to take these ethical considerations into account. The researcher went over all the pertinent information about the study, including its aims and purposes, objectives, and procedures used, in order to obtain the agreement of the chosen participants. Once more, the respondents indicated that they might stop participating in the survey at any time. Participants' privacy was protected by keeping their names and other identifying information private throughout the research.

### **1.11 Scope of the Study**

The participants in this study were all people from the Adjeikrom community. The community has a population size of approximately 1,500 indigenes (Ghana Statistical Services, 2021:15). Aside Agritourism activities, there are other activities such as mountain biking and hiking. Other individuals outside the Adjeikrom community are not included in the study. Other communities are excluded due to financial and time restrictions as well as the nature of the investigation.

### **1.12 Structure of Dissertation**

This study is organised into five chapters:

Chapter One: Give a brief overview of the study and the issue it is trying to solve, the rationale of the study, and the aim and objectives of the study.

Chapter Two: provide information about the literature that has been written about the subject of the study, and the concept of agritourism is explained in part using diverse literary sources and enhancement of livelihood of rural communities in Ghana and also the conceptual framework adopted for the study.

Chapter Three: Gives the reason for the methodology, tools, and sample approaches and provides a detailed description of the research area by profiling its demographic traits and the state of the local economy.

Chapter Four: presents the analysis and discussion of the findings under many headings in accordance with the study's goals.

Chapter Five: summarizes some of the most important study findings, draws conclusions, and makes suggestions for further research and recommendations for action.

### **1.13 Summary**

This chapter introduced and proposed future research, provided a summary of the study, and listed the chapters of the dissertation. The next chapter presents the literature review for the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviewed literature based on the conceptual/theoretical framework of the study. It includes the definition of Agritourism, the concept of Agritourism, and, livelihood opportunities for local communities in agritourism development.

Finally, the chapter will discuss the contribution Agritourism makes to local communities and some of the challenges faced in Agritourism development.

#### **2.2 Tourism in Ghana**

Ghana is a country located in West Africa that falls in the category of developing countries around the world. For many developing nations, tourism remains a key source of economic activity (Adu-Ampong 2018: 75). According to Adu-Ampong (2018: 75), the present medium-term national economic development plan (Ghana National Growth and Development Agenda) lists tourism as one of seven significant economic pillars for restructuring the economy. The goal of this plan is to effectively combine the tourism and recreation industries with agriculture. Thus, the growth of the economy's primary economic sector must be linked to the provision of inputs into the tourism sector (Adu-Ampong 2018: 84).

According to Sasu, (2022:2) in 2021, the travel and tourism sector in Ghana contributed around 3.1 billion U.S dollars to the country's Gross Domestic Product. This increased compared to the 2.1 billion U.S dollars recorded in the preceding year. Ghana registered around 623.5 thousand international tourist arrivals in the country. In the preceding year, a low of approximately 355,000 tourists was counted as a result of COVID-19 (Sasu, 2022:3). Concerning the expenditure of tourists in Ghana, a data published by Sasu (2022:3) revealed that in 2020, 946 million U.S dollars was realize from

international tourists' expenditure, making a decrease compared to most of the years reviewed however, in 2017 the expenditure of international tourists hits approximately 1.58 billion U.S dollars.

The Ghana Poverty Reduction Strategy (GPRS) focuses on spending and redistributive policies that directly address poverty as a medium-term development strategy. The plan's objectives to reduce poverty are clearly linked to the growth of the tourism industry. In addition to the customary emphasis on foreign exchange profits, Adu-Ampong (2018: 85) claims that the GPRS marks the first national development plan to construct a direct relationship between tourism and poverty alleviation. Rural areas are still essential for civilisation even though more than half of the world's population now lives in cities because they offer places for people to live and are endowed with natural resources (United Nations 2018: 83).

Rural areas can be thought of as areas that provide social and natural capital to the countryside. If properly managed, these resources draw individuals from non-rural or other rural areas and can support rural development (Fischer 2019: 545). A deeper understanding of tourism's qualities can be used to steer its social force toward efforts to reduce poverty and promote wider development (Adu-Ampong 2018: 84).

### **2.3 Definition of Agritourism**

Around the world, farming operations are starting to go beyond what constitutes a standard agricultural enterprise. There are currently a variety of activities that are carried out on farms, including wineries, guided tours, pick-your-own operations, and seasonal-themed hayrides, as a result of farmers adapting their business models to operate in harmony with their farm operations and rural lives (Kelly 2016: 20). When farmers use agritourism to diversify their farming operations, several kinds of enterprises are created.

The agritourism sub-niche of rural tourism combines the agriculture and tourism industries to allow guests to engage in leisure activities in an



agricultural setting (Ainley 2014: 20). Because it can occur on a working farm rather than just in a rural area, agritourism varies from rural tourism (Barbieri 2010: 261). The term "functional farm" refers to agricultural land and buildings that are actively being used for producing goods and/or raising animals (Barbieri 2010: 258). According to OMAFRA, (2017:36), agritourism is "the act of visiting a working farm or agribusiness operation for the purposes of enjoyment, procurement of a product or service, education, or personal involvement in the activities of the farm operation" (Kelly 2016: 22).

Customers who visit farms for agritourism benefit from hands-on farming activities that teach them about the industry. Therefore, agritourism operations are agriculturally oriented businesses that give guests a fun and instructive hands-on experience that educates them on how many of the items that consumers love is made from scratch using raw materials from the farm (Ainley 2014: 25).

As a result, agritourism enterprises give customers a better awareness of the origins of produce and livestock as well as the various applications for these essential goods. Agritourism initiatives also provide farm operators with non-financial benefits like the preservation of the rural way of life and social interaction with visitors by bringing tourists into rural communities, showing them where their food comes from, and demonstrating that there is life outside of the city.

## **2.4 The Concept of Agritourism**

Agritourism is currently considered by scholars from a variety of perspectives, to be the best tool for balancing the needs of rural tourists with those of rural communities, providing genuine opportunities for economic and social development while minimizing negative effects on the environment and social-cultural aspects (Ammirato, Felicetti, Raso, Pansera and Violi 2020:1). According to Kumar and Yasuo (2020: 23), agritourism development is a crucial tool for rural development and poverty alleviation in developing nations.

According to Van Sandt, Low, and Thilmany (2018: 593), the goal of agritourism may be to help farms and ranches become commercially sustainable and valuable and broadly to reinvigorate rural economies, better educate the public about agriculture, and conserve agricultural heritage. Van Sandt, et al. (2018: 593) contends that agritourism increases farm-based profits and is a consumer-driven innovation. According to Van Sandt et al. (2018: 607), some communities may have greater success adopting agritourism as a tactic to sustain agricultural firms and their rural communities. This is because of the spatial variability of agritourism and its drivers. It is not surprising that agritourism is the favoured tourism concept in rural areas given its responsiveness to environmental sustainability, sustainable agriculture, as well as social, historical, and cultural ramifications (Pavi, Paek, and Pavlovi 2018: 245; Nickerson, Black, and McCool 2001: 120).

According to Bhatta, Itagaki, and Ohe (2019: 438), the idea of agritourism is derived from activities done on agricultural farms for enjoyment, and education, as well as protecting natural and cultural heritage. These activities include tending to livestock, cultivating plants (Jeczmyk and Uglis 2014; Majewski 2000) preparing traditional foods, and making local crafts out of agricultural waste. The main objective of agritourism, which first gained popularity in rural areas, is to preserve the nature, history, and culture of such communities while promoting sustainable agriculture (Privetera 2010: 9). This effort aimed to increase the rural communities' capital and farmers' and agricultural entrepreneurs' income (Flanigan, Blackstock and Hunter 2014: 396; Eshun and Tettey 2014: 90; Adom 2019: 184).

However, because many contemporary metropolitan centres have started applying the innovative idea of constructing agritourism facilities on farmlands, it would be erroneous to limit the tourist concept to these locations (Srisomyong 2010: 34).

## **2.5 Livelihood Opportunities of Local Communities in Agritourism Development**

For a very long time, the notion of using tourism to diversify and boost farm income has been studied (Shah, Gibson, Shah, and Pratt 2019: 15). The majority of domestic and foreign tourists may favour agritourism as their preferred travel trend because it is an innovative form of tourism that connects agriculture with local cultural heritage. Agritourism has been seen as providing livelihood opportunities for local communities in terms of the provision of food and tour guiding activities. Agritourism is regarded as a tool for rural development and poverty alleviation, thus emerging nations should follow this trend as well. In poorer nations, agritourism growth is a far more crucial tool for rural development and economic diversification (Kumar and Yasuo 2020: 35).

Due to the increased economic potential afforded by agritourism, farmers are encouraged to get involved. From a study from Kumar and Yasuo, (2020:36) postulates that women are more driven to participate in agritourism than males, and many highly educated and younger people make greater profits. So, encouraging women and educating people can help boost agritourism in developing nations. Working in agritourism not only boosts female income but also advances gender parity (Raman, Roman, and Prus 2020:51). The relationship between agrifood products and tourism, according to Tregua, Dawria, and Marano- Marcolou (2018: 51), is that agritourism can be a beneficial tool in boosting local economic development through environmental enhancement and territorial promotion.

Agritourism is universally regarded as a critical component of local economic development, particularly for rural, underdeveloped places with a rich cultural and environmental history (Saxena, Clark, Oliver, and Ilbery 2017: 351). Economic considerations are viewed as significant forces behind the rise of agritourism (Barbieri 2013: 266; Shah, Gibson, Shah and Pratt 2019: 15). Some of the primary economic motivations of agritourism include raising

income from already-existing farm resources, diversifying farm revenue sources, increasing marketing and farm brand awareness, and reducing seasonal volatility in farm revenue (Schilling, Sullivan, and Komar 2012: 205). In times of economic hardship, such as a bad harvest or low prices, diversification techniques have been seen as a way to increase producer earnings and make them more reliable (Kim, Lee, Lee, Jeong and Moon 2019: 149).

Agritourism increases the demand for labour, opening up job opportunities for women outside of the home (Gil Arroyo, Barbieri, Sotomajor and Kudlenberg 2019: 4). However, in addition to environmental factors, agritourism adoption is also driven by social aims, personal entrepreneurial aspirations, and a better quality of life (Shah, Gibson, Shah, and Pratt 2019: 17). Due to its ability to create both on-site and off-site income for farmers and related communities, agritourism is recognized among farmers as a different type of economic activity (Arroyo, Barbieri and Rich 2016: 42). Smallholder farmers are eager to expand their farming operations and use additional sources of revenue in an effort to be productive and competitive in an era of fast agricultural development.

Rural recreation opportunities can benefit local communities by creating jobs and revenue. Terrific potential exists for areas with unspoiled natural scenery, great amenity value, and little urban influence to draw tourists and develop into destinations for recreation (Gao, Barbieri and Valdivia 2014: 371; Rambodagedara, Suranga Silva and Subashini 2015). Due to rural communities' efforts to discover economic development strategies that will enable them to survive in an era of growing urbanization, interest in agritourism has been further stoked (Van Sandt, Low, and Thilmany 2018: 606).

## **2.6 Agritourism's Contribution to the Income of Local Communities**

From the perspective of generating money and jobs as well as tax revenue for the government, tourism has emerged as a crucial area of economic growth and development (GoUK 2008; Pankaj and Pant 2016: 56). The main goal of agritourism development in rural agricultural communities is to boost farmers' financial gains. It aims to reduce poverty and strengthen rural economies (Wojcieszak, Eczmyk, Zawadka, and Uglis 2020: 15; Bhatta and Ohe 2020: 130). This is so because, particularly in rural areas where agritourism is introduced, agritourism opens up a wide range of employment opportunities for many people.

Young and old individuals in rural farming areas have the chance to start new businesses using agricultural goods and raw materials or by working on-site in the agricultural production industry as service providers (Privetera, 2010: 10; Sadowski and Wojcieszak, 2019: 241; and Zawadka, 2019: 539). Therefore, agritourism businesses for farmers become a supplementary form of income generation that would augment their primary farming income (Srisomyong 2010: 39).

The promotion of commercial agritourism, or interactions between farmers and tourists, is viewed as a crucial development strategy to stop the economic decline in rural areas (Fischer 2019 :544). He suggested that agritourism contributes significantly to farmer revenue.

Giaccio, Gianneli and Mastranandi (2018: 218) proposed the hypothesis that other economic factors, such as farm product direct sales and environmental considerations, such as forest areas and organic certification, are more conducive to boosting Agritourism income. In Karnataka, India, the implementation of agritourism as an extended tourism model on local agricultural production farms increased the income levels of rural farmers, (Hamilpurka, 2012: 108). Similarly, to this, Eshun and Tettey (2014: 88) found that the Tafo Cocoa Tour Facility's introduction of agritourism increased the

demand for cocoa, which also happens to be the main cash crop in the region, hence enhancing the financial benefits status of the region's poor rural farmers.

Some women work in the management of food and beverage stalls or lodging facilities at the agritourism complex, while others work in traditional food processing jobs where they can instruct tourists on how to cook traditional culinary or local dishes (Srisomyong 2010: 33). Ammirato et al. (2020: 3) claim that the benefits of agritourism to rural communities are spread across a number of economic activities because tourist spending is not just related to agritourism services but also to restaurants, shops, and other businesses that are situated in these rural areas.

According to Broccardo, Culass, and Truant (2017: 9), agritourism has a favourable effect on local economies by generating employment locally, increasing sales taxes, and stimulating local business. Agritourism has also been proposed as a way to give family members jobs, protect farms for future generations, or create a farm succession plan. Agritourism is now well recognized as having advantages for farmers and suppliers in a variety of international contexts (Hematpour and Khodadadi 2020). The two scholars concluded that, among other things, the quests for self-worth and revenue increases are the most crucial reasons for farmers to participate in agritourism.

In their study, Petromana, Varga, Constantin, Petromana, Momira, Turca and Mercea (2016: 85) observe that rural women were able to get employment by cooking traditional dishes with commodities such as bread, pig, and sheep cheese. Youth, as well as adults and women, have the chance to create and market crafts or tourist souvenirs that frequently reflect the people's rich cultural past (Kuo and Chiu 2006: 566). It is noteworthy that these numerous employment alternatives made possible by agritourism might enable each member of the rural family to provide a profitable good or service to boost the

family's income and enhance their networks of support for their way of life (Pavi, Paek, and Pavlovi 2018: 248).

Agritourism is a fantastic teaching tool since it enables tourists to gain first-hand knowledge of both the traditional agricultural production and cultural legacy of rural communities (Petromana, Vargaa, Constantinb, Petromana, Momira, Turca, and Mercea 2016: 84). According to Eshun and Tettey (2014: 90), school children who visit agritourism centres have a very good chance of rekindling their interest in agriculture, which is rapidly dwindling in Africa. While tourists, especially children, participate in certain practical activities related to conventional agricultural production, their interest in these techniques gradually grew.

For agriculture to be promoted among the younger generation then educating them in accepting tourism especially agritourism is very essential (Brune, Knollenberg, Stevenson, Grether, and Barbieri 2018: 4). Some tourists appreciate the farm's orchard, farm scape, and wineries for their visual qualities. Along with various forms of entertainment like hiking and hayrides, there is also agritainment that occurs from participating in tasks that are usually completed on farms (Wojcieszak, Eczmyk, Zawadka, and Uglis 2020: 17). According to Karabati, Dogan, Pinar and Celik (2009: 131), it is crucial to inform visitors about the cultural sphere of community life, which includes their traditional agricultural production practices, cultural beliefs, and practices related to agricultural production, as well as the spiritual purification rites that must be carried out prior to tilling the land, planting, or harvesting crops. This is referred to as the "educational ecological function" of agritourism by Privetera (2010: 11).

Green tourism results from educating tourists about the rural communities' cultural history, especially with regard to how they care about the environment and the use natural vegetation. This helps preserve the rural communities' way of life, culture, and landscapes (Privetera 2010: 9). In addition, educating young people about their rich cultural history allows them to understand the

worth of their cultural norms and values as well as the science practiced by their ancestors, and, indigenous knowledge systems.

On certain agritourism farms, tourists can take traditional cooking and cultural lessons (Barbieri 2013: 269). These sessions, which are mediated by local seniors in the community's traditional cabinet, elderly women, and other community members who are knowledgeable about the traditional culinary traditions and cultural history of the people, assist visitors in appreciating the wisdom of the rural predecessors. This wisdom rests in the past or indicates a step backward in development to someone who is not enlightened. Agritourism also gives these traditional artisan businesses in carving, leatherwork, painting, beadwork, macramé art, and other fields a marketing outlet. Many of these businesses are skill-oriented and serve as a platform for young people to pursue careers in traditional crafts in order to support the agritourism centres established in rural areas. It is admirable that some Agritourism destinations develop a farm store just to display and sell local crafts and artefacts (Srisomyong 2010: 40). This facilitates the visitor's ability to buy and support the products that assure cultural education, support rural artists' livelihoods, and preserve cultural heritage.

## **2.7 Challenges faced in Agritourism Development**

Small-scale family farmers frequently diversify their businesses through agritourism since it can increase their income and help them maintain a healthy work-life balance. Agritourism however, does have its difficulties, though, much like any other agricultural diversification strategy. The research identifies four broad categories of challenges: institutional, social, financial, and physical. While diversifying their business with agritourism, farm operators may encounter one or more of these difficulties. Physical constraints could include urban inhabitants finding it difficult to drive to agritourism operations in the north and vice versa; this could happen since driving is frequently the only way to reach agritourism firms and rural communities (Flanigan, Blackstock and Hunter 2015: 399). Regularly, there is no local bus



service, and regional bus routes lack stops that go further north and have unfavourable schedules, making it challenging for people to travel to and from agritourism locations during business hours.

The viability of operating an agritourism business would decrease if visitors were discouraged by the operation's accessibility issues. Physical barriers include distances between farms that prevent a critical large number from converging and to render them inaccessible (Che, Veeck and Veeck 2015: 230).

The second obstacle is the financial difficulties that arise with running an agritourism enterprise. Potential investment risks related to diversification through agritourism will be faced by agritourism enterprises which are unable to sustain themselves financially. The farm owners' inability to wait for long periods of time to see a return on their investments or to put up the money required to first develop their business in a way that meets customer expectations for quality and experience poses the biggest financial risk (Flanigan et al. 2015: 400; Sharpley and Vass 2006: 47).

An agritourism company's capacity to start up or continue to exist within the industry may be hampered by the financial difficulties associated with running the business. Financial difficulties are frequently correlated with farm size; because of the associated financial volatility, small farms are less likely to diversify successfully (Sharpley and Vass 2006: 49). A different study from Chicago revealed that small-scale family farms are more likely to succeed because they have greater financial flexibility as a result of not investing as much in expensive land or technology (Veeck, Che and Veeck 2016: 278).

Social problems can also bedevil agritourism business owners. Due to a perceived shift away from traditional agricultural practices and the resulting changes in farmer identity, social issues may include a personal unwillingness or inability to adjust to a new, service-oriented position (Sharpley and Vass 2006: 51). In a similar vein, decisions to alter land usage or deescalate technology use to better meet consumer expectations of rural communities

may result in family or communal tensions (Schilling, Attavanich and Jin 2014: 71).

The institutional difficulties that could arise during the growth and extension of an agritourism operation are the fourth and last significant difficulty of diversifying through the usage of agritourism. Government regulation and policy frequently impede the growth of agritourism, especially when they are unclear, or when competing rules are established at several levels of government (Barbieri and Mshenga 2018: 171).

The agritourism business faces many difficulties that make it difficult for it to accomplish its main objective of eradicating poverty in the nation. Among others, these comprise the following: Low knowledge of the potential of tourism as a thriving economic sector; inadequate infrastructure; a lack of domestic awareness and patronage; ineffective marketing of rural areas as destinations; and a lack of collaboration among authorities all contributing factors (Aboagye, Frimpong, and Eshun 2013: 163; Eshun and Tettey 2014a: 11; Asiedu 1997: 1).

In spite of these difficulties, agritourism activities can be advantageous for both the farm operator and the local rural community. Rural areas and small-scale family farms can gain from agritourism in a variety of economic and sociocultural ways. According to research conducted in Michigan, agritourism farms contribute more than \$430 million in annual sales, which is considered to boost local economies (Barbieri and Mshenga 2018: 168; Veeck, Che, and Veeck 2016: 262). On the other hand, there is an ongoing discussion about how much employment Agritourism actually contributes to the economy of Ghana. According to a report from the Ghana Statistical Survey Department (2021), agritourism businesses create thousands of employments to local residents.

Several studies noted a minimal increase in job creation due to a typical reliance on family labor, while Veeck, Che, and Veeck (2016: 290) noted an

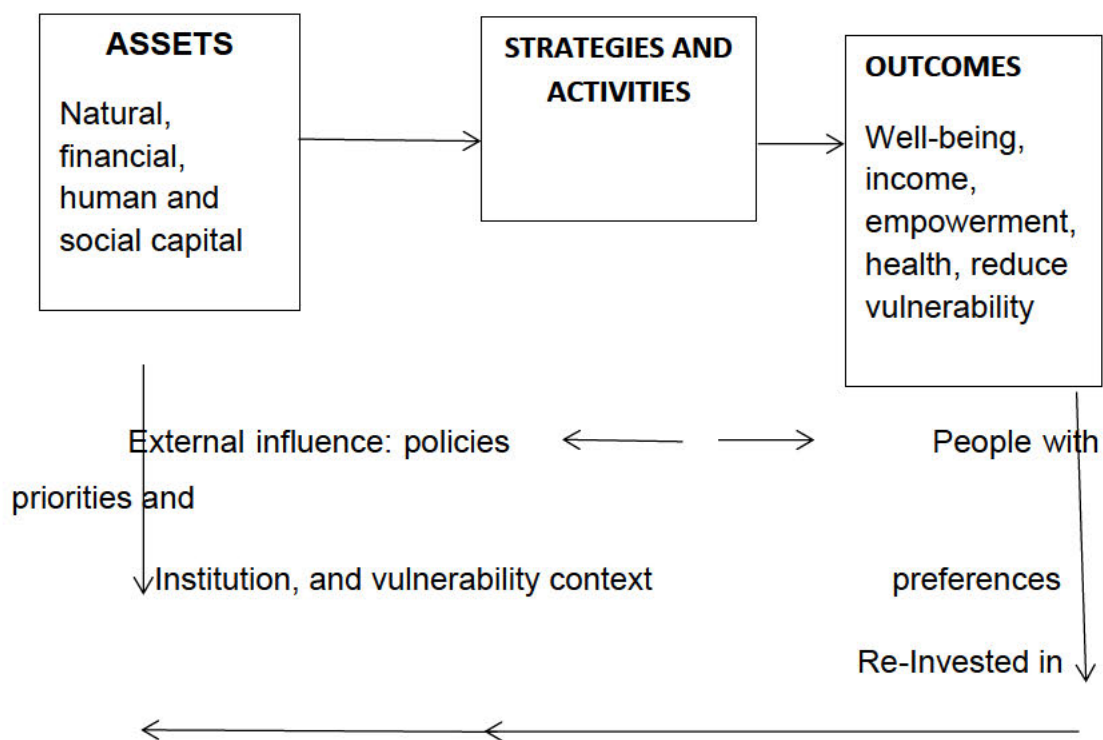
impactful contribution to both full-time and part-time employment in Michigan that also provided transferable job training for future employment opportunities (Sharpley and Vass 2006: 43). By preserving farmland diversity, re-engaging agriculture with communities, and educating the public about food and farming, agritourism operations have also contributed to the development and preservation of social and rural capital, which could improve local food systems and have implications for positive rural identities (Flanigan et al. 2015: 390; Oldenburg and Buckley 2007: 447). Although the literature has emphasized the economic benefits that agritourism can offer, additional research is required to reach firm conclusions regarding non-financial benefits such as personal, familial, or social benefits (Sharpley and Vass 2006: 48). Although there is a lack of knowledge, outreach and increased public education about locally produced food and farming operations may result in a positive shift towards low-impact agricultural practices that satisfy tourists' desire for authenticity and are in line with growing societal concerns about human and environmental health (Flanigan et al. 2015: 401). Agritourism enterprises essentially give farmers a financial boost while providing tourists with interesting learning opportunities.

## **2.8 Conceptual Framework**

This conceptual overview outlines some key ideas that were considered when the study's design was being developed. It was essential to highlight the fundamental ideas that play crucial roles in enhancing sustainable rural lifestyles and how these ideas have been dealt with in the study in order to provide a solid and succinct conceptual framework. In this study, the Department of International Development (DFID) of the government of the United Kingdom's sustainable livelihood framework was used. According to Veal (2011), the creation of a conceptual framework is one of the most challenging aspects of a research project but is also a crucial component.

The study considered the concepts used in the research and how those concepts interacted when creating a conceptual framework. Veal (2011)

suggested four steps to follow in order to construct a conceptual framework. He suggested idea identification, definition, investigation of links between concepts, and operationalization, and also commented that the process should not be seen as linear but rather as iterative. The conceptual frameworks (see figure 2.1) demonstrate the use of the sustainable livelihood framework, which considers livelihood assets, transforming structure and processes, vulnerability context, and livelihood strategies to achieve livelihood outcomes. Then, these factors are connected to agritourism, livelihoods, and poverty alleviation.



**Figure 2.1: Conceptual framework**

Source: Ashely, (2000)

## 2.9 Theoretical Framework

The study used the sustainable livelihood theory. A theoretical framework known as the sustainable livelihood framework has been utilized to evaluate sustainable livelihood results in tourism development (Tao and Wall 2009: 95).

First, the sustainable livelihood framework was used to examine the relationships between tourism and other means of subsistence in a Taiwan/Taiwanese indigenous village (Tao and Wall 2009: 97). As a result of their efforts, numerous studies have been carried out utilizing the sustainable livelihood framework to assess the development of tourism in various locations. Development of rural tourism by Su, Wall, Wang and Jin (2019: 275) and preservation of a historical site by (Su, Wall and Xu 2016: 741).

The determination of realistic priorities for actions that are based on the opinions and interests of individuals involved is made easier by the sustainable livelihood approach. It establishes a link between individuals and the general supportive environment that affects how livelihood strategies turn out (Serrate 2017). In addition, Serrate stated that the sustainable livelihood strategy emphasizes the intrinsic potential of individuals, including their skills, social connections, access to material resources, and capacity to influence care institutions and alleviate poverty.

A livelihood approach, created in rural development studies, focuses on how individual households or communities make a living based on the availability of environmental, physical, economic, social, and cultural resources (Stone and Nyaupane 2018; Su, Wall, Wang and Jin 2019: 273). The sustainable livelihood framework and the idea of livelihood are connected.

This concept of sustainable livelihood framework was inspired by Chambers and Conway's (1992) work, as noted by Ashley and Hasein (2000). Since then, practitioners of development have used it intensively. A livelihood "comprises the capabilities (stores, resources, claims, and access) and actions required for a means of subsistence," (Chamber and Conway,1992). They also emphasized the fact that "a livelihood is a means of gaining a living in the most basic sense."

The livelihood system is dynamic and inclusive (Tao and Wall 2009: 96). The policy environment, institutional structures, and livelihood preferences can all

be influenced by livelihood results. They may also result in re-evaluation and repurposing of resources for sustaining livelihoods (Su et al. 2019: 280). Tourism has been acknowledged as a strategy for decreasing poverty in rural areas, and its incorporation into conventional livelihood methods has enhanced the sustainability of local farmers' livelihoods, (Claim Qlaw, Sasak, Jourdan, Kim, and Shivakoti 2017; Su, Wall, Wang and Jin 2019: 277).

Farmers may use their knowledge of traditional livelihoods to get involved in rural tourism in order to start their own family business or find new jobs (Su, Sun, Mia and Jiao 2018: 1). These scholars believed that tourism was becoming a viable alternative source of income for some locals, and this in return had a good impact on the local economy. There is evidence to support the claim that those who participate in rural tourism have higher levels of capital in almost all categories, especially physical and financial capital (Su et al. 2019: 274). Livelihood assets form the basis of sustainable livelihood because they direct household decision-making and shield members from risks and vulnerability (Ellis 2000: 292; Baffoe and Matsuda 2018).

Land, water, and forests are examples of ecological resources that are referred to as livelihood assets (Scoon 1998). The amount of arable land, forested area, and available water resources serve as general indicators of it. Physical capital is the machinery and infrastructure that households can use to uphold their standard of life and boost worker productivity (Liu, Chen and Xie 2018: 157). Fixed assets for daily use, housing areas for tourism enterprises, housing conditions, including the structure and area, and fixed assets for agritourism businesses are the four indications. Annual income, the variety of family incomes, and credit alternatives that make cash and credit accessible for families' daily purchases and consumption (Su, Wall and Xu 2016: 750).

The quantity and calibre of labour a household offers are known as human capital (Bhandan 2013). It is determined by factors including family size, the size of the labour pool, health, and education. Social capital represents the

contacts and social network of farmers (Pail 2016). Additionally, it is assessed in terms of local support, social links, geographic advantage, chances for occupational training, and social welfare services offered by the local government or community.

Haese and Kirsten (2003) assert that because it has the ability to affect household well-being, income diversification is a crucial component in enabling communities to sustain themselves. People are always able to adapt financially in times of shock or economic downturns; therefore, they participate in a variety of economic activities for this reason. Agritourism enables farmers to diversify their businesses and may be advantageous for rural areas. Since the community's local economy is agrarian in nature, creating agritourism assets can help to diversify the local economy and enhance individual livelihoods by reducing poverty (Van Sandt, et al., 2018: 593).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Research findings by other authors and bodies of knowledge that have examined the role of agritourism to the enhancement of livelihood were discussed in the preceding chapter. The goal of the chapter is to describe in detail the methodology that was used. It gives details on the participants and the sampling process as well as the study methodology. The chapter provides information with regards to the research methodology chosen for this study's objectives and discusses the rationale behind it. It also provides details on the methods utilized to conduct this study, including the research tool used for data collecting. The procedure for analysing the data gathered is also covered in this chapter. The chapter concludes by looking at the dependability, validity, delimitation, and ethical considerations of the methodology.

#### **3.2 Research Design**

Research design is a tool used to find answers to research questions, claim Sanders, Lewis, and Thornhill (2012: 118). According to Akhtar (2016), the structure of research is determined by the research design. The case study research design; where both qualitative and quantitative designs (mixed approach) were used for the investigation. When the context of the event being studied is important and the investigator has no control over how the events unfold, the case study method might be useful. Given the pragmatic perspective of this study and the nature of the research issues, the case study technique was the best choice because it offers a methodical approach to data collection, analysis, reporting and assisting in the thorough understanding of issues or circumstances in research. In particular, it provides a range of participant viewpoints and employs numerous data-gathering approaches, including interviews, archival records, document reviews, and direct and participant observations, followed by a "thick description" of the phenomenon.



The numeric information from the household survey, as well as the in-depth interview analysed qualitative information, were both analysed using a descriptive statistical approach.

### **3.3 Research Paradigm**

The research paradigm is viewed as the researcher's philosophical framework, a school of thought, and worldview, according to Kivunja and Kuvini (2017: 26), which in turn influences how facts are understood. This study adopted pragmatism as its philosophical guiding principle. Many authors (Mertens, 2015: 75 and Kivunja and Kuyini, 2017:34) consider pragmatism to be a worldview that develops from acts and what are commonly referred to as situations and consequences rather than circumstances, as are linked with positivism and post-positivism (Croswell 2013). Researchers that practice pragmatism concentrate on the research problem rather than the technique of approach. This philosophical perspective is appropriate for this research since it uses all methods available to try to comprehend the specific research challenge at hand, which is generally connected with pragmatism.

A mixed-method approach was used because pragmatism supports the use of numerous data collection methods. Quantitative and qualitative data are combined or integrated as part of the mixed technique of data collecting. The data collection process used by the researcher was convergent parallel. This indicates that both quantitative and qualitative data were combined in order to get a reliable study outcome. Both types of data are gathered concurrently throughout the convergent data collection process (Creswell 2012). The benefit of this approach was that the validity or efficacy of one database was cross-checked against the other. A variety of methods, including questionnaire surveys and in-depth interviews, were used. Methods had to be combined because viewpoints on agritourism and people's sources of income were both explored.

### **3.4 Research Methods and Strategies**

Research Methodology describes the beginning and end of an entire study. The research methodology links the researcher to particular study approaches or techniques for gathering and analysing data. Research methodologies are often divided into two major categories by Walliman (2015): qualitative and quantitative. A case study of the Adjeikrom village is used in this study to examine how agritourism might be used to improve the livelihood of rural communities in Ghana. This study uses both qualitative and quantitative (mixed methods) approaches to research inquiry. In keeping with the pragmatic philosophical paradigm, the research uses hybrid approaches for data collecting. Mixed method research was used for this study's objectives in order to analyse the results.

The mixed method approach concentrated on the kinds of research topics that demanded an awareness of the real-world setting, different views, and cultural influences. To analyse the size and frequency of constructs and to investigate the significance and understanding of constructs, respectively, the study would also employ rigorous quantitative and qualitative research methods. The researcher used a variety of techniques, including stakeholder interviews, in-depth interviews, and questionnaire surveys. Methods must be combined because viewpoints on agritourism and people's sources of income will both be investigated.

### **3.5 Data Sources**

Primary and secondary data would be used for the purposes of this research and to fulfil any objectives. The primary sources come from a field trip to the study area where the researcher interacted with the locals and observed how they lived. They also included a critical analysis of a few pieces of selected literature, such as books, publications, journals, and articles, and this will help readers fully comprehend the survey's results.

### **3.6 Data Collection Methods:**

#### **3.6.1 Quantitative Methods**

Quantitative research is the process of gathering and interpreting numerical data, according to Bhandari (2020). It can be used to find trends and averages, develop hypotheses, look into causes, and extrapolate findings to larger populations.

Quantitative research methods, according to Aliaga and Gunderson (2021), are the process of shedding light on a subject or event by the gathering of data in numerical form and analysis using mathematical instruments, particularly statistics. In order to generalize findings, quantitative research usually uses standardized data collection techniques and explicit definitions of abstract concepts. This makes it simpler to duplicate the study in various cultural contexts, at various times, or with various participant groups. Results can be statistically compared using quantitative data analysis, and reliable, repeatable processes can be used to handle and analyse data from large samples.

The gathering of data that can be mathematically analysed and then presented as statistics tables and graphs is what distinguishes this research methodology. A household questionnaire was created, circulated, and analysed in order to gather data from various families on their means of subsistence and familiarity with agritourism development. One of the numerous techniques for acquiring primary data is the use of questionnaire surveys. Questionnaires are used in surveys as a tool to produce quantitative data so that statistical permutations can be done (Kitchin and Tate 2000). The survey would be analysed using statistical package for social sciences (SPSS version 24) in line with the purpose of the study.

#### **3.6.2 Qualitative Methods**

A sort of market research known as qualitative research, according to Bhandari (2020), focuses on acquiring data through conversational and open-

ended discourse. The "what" and "why" of people's views are considered using this methodology. Anthropology, sociology, and psychology are the foundational social science disciplines for qualitative research. Given that the interviewer or researcher also seeks to understand the respondents' intentions and thoughts, the qualitative research methodologies enable more in-depth and probing questions to be asked of respondents in response to their responses. Making inferences from market research may benefit from an understanding of your audience's decision-making process.

Data that are both qualitative and quantitative are supported by empirical study and evidence. Qualitative research analyses content from the standpoint of individuals and organizations and produces case studies and summaries as opposed to lists of numerical facts. As its qualitative instruments, the study used participant observation, structured and semi-structured interviews, and a combination of both. According to Creswell (2013), qualitative research methods are used when we are unsure about what to anticipate, how to identify an issue, or when we have insufficient understanding about the causes and effects of a specific problem on individuals. These methods uncover the root causes of problems.

### **3.7 Population of the Study**

The study was carried out in the town of Adjeikrom in Ghana's Eastern Region, which continues to be the first place in the nation to be actively promoted as an agritourism destination with the help of institutions like the Ghana Tourism Authority (GTA). Report from the Ghana Statistical Service in 2021 states that Adjeikrom community consists of about 1,500 indigenes and this represents the population for the study. Quinlan (2011: 206) asserts that choosing the target group requires giving it thoughtful consideration. According to Etikan, Musa and Alkanssim (2016), the term "population" refers to the totality of the factors considered while choosing a sample for a study. The participants in this study were family heads, breadwinners, or any other qualified individual in the targeted households (any individual of sound mind and can make

deductive reasoning based on livelihood activities) in the Adjeikrom community, as well as representatives from the Ghana Tourism Authority (facilities managers, guest house owners, restaurant operators, tour guides), assemblymen and women, and some randomly selected men and women from the community. In all one hundred (100) participants were used in the study. The mentioned population were able to respond to objectives of this study.

### **3.7.1 Inclusion and Exclusion Criteria**

Assembly people, selected men and women, family leaders, breadwinners, or any other qualified individual of targeted homes in the Adjeikrom community, as well as representatives from the Ghana Tourism Authority, are all participants in the study (facilities managers, guest house owners, restaurant operators, tour guides). Participants who are not ready for the study and those who are under the age of 18 were not permitted to participate in the study. Communities outside of Adjeikrom were also not be included in the study because they perhaps have no relevant information to offer to the study with regards to agritourism activities.

### **3.8 Sampling Strategies**

The multi-stage sampling approaches were used in this investigation. A Yarahmadi (2020) claim that this strategy is used when the population is dispersed across a large geographic area and it is challenging to obtain a representative sample using just one technique. The multi-stage sampling approach helps researchers avoid the issues associated with randomly sampling from a population that is greater than their capacity. Using main streets and sidewalks, the investigator first classified the neighbourhood into three (3) groups (A, B and C). The Miaso community (A), Ehiamenkyene (B), and Abam (C) represent the primary cocoa tour area, the mountain hiking area, and the village tour area, respectively. Due to the area's widespread sparse settlement, this divide was made in order to ensure that each household within a cluster is given a fair representation. Furthermore, this

division suits the purpose because there are resources for agritourism in the three major community areas, so it was decided to sample respondents from these three areas.

According to Lauren (2020), a simple random sample is a population subset that was randomly selected. Every member of the population has an exact equal probability of being chosen when using this sampling technique. Of all the current probability sampling techniques, this one is the easiest to understand and requires the least amount of prior population knowledge. This sample uses randomization, therefore any study using it should have strong internal and external validity. For this reason, at the second step, households in each of the clusters were chosen using straightforward random approaches. In order to accomplish this, a quick tour of the neighbourhood was conducted to gain a good understanding of how many families were in each cluster. This exercise also helped to compute an estimated sample frame which was used to determine the number of households that needed to be chosen. This method was carried out by first ensuring that the list of households represents a single residence and then determining whether the list contains precise information allowing the researcher to find each selected household. If both requirements were satisfied, then a random process was used to choose the households.

### **3.8.1 Sampling**

Mujere (2016) defines sampling as a technique for choosing specific individuals or a subset of the population in order to draw statistical conclusions from them and estimate characteristics of the entire population. One hundred (100) houses were chosen as the sample size from the cluster because the dwellers of those houses were those respondents the researcher chanced on and also were willing to respond to the study, and 30 questionnaires were distributed across clusters A, B, and C. According to Hamed (2016: 20), there should be a significant number of sample units in the beginning (about 100), allowing for the selection of at least 50 to 100 of them. In the early stages of

sampling, choosing fewer sampling units may lead to more clustered data and a loss of precision in the survey results. This distribution is made possible by the variations in housing populations in the region, so that, when everything else is equal, the number of households decreases as one gets away from the main cocoa village.

In this case, clusters (A) and (B) indicate the neighbourhood's central cocoa production area and cluster (C) its periphery. Finally, in the questionnaire survey, heads of households, breadwinners, and other qualified individuals with knowledge of the effects of agritourism on local livelihoods were considered.

To obtain different perspectives on the effects of agritourism on their livelihood improvement initiatives, in-depth interviews were conducted targeting men and women individually. These interviews make up the qualitative instruments. In qualitative investigations, saturation requires at least 12 participants depending on the study carried out (Vasilewu, Barnett, Thorpe and Young 2018). Also, according to Sheity's (2021), when undertaking a qualitative analysis, researchers are to consider not more than 30 participants or even the possibility to accept less than 10 participants where incredible and practical results can be generated or realized. A phenomenological investigation frequently finds and locates people who have experienced or are experiencing a phenomenon, according to Rudestam and Newton (2015). After receiving the gatekeeper's letter, the researcher became assured on how to collect data from the participants in connection to the growth of agritourism in the region. In order to establish a comfortable and welcoming environment for the respondents, the qualitative data would be gathered at the respondents' workplaces, homes, or other specially designated sites, as requested by the respondents and convenient to the researcher as well.

Two members from the Ghana Tourism Authority (Facility Management), three restaurant owners, two owners of guest houses, and an assemblyman or lady from the community were present because they had relevant

information to contribute to the study. All participants come under the authority of the Ghana Tourism Authority, with the exception of the assemblyman or lady whose approval was gained. Officials who had been sampled were contacted and asked for written permission to participate in the study. Dates for the interviews were then set after consulting with each participant.

<b>Participants</b>	<b>Number of Participants</b>	<b>Data Collection Methods</b>
Facility Managers	2	Interview Guide
Tour Guides	2	Interview Guide
Restaurant Operators	3	Interview Guide
Guesthouse Operators	2	Interview Guide
Assemblyman/woman	1	Interview Guide
Cluster A	30	Questionnaire
Cluster B	30	Questionnaire
Cluster C	30	Questionnaire

### **3.9 Research Instrument**

The researcher creates a household questionnaire to obtain information from several households on their means of subsistence and familiarity with agritourism development. One of the numerous techniques for acquiring primary data is the use of questionnaire surveys. Annum (2019) claims that research instruments are tools for fact-finding and data collection. Therefore,



the researcher employed interview guides as its qualitative instrument in the collection of data for the study.

### **3.9.1 Quantitative Approach**

For this study, organized, pretested questionnaires with five Likert scale items, as well as open-ended and closed-ended questions, were used to collect the data. Closed-ended questions provided respondents with options as opposed to open-ended questions, which allowed respondents to express their ideas. The demographic information and local impressions about the development of agritourism are included in the three sections of the questionnaire. The questionnaires for this study were not adapted from any already-existing ones; instead, the researcher created them from scratch because of the peculiar interest of the chosen community. The research supervisor carefully examined the questionnaires to guarantee their validity and to ensure that they accurately reflected the study's main objective. The use of a questionnaire was recommended because it assures more coverage and allows the researcher to connect with more respondents, particularly in circumstances when respondents are scattered over a wide area. This lessens the non-contact issue that other methods have. Because the study is distinguished by its impersonality—that is, by the items being the same for every respondent, by respecting anonymity, and by its implementation having no geographical restrictions—questionnaires were also used. In all 120 questionnaires were distributed however, 100 questionnaires were retrieved representing 83%.

### **3.9.2 Qualitative approach**

In Adjeikrom, focus group discussions were conducted to gather input from tour guides and facility management about the role of agritourism in enhancing the standard of living for rural communities in Ghana. These individuals were chosen for the study because of the significant role they play in the daily management of tourism facilities in Ghana.

An in-depth interview was preferred to alternative methods because they can be used to systematically obtain respondents' thoughts and perceptions in

formal and informal settings that encourage interaction (Atuoye et al. 2015). Prior to the interview session, participants were reminded of the rights they had agreed to in writing. Additionally, promised were anonymity and confidentiality. Copies of an informed consent form with participant signatures were provided. When data saturation was attained, the interview discussion typically lasted between 60 and 90 minutes.

### **3.9.2.1 Interview Design**

The interview questions were divided into two sections; the initial section focuses on while the second section also deals with the questions depending on the objectives of the study.

i. First section: Introduction and Consent

This section introduces the researcher, topic investigated, the assurance of confidentiality and anonymity given to participants and informs the participants about the importance of the interview. This also helps the respondents to understand or be reminded of the importance of taking part in this study.

ii. Second section: Interview questions

This section was divided into different themes; each being themed according to the objectives of this study.

### **3.10 Data Analysis**

IBM's statistical package for social science (SPSS) software, version 24, was used to analyse the data. To remove incomplete questionnaires that might have impacted the validity of the findings, the field data were coded, carefully edited, and cleaned. Du Ploy-Cilliers, Davis, and Bezuidenhoud (2014: 228) state that data analysis is used to identify patterns, establish hypotheses, and explain facts. Using the SPSS computer program, frequency tables and charts were produced after descriptive analysis and cross-tabulation of quantitative data. Before processing, a researcher should understand and become comfortable with all of the data, according to Tesch (2013: 93). This makes it

simpler to develop and label distinct themes before the real coding process starts. Using Tesch's data reduction technique, qualitative data were transcribed verbatim and translated. However, some verbatim reporting was done in instances where the actual word of the participants was needed to make meaning or emphasize important issues. The results from the qualitative data analysis were used to support the quantitative findings. A tape recorder was used to record the interviews, which were then meticulously transcribed and proofread for grammatical errors. Since the study used both the qualitative and quantitative methods of data collecting, pertinent quotes from respondents were highlighted and included in the analysis.

### **3.10.1 Quantitative analysis**

Statistical Package for Social Science (SPSS) software, version 24.0, was used to analyse the data. To remove incomplete questionnaires that might impact the validity of the findings, the field data was coded, carefully edited, and cleaned. Using the SPSS computer program, descriptive statistics and tabulation of quantitative data were carried out, and frequency tables and charts were produced. The association between the variables was ascertained by regression analysis.

### **3.10.2 Qualitative analysis**

Discussions within the interview session were recorded verbatim and translated in order to identify themes and trends. In the analysis and authoring of the report, participant identities were not mentioned. However, there was some verbatim reporting done where the exact words of the participants were required to make sense or underline crucial points. The quantitative findings were supported by the outcomes of the qualitative data analysis.

### **3.11 Pre-Testing**

As a preliminary investigation to gather background information for the primary study, which was conducted prior to the actual study, a reconnaissance study was conducted to test the logistics and tools that the researcher intended to

use in order to improve the calibre of the questionnaires and the efficiency of data collection.

### **3.12 Validity and Reliability**

Lack of reliability and validity, according to Wagner, Kawulich and Garner (2013: 8), poses a risk to the validity of the research findings. Tesch (1990: 93) adds that qualitative analysis must follow a set of precise and organized steps for data processing in order to support reliable and valid inferences.

Validity, in the words of Du Ploy-Cilliers, Davis, and Bezuidenhoud (2014: 256) is specific to the truthfulness of the outcomes of the measurement constructions. The validity was assessed. In order to obtain a comprehensive study result, the researcher used convergent parallel data collecting, which implies that both qualitative and quantitative data were combined. According to Creswell (2012) convergent data collection entails gathering both types of data simultaneously. The strength of this strategy is that one database was used to cross-check the inefficiency or validity of the other. Asymptotic significant values were utilized to examine the link between dependent and independent variables in cases where there were significant differences between them. In this case, a p-value of less than or equal to 0.05 implied a significant difference between the variables, whereas a p-value of higher or equal to 0.05 indicated no such difference.

#### **3.12.1 Trustworthiness**

Qualitative research is by definition more narrowly focused than quantitative research. Instead of delivering facts and figures—like the harsh lines of a picture—qualitative research examines the how and why behind concepts or theories in question, adding color to your clients' experiences and providing context. There is a false notion that qualitative market research data is somehow inferior to, or at least more dubious than, quantitative data. But that's not the case. In order to assess the reliability of the qualitative data, the

researcher takes credibility, dependability, transferability, and conformability into account.

The credibility of a qualitative inquiry plays a significant role in determining if the conclusions are accurate and truthful. The researcher's reputation and study methods have some bearing on it. Triangulation, extended engagement with data, persistent observation, member checks, and referential adequacy are methods that can be utilized to increase the credibility of qualitative investigations. Using a trustworthy coding system, the researcher carried out tasks like peer debriefing, reflective journaling, and the creation of first codes. Additionally, the researcher used diagramming to uncover patterns and themes in the data and take careful notes on how specific concepts and themes emerge. While the data is being collected and evaluated, team members can help by examining topics and sub-themes. The data were used by the researcher to verify referential sufficiency. Reviewing every analytical and methodological choice made during the course of the research was the final phase.

### **3.13 Delimitations**

Since Adjeikrom is the sole first-designated agritourism site in the region by the Ghana tourist authority, this study was limited to agritourism in Adjeikrom of the Eastern Region of Ghana. Due to time restrictions and the nature of the research subject chosen, other regions were not considered.

### **3.14 Ethical Considerations**

Since this study requires the participation of people, specifically people representing different households, certain ethical issues would be considered. The evaluation of these ethical problems is vital for the aim of safeguarding the privacy as well as the safety of the participants. The researcher went over all the pertinent information about the study, including its aims and purposes, objectives, and procedures used, in order to obtain the agreement of the chosen participants. The respondents were repeatedly and emphatically

informed that they could stop participating in the study at any time. Participants' privacy was protected by keeping their names and other identifying information private throughout the research.

### **3.15 Summary**

The research design and methodology used in this study to address the research objectives were covered in detail in this chapter. The relevant instruments for this study's data collection were questionnaire surveys and interviews, which were employed as part of a mixed method strategy that combined both quantitative and qualitative methodologies. The choices made in the research design provided the researcher with a framework for efficiently tackling the research challenge. Following a discussion of the study's research methods, the following chapter addresses data analysis, result presenting, and result interpretation.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.0 Introduction**

The results and discussion part talks about the socio-demographic details of Adjeikrom respondents, it also looked at the livelihood opportunities of local people, how agritourism is contributing towards improving the income of the local people, the socio-economic issues faced by local people and stakeholders. Finally, the chapter recommends measures on how agritourism can thrive socially and economically in the community.

#### **4.1. Socio-demographic characteristics of respondents**

One Hundred (100) people took part in the study, with 52% of them being men and 48% of them being women. In addition, 64% of the 100 responders out of the total were married, 32% were single, and 4% were widows or widowers. 48% of respondents had only a basic education, 20% of respondents had a secondary education, and 12% of respondents had a tertiary degree, making up the majority of the sample population (see Table 1). 20% of the respondents had no formal education, as well. Since the majority of the locals only have a basic education, it is challenging for them to effectively participate in agritourism and ensure that the necessary benefits go to their community.

**Table 4.1 Socio-demographic characteristics of respondents**

<b>Variables</b>	<b>Frequency (N= 100)</b>	<b>Percentage (%)</b>
<i>Gender of Respondents</i>		
Male	52	52.0
Female	48	48.0
<i>Age of Respondents</i>		
15-20	3	3.0
21-25	4	4.0
26-30	18	18.0
31-35	41	41.0
36 and above	24	24.0
Cannot disclose	10	10.0
<i>Level of Education</i>		
Primary	48	48.0
JHS	20	20.0
SHS	12	12.0
Tertiary	20	20.0
<i>Marital Status</i>		
Married	64	64.0
Single	32	32.0
Widow	4	4.0
<i>Occupation status</i>		
Working	61	61.0
Not working	35	35.0
Retired	4	4.0

Source: Fieldwork, 2022

According to Tew and Barbieri (2012: 218), a farmer must have adequate managerial and entrepreneurial abilities to get the most out of the time and money involved in agritourism activities. According to Okech et al. (2012),



elements including the calibre of the offering, accessibility, and infrastructure of the destination, as well as the availability of skills and investor interest, are all necessary for any successful tourist growth. According to the survey, 52% of people work as farmers, 12% were teachers, 8% were small-time businessmen, and 6% were in vocational fields.

In addition, 22% of the respondents participate in other activities that are categorized as "others" (e.g., herbalists, weed clearers, fuel-wood pickers and hunter). The majority of responders, however, are farmers who grow food crops including cocoa and cassava, plantains, bananas, cocoyam, and maize. According to Ministry of Food and Agriculture (2011), family-run farms in Ghana produce the majority of the nation's agricultural output—about 80% of it—using crude technologies. Additionally, due to farmers' extreme reliance on rains, comparable crops are often grown at the same time of year, which results in a glut and consequently poor prices. Additionally, the majority of farmers in Ghana are deprived of fair rates for their produce during the lean seasons due to the country's subpar post-harvest technologies. By providing farmers with alternate means of subsistence, tourism might thus be a way to improve the country's rural areas' precarious income structures. Agritourism is a better supplement for a robust and diverse economy than it is as the mainstay of rural development, Hall and Page (2019: 195) have cautioned. Even though none of the respondents identified themselves as chainsaw operators (i.e., those working in the timber industry), the researchers found that relatively few people are engaged in this line of work. This is important to note since the activities of illegal chainsaw users may be at odds with the idea of sustainable development, which serves as the foundation for many types of ecologically conscious tourism.

#### **4.2 Agritourism development at Adjeikrom**

The researcher wanted to know how the Adjeikrom agritourism destinations were doing right now. Even though 94% of the respondents said they had previously visited the attractions, just 14% of them had done so for touristic

reasons. The overabundance of familiarity with the attractions is probably to blame. One farmer, a woman, 31 years, explained: *“the problem at Adjeikrom is that most of us are cocoa farmers and what the community really needs is training or community awareness campaign to help bring home the fact that cocoa farm can bring a lot of people to visit the farms and bring in revenue just as the cocoa beans”*. Additionally, when asked what draws people to Adjeikrom, the respondents all agreed that the three main tourist attractions in the area—the cocoa farm tour, village tour, and mountain hiking—are what draw tourists to the hamlet. Agritourism primarily aims to provide visitors with something to see, do, and buy; as a result, visitors to Adjeikrom can tour the cocoa farms, take part in the harvesting and breaking of cocoa pods, participate in activities like mountain hiking, and purchase some foods like banana, cassava, and plantain. The respondents were asked to explain the current situation of the community's agritourism resources. Sixty-seven percent of respondents said the community had "very good" agritourism resources, while 33 percent said the resources are "good," and no respondents gave a negative answer.

Agritourism, like other alternative types of travel, aims to improve socioeconomic stability and environmental sustainability. As a result, this study aimed to determine how Adjeikrom Cocoa Tour Facility (ACTF) affected the socioeconomic standing of residents in Adjeikrom. According to the survey, 84% of respondents concur that since the start of the agritourism project in the community, output of cocoa, the main cash crop grown in the area, has increased. There were many explanations proposed for the rise in cocoa production.

The increased production of cocoa was attributed to a number of factors, including the personal motivation of farmers due to the association between tourism and cocoa production in the village, training on contemporary cocoa production techniques, and the provision of subsidized inputs like agrochemicals to farmers.

According to Ministry of Food and Agriculture (2011), a rise in agricultural production, like that of cocoa in rural Ghana, will assist farmers perceive an increase in income. In addition to the rise in cocoa production, 74% of respondents claimed that agritourism activities assist their families since some of them are employed as tour guides, offer lodging, and sell food and agric products to tourists. In fact, several food merchants in the town benefit from tourist visits by increasing their sales; there are even dedicated cooks in the village who produce cuisine specifically for guests at the facility. The study also aimed to ascertain the association between income and agritourism as a means of improving one's standard of living (see Table 4.2).

**Table 4.2 Relationship between Income Level and Livelihood Improvement**

		<b>A</b>	<b>B</b>
Level of Income	Pearson Correlation	1	0.25
	Sig. (2-tailed)		0.080
	N	100	100
Livelihood improvement	Pearson Correlation	0.25	
	Sig. (2- tailed)	0.08	
	N	100	100

Note: A - level of income; B – livelihood improvement of families from tourism activities

Source: Fieldwork, 2022

The researcher intended to examine the relationship between income level and how it affects families' ability to support themselves, therefore they utilized the Pearson Coefficient Correlation. Correlation( $r$ ) has a value of 0.25. This indicates that there is little correlation between educational attainment and increased income from agritourism activities. Consequently, it suggests that as income levels rise, so too does the standard of living for those who work in the agritourism industry, albeit more slowly. Once more, the coefficient of determination is 6.25% because ( $r^2$ ) equals 0.0625. This indicates that 6.25%

of changes in the agritourism industry's ability to support itself are caused by changes in revenue levels, while the remaining 93.75% are due to unrelated factors.

The question of whether any initiatives have been started in the region as a result of the growth of agritourism in the village was put to the respondents. The majority of respondents claimed that additional projects accessible in the neighbourhood included drilling boreholes and renting plastic chairs and student beds for local festivities. It was noted that some firms, including Cadbury Ghana, had established scholarship programs for gifted but underprivileged students in the neighbourhood where some respondents' children had benefited.

#### **4.3 Livelihood Opportunities of Agritourism at Adjeikrom**

In order to understand how residents of Adjeikrom perceive their options for a living, a study was conducted. 98% of the respondents who were asked whether they believed the village's agritourism resources could draw more visitors agreed that the resources could. The underlying cause of the provided response is owing to cocoa's crucial contribution to Ghana's generation of foreign revenue, and the government continues to provide the cocoa sector unrivalled attention in comparison to other crops grown in the nation.

Furthermore, several of the respondents mentioned how the three tourism resources in the village, on which agritourism is based, are still alluring and can be used as a draw factor to bring tourists to the village. Additionally, 44% of respondents claimed that although tourists from the larger cities and towns do visit the hamlet, their frequency of visits is limited. According to further observation, researchers and students from postsecondary institutions as well as secondary school pupils make up the majority of those that visit Adjeikrom. In line with this, when questioned if the area draws international visitors, the results revealed that 78% of the locals agreed that the hamlet receives frequent visits from foreign visitors.

Additionally, it was discovered that most of the Adjeikrom's customers are foreign travellers, primarily from the USA, the UK, and the Netherlands as well as other countries in Europe.

60% of respondents who were asked about the potential for agritourism in the Adjeikrom community said that the community's cocoa farmers had received training from organizations like Cadbury Ghana, Earthwatch Institute, and Cocoa Research Institute of Ghana on the most effective agronomic techniques and modern methods of cocoa production (e.g., removal of chupons, weed control, controlling bushfires, good drainage practices to prevent black pod disease, regular harvesting and proper fermentation practices). Some of these assisting organizations have moreover offered subsidised insecticides, weedicides, and fertilizers; nonetheless, these have not been made available to the additional neighboring communities.

It was decided to correlate respondents' perceived agritourism in Adjeikrom with their income level. The correlation coefficient ( $r$ ) in Table 4.3 is 0.34.

**Table 4.3 Relationship between Income level and perceived Agritourism of Adjeikrom**

		<b>A</b>	<b>B</b>
Level of Income	Pearson Correlation	1	.340 (*)
	Sig. (2- tailed)		0.016
	N	100	100
Agritourism at Adjeikrom	Pearson Correlation	.340 (*)	
	Sig. (2- tailed)	0.016	
	N	100	100

Notes: A – Level of income of respondents; B – Agritourism at Adjeikrom

Source: Fieldwork, 2022

Accordingly, there is only a tenuous connection between respondents' income levels and how they perceive Adjeikrom's agritourism industry. As a result, it is implied that, although at a slower rate, as income rises, people's perceptions

of Adjeikrom's agritourism are changing for the better. The coefficient of determination is 11.56%, as shown by the fact that ( $r^2$ ) is once more 0.1156. As a result, an age change accounts for 11.56% of the change in the perception of agritourism at Adjeikrom, with the remaining 88.44% of the change being attributed to unrelated factors. According to statistics, respondents' income levels have a greater impact on how they view agritourism resources, and as a result, what makes an effective agritourism project can be distinguished based on income level. The results showed that there was more of an opportunity than a competition when it came to whether the agritourism at Adjeikrom was affected by the tourism industry's seasonality. The study found that 92% of respondents agreed that the community receives moderate numbers of visitors throughout the year.

There were two explanations offered. First, the village's three attractions dispersed tourism activities all throughout the year. Second, since the introduction of the new variety of cocoa, "hybrid cocoa," which spreads cocoa production throughout the year, cocoa, the main crop on which agritourism in Adjeikrom rests, is no longer seasonal. As a result, agritourism based on the cocoa farms at Adjeikrom can guarantee year-round activity in contrast to conventional tourism, which is highly seasonal in terms of visitor numbers and activities. All things being equal, the year-round visitors will inevitably maintain the locals' interest in agritourism and help to raise their socioeconomic standards. Additionally, the challenge that many tourists to Ghana's rural areas encounter is alleviated by the existence of an accommodation facility in Adjeikrom. Additionally, the presence of the lodging facility in Adjeikrom allows the local population to some part utilize the advantages of agritourism. Tew and Barbieri (2012: 200) emphasize that well-developed agritourism systems in rural communities have the potential to reverse negative economic implications by attracting tourists and generating new employment prospects and local business ventures for rural residents.

**Table 4.4 Perceptions of Local People towards Agritourism Development at Adjeikrom (N= 100)**

S/N		Agree %	Mean Response	Std. Mean Error
1	Agritourism in Adjeikrom can empower local people to manage resources.	80.4	3.89	0.060
2	Agritourism can create a number of development synergies to help reduce poverty through job creation	74.3	3.88	0.059
3	Agritourism development in Adjeikrom offers labour intensive and small-scale business opportunities	80.2	3.98	0.053
4	Agritourism accommodation, transportation and restaurant services can generate employment	77.1	3.85	0.058
5	Agritourism development in Adjeikrom can drive the local economic growth	74.0	3.84	0.052
6	Agritourism development in Adjeikrom can diversify the local economy	72.9	3.85	0.059
7	Agritourism can be a major player in fighting the menace of poverty in the area	77.9	3.88	0.052
8	Agritourism development can expand the local economic base of Adjeikrom through its linkages with agriculture	76.8	3.97	0.052
	<i>Overall rating</i>	76.7	3.90	0.056

- Mean: 1.0-1.49= Very low, 1.5-2.49= Low, 2.5-3.49= Moderate, 3.5-4.49= High, 4.5-4.0= Very High

Perceptions of locals towards agritourism development were discussed in this study. To identify which information were perceived higher and/or lower, descriptive statistics such as percentages and means were used. Table 4.4 presents the averages of perceptions of locals at Adjeikrom concerning Agritourism.

On the whole, respondents agreed that Agritourism development in Adjeikrom offers labour intensive and small-scale business opportunities (mean = 3.98). Furthermore, 76.8% of the respondents agreed that Agritourism can expand the local economic base of Adjeikrom through its linkage with agriculture (mean = 3.97). This was followed by Agritourism in Adjeikrom empowering local people to manage resources (mean = 3.89). The lowest perceived activities of the respondents at Adjeikrom were that Agritourism development can drive the local economic growth (mean = 3.84). Overall, the respondents' perceptions represented 76.7% and a mean of 3.90. This suggests that the development of Agritourism at Adjeikrom becomes a panacea for poverty reduction and the creation of livelihood opportunities to local people. The findings above support the claims of Van Sandt et al. (2018: 607) some communities may have greater success adopting agritourism as a tactic to sustain agricultural firms and their rural communities. This is because of the spatial variability of agritourism and its drivers. Being responsive to environmental sustainability, sustainable agriculture, as well as social, historical, and cultural consequences in rural areas, agritourism is not surprising as a preferred tourism concept (Pavić, Pažek and Pavlovič 2018; Nickerson, Black and McCool 2001).

Furthermore, the main goal of agritourism development in rural agricultural communities is to boost farmers' financial gains. It aims to reduce poverty and strengthen rural economies (Wojcieszak, Eczmyk, Zawadka, and Uglis 2020; Bhatta and Ohe 2020). This is so because, particularly in rural areas where agritourism is being introduced, agritourism opens up a wide range of employment opportunities for many people. Also, Broccardo, Culasso, and



Truant (2017) stated that agritourism has a favourable effect on local economies by generating employment locally, increasing sales taxes, and stimulating local business. Agritourism has also been proposed as a way to give family members jobs, protect farms for future generations, or create a farm succession plan. Agritourism is now well recognized as having advantages for farmers and suppliers in a variety of international contexts (Hematpour and Khodadadi 2020). It can be concluded that, among other things, the quest of self-worth and revenue increases are the most crucial reasons for farmers to participate in agritourism.

**Table 4.5: Views of Residents on Agritourism Development**

S/N		N	Mean	Std. Deviation
1	Agritourism brings more economic benefits to the households and community level	100	1.46	0.797
	Agritourism has diversified household and community livelihood choices and opportunities	100	1.35	0.730
2				
3	Agritourism development has created more job opportunities for the local community	100	2.29	0.924
4	Agritourism development has resulted into increased prices of goods and services	100	1.70	0.905
5	Agritourism development has resulted into better social infrastructure	100	1.41	0.767
6	Agritourism development has resulted into more availability of educational opportunities	100	2.18	0.925
7	Agritourism development has resulted into more educational opportunities	100	1.52	0.835
	It is easier to access information valuable to our livelihoods because of Agritourism development	100	2.75	0.592
8				
9	Agritourism development has increased the level of social vices	100	2.53	0.822
10	Agritourism development has negatively influenced local tradition and culture	100	1.67	0.911
11	Agritourism development has increased communal sense	100	1.14	0.472
12	People has become less trusting because of Agritourism development	100	1.38	0.749
13	Agritourism development has caused a lot of people to immigrate to our community	100	1.88	0.967
14	Agritourism development has caused pollution to the local environment	100	2.80	0.569
	Agritourism development has increased people's awareness of the essence of rural tourism	100	1.17	0.514
15				
	Local participation is encouraged in decision making regarding Agritourism development in the community	100	1.78	0.960
16				
	Distribution of economic benefits generated by the Agritourism sector is fair among the local people	100	2.31	0.720
17				
	Agritourism development has resulted into easy access to natural resources available in the area	100	1.17	0.514
18				
	Agritourism development and sharing of Agritourism revenue has changed my behaviour and attitude	100	1.95	0.947
19				

- Mean: 1.0-1.49= Very low, 1.5-2.49= Low, 2.5-3.49= Moderate, 3.5-4.49= High, 4.5-4.0= Very High

From Table 4.5, Agritourism development has improved women empowerment (M= 2.80, SD= 0.569), it is easier to access information valuable to our livelihoods because of Agritourism development (M= 2.75, SD= 0.592) and Agritourism development has increased the level of social vices (M= 2.53, SD= 0.822) were identified by respondents of the study as the highest perceptions on the development of Agritourism. This might perhaps mean that Agritourism development has a positive impact of the socio-economic and other aspects of the economy of a community. Nonetheless, the respondents also alluded that Agritourism development has caused a lot of people to immigrate to our community (M= 1.14, SD= 0.472) and Agritourism development has increased in people's awareness of the essence of rural tourism and the distribution of economic benefits generated by the Agritourism sector is fair among the local people (M= 1.17, SD= 0.514) were considered the least mean rated by respondents. From the above information on the views of respondents on Agritourism development, it can be said that the development of Agritourism at Adjeikrom could perhaps generate income for the community and further improve the livelihood of community members. This affirms the assertion of Saxena, Clark, Oliver, and Ilbery (2017) that agritourism is universally regarded as a critical component of local economic development, particularly for rural, underdeveloped places with a rich cultural and environmental history). From the economic perspective, it is viewed as significant forces behind the rise of agritourism. Also, Gil Arroyo, Barbieri, Sotomajor, and Kudlenberg (2019) postulate that agritourism increases the demand for labour, opening up job opportunities for women outside of the home. However, in addition to economic factors, agritourism adoption is also driven by social aims, personal entrepreneurial aspirations, and a better quality of life (Shah, Gibson, Shah, and Pratt 2019).

#### **4.4 Interview Session with Tour Guide**

This section deals with the face-to-face interaction with respondents on their opinions concerning Agritourism development as a means of livelihood improvement at Adjeikrom.

Respondents were asked their main occupation. In response, it was revealed that they were mainly farmers but sometimes engage in tour guiding activities within the Adjeikrom community.

Furthermore, the researcher probed further to know the sources of income to the respondents aside their main occupation. In response to this question, the responses were that *“I undertake tour guiding activities and also engage in petty trading for survival when the farming season is over”*. From the response of the participants, clearly the theoretical framework that underpins this study relates as the livelihood of the respondents are taken care of. Also, the finding is not different from literature as it affirms the assertion of Bhatta and Ohe (2020: 130) that the introduction of agritourism opens up a wide range of employment opportunities for many people.

The respondents also indicated that these sources of income to him are from tourism activities thus, supporting the responses from the questionnaire distributed. The researcher upon knowing the other sources of income such as selling for local community residents, a further question regarding Agritourism areas which can be improved so as to generate more income to the community residents with the aim of reducing poverty. In response, the respondents stated that *“some of us have been employed in the tourism sector (Agritourism) to provide food and drinks”*. Also, to promote Agritourism at Adjeikrom, the local community residents are to be fully involved in the management and planning of every activity since the community may live with the outcome of the tourism activities.

#### **4.5 Interview Session with Facility Management**

In this conversation, the researcher asked the facility management the potentials of Agritourism of Adjeikrom. In response, the respondents hinted that the main advantages of agritourism in the Adjeikrom community include; *the creation of new jobs, the empowerment of rural areas, the promotion of regional traditions and customs, serving as a substitute market for local produce, and a chance for interaction with the outside world*. With regard to various plans and strategies put in place to promote Agritourism development at Adjeikrom, respondents stated that the opinion leaders such as the Chief, Assemblyman, Unit committee members and officials of the Ghana Tourism Authority in the Eastern Region are to see to it that there are strategic

plans in place to develop Agritourism at Adjeikrom. With plans at Adjeikrom, the primary source of funding comes from admission fees from tourists to the attractions; this is, however, woefully insufficient to adequately run the Visitor Centre. The potential of rural tourism to spur development in rural Poland, according to Baum (2012), is also being undermined by a lack of funding.

Furthermore, a person indicated that there should be employee motivation. “*As motivation is concerned with the forces, behaviours, and other elements that influence people to act in particular ways when workers in the Agritourism sector are motivated, then improvement will be guaranteed*”. This statement affirms the assertion of Armstrong (2019) motivation includes both the goals that individuals set out to accomplish and the manner in which they select those goals inside an organization. Getting people to move in the direction you want them to travel in order to achieve a desired result is the goal of motivation. When workers understand that a course of action is likely to result in the achievement of a goal and a worthwhile reward, they become more motivated.

Another respondent also stated that “*there should be a commitment on the part of anyone who is related to Agritourism activities*”. According to Manning and Curtis, (2019), workers’ commitment is described as a mentality or sense of responsibility that underpins an individual's attitude to performing work tasks. It alludes to an oath or promise that obligates an employee to complete a duty for others. Commitment is crucial because it's a necessity for raising organizational standards of performance. It demonstrated how well individuals are able to visualize and support the business mission.

However, a respondent also indicated that in order to promote Agritourism, *the structure of the sector should be organized properly* thus organizational structure is seen as a system that demonstrates how power is distributed hierarchically from upper management levels to lower management levels. It is a framework by which assignments or coursework are distributed, coordinated, and shared among members of the firm. To support this argument, Chiekiezie, Nzewi, and Orogbu (2018) made it obvious that organizations exist to achieve their stated goals in order to support this claim. These goals are divided into tasks or functions that are required to complete the goal, and they are frequently grouped into departments. Most corporate divisions fall into one of several categories, including marketing, sales, human resources, manufacturing, and advertising. The work that employees conduct within each

department varies much more from one another. Departmental linkages make up the organizational structure. The organizational structure provides the framework for carrying out its environmental function, enabling it to fulfil the organization's goal.

Concerning the strength of Agritourism at Adjeikrom, respondents stated: *“Strong agritourism attractions (the cocoa tour, mountain hiking, and the village tour), attractions spread the activities of tourism throughout the year, Adjeikrom is connected well to the main Kumasi and Accra Road, strong agritourism attraction (cocoa farms) and land litigation issues less likely to occur”*.

Similarly, respondents alluded that there were several weaknesses in the community in terms of Agritourism development. Among the issues raised by the respondents were: *Lack of agritourism development legislation, inadequate business training for farmers, a lack of water and electricity at the visitor centre (accommodation centre), poor access to other nearby rural areas, and problems with safety and health infrastructure are only a few of the problems*. Notwithstanding these weaknesses of Agritourism at Adjeikrom, individuals could focus on the strength and opportunities presented by Agritourism so as to derive exceptional benefits to residents.

#### **4.6 Interview Session with Restaurant Operators**

These are persons who provided food and drink services to visitors who tour the facility. The researcher asked about the human strength of the facility. In response, *“it ranges between 5-10 staffs”*. Concerning the patronage of service by tourists, the respondents indicated that whenever a tourist visits the facility, they buy an item from the restaurant. *“It is encouraging and at least we get something to carter for our families”*. *“Aside from the local people buying items from my shop, tourists are the most people who patronize my food and drinks”*. *In a day I can make a sale of GHS 200.00 upward*.

Furthermore, like any other business, there are challenges that exist. Respondents stated that they face a lot of challenges such as *“high-start- up capital, regulation constraint, high cost of training and services, less technological knowhow of small business operators, the challenge of accessing credit, inadequate infrastructure facility, lack of education possess a challenge to small business operators, there was lack of business and marketing skills and limited access to the market was a challenge to small business operators”*.

Although this severely restricts their ability to communicate with foreign tourists, the staff's greatest level of education was a Basic School Certificate. According to Adanu et al. (2018), the benefits of the tourism industry are still mainly marginalized in local areas where there appears to be incomplete understanding about it. Farmers frequently lack the essential business competences needed to successfully operate an agritourism firm, according to Phelan and Sharpley (2016: 132). Accordingly, Malkanthi and Routry (2016: 55), note that while Sri Lankan agritourpreneurs have a fundamental understanding of farming, they lack the necessary administrative and entrepreneurial abilities to successfully operate an agritourism business. Therefore, it is vital to give the sector's stakeholders the appropriate training if agritourism is to live up to its promise.

Finally, in order to improve the above situation (the challenges faced by restaurants/bar businesses), the respondents stated the following:

*In order to provide small company operators with a sufficient source of financing, the government and tourist developers should consider the possibility of forming strategic collaborations with partners in foreign development. Along with providing these small firms with a ready market for their finished goods and services and lower-cost raw material sources, this partnership may also consider long-term contract arrangements.*

*Upgrading the Managerial Skills of restaurant /bar operators. The study revealed that most firms are owned and run by persons who have neither formal education nor the rudimentary administrative abilities necessary to run a company effectively. As a result, it becomes important for agritourism developers to assist owners of small enterprises in upgrading the skills required to operate their companies effectively. In an effort to provide them with supplementary services that help them better utilize financial services that are provided to them despite the cost associated, training programs for restaurant operators should be customized to suit the diverse needs of all small company owners.*

#### **4.7 Summary**

In summary, it can be said that the development of Agritourism at Adjeikrom was beneficial to the community as it created some form of jobs for the local residents thereby improving the living conditions and being able to cater to families. This has perhaps reduced the high dependency rate on the marginalized in the community.

Measures (strategies and plans) as proposed by the respondents in the study were very instrumental when implemented and considered in the development process.



## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

The main conclusions of the study are outlined in this chapter. The chapter concludes with several recommendations that could be taken into consideration when formulating policies for this particular industry, as well as a direction for further research.

#### 5.1 Summary of Key Findings

##### 5.1.1 Livelihood opportunities for the local people in the area

In terms of livelihood opportunities for the local people of Adjeikrom, the study's findings demonstrated that the locals have benefited financially from tourism by being given jobs, while some members of the community work as tour guides at the agritourism site and others are self-employed through the selling of trinkets or as restaurateurs and bartenders. Findings also show that a significant amount of these advantages result from contributions from stakeholders rather than direct effects of agrotourism projects.

The labour-intensive aspect of agritourism makes it easier to create jobs in rural communities, especially in the service industry and the development of new products. Employment growth is essential for stabilizing and reducing poverty among rural populations. The rural tourist industry depends on other economic sectors for inputs like food and support services, which allows it to provide new employment opportunities, particularly for the rural poor and low-skilled workers. Its connection to the agriculture industry is a benefit as it acts as a catalyst for economic growth in rural development.

##### 5.1.2 The extent to which Agritourism is contributing to improving/improvement of the livelihood of residents

The study also aimed to evaluate how agritourism has helped the local community's standard of living. According to the study's findings, the local community in Adjeikrom has profited from agritourism activities in that tourism has strengthened the

community, given boreholes, and resulted in cultural exchanges as a result of host-guest interactions.

The findings that agritourism offers social and cultural benefits, such as social ties between the local population and tourists, and an enhanced view of the significance of improved communication among locals. Local communities start looking for ways to expand the local economy, raise living conditions, and protect social and cultural values.

One of the major advantages of agritourism is the appreciation of local culture by tourists. Locals are encouraged to develop their cultural assets, such as customs, handicrafts, architecture, gastronomy, and local knowledge, for/to their own advantage by such recognition and enhancement.

### **5.1.3 Challenges faced by local people and stakeholders**

From the study, it was found that there was high start-up capital for the local people and stakeholders. Additionally, regulation was a constraint coupled with high cost of training and services to many stakeholders in the Adjeikrom community.

Operators of the restaurants lamented about their lack of technical/technological knowledge and managerial skills required for their job. Furthermore, respondents indicated that they face the challenge of accessing credit and there were inadequate support services. Most of the respondents also stated that lack of education poses a challenge to business operators in the community whereas a substantial number of the respondents indicated that limited access to markets was a challenge to operators.

### **5.1.4 Measures towards improving the appropriate development of Agritourism in the area.**

Concerning measures towards improving the appropriate development of Agritourism in the area, there should be commitment on the part of all stakeholders to the improvement of livelihood in the community. Also, proper organizational structures such as ways of operating the day-to-day activities of the business, the incentives, and bonuses put in place for the accomplishment of stated/set organizational goals.

## **5.2 Conclusion**

The study sought to unravel Agritourism as an instrument for improving the livelihood of rural communities in Ghana using the Adjeikrom community as a case study. The benefits of agritourism, according to the locals, include increased cocoa production, tour guide services, interaction with tourists, access to hybrid cocoa, sales of local agricultural products, subsidized agrochemicals, and sporadic training programs for cocoa farmers provided by organizations like the Earth Watch Institute and the Cocoa Research Institute of Ghana. The study also showed that installing boreholes has improved the village's access to potable drinking water.

One of the organizations involved in the promotion of agritourism in Adjeikrom, Cadbury Ghana, has established a scholarship program from which some of the village students have benefited. In order to raise money for the improvement of the hamlet, these sponsoring organizations have also given the inhabitants plastic chairs and beds to rent out to visitors.

There is currently a conference space and accommodations available at the Adjeikrom agritourism site. However, the poor condition of the lodging facilities is mocked/decried by the locals. Agritourism facilities are also afflicted by additional problems like a lack of funding, illogical marketing plans, and a lack of qualified staff. Product development and marketing at the facility have unquestionably suffered from a lack of experienced staff. Many inhabitants also claim that just a small portion of the village benefits from the money raised, which is leading to a sneaky apathy for the development of agritourism in the community. Despite having a first-mover advantage in Ghana's agritourism business, the Adjeikrom facility's market share has significantly decreased due to financial and marketing restraints.

## **5.3 Recommendations**

1. With regards to the involvement of all stakeholders in the development of agritourism at Adjeikrom and Ghana as a whole, it is recommended that a quicker integrated tourism development processes are provided that the government, through the Ministry of Tourism, Arts and Culture, strengthens partnerships with the local business sector, the local community, general

stakeholders, and policy-makers. This will help agritourism contribute more to job opportunities, entrepreneurial skills, and income generation.

2. There are maybe a number of interrelated components that merit further research. The urgent need to research both the supply-side and demand-side perspectives to agritourism growth in Ghana is foremost among these. A critical evaluation of the country's potential for agri-biodiversity (that goes beyond focusing solely on cocoa, oil palm, and rubber plantations), the financial analysis of farmers' ability to diversify into tourism, the business savvy of farmers to engage fully in tourism, and the viability of agritourism in comparison to other land uses are all important components of the supply-side perspective. From the demand-side perspective, it is vital to analyse and classify the traits of Ghanaian agritourists, including generating nations, purchasing power, preferences, duration of stay, and observable behaviours and motivations. A typology of agritourism can be used in future local research to assist reconcile supply and demand viewpoints. Such research can support the creation of reliable and effective products. In spite of this, the Government of Ghana and the quasi-governmental organizations involved in the tourism industry must take a proactive approach to the development of agritourism since new institutional frameworks are required to realize this industry's potential for sustainable growth.
3. This study shows that agritourism is fundamentally linked to sustainable development through its connection to improving livelihoods and the ability to consume "nature." The way "rurality" is portrayed in advertising, the media, publicity brochures, and websites is critical for consumer behaviour and, indirectly, environmental responsibility. Therefore, it is preferable to govern the representation of the area because it is fundamentally related to improving livelihoods. This study suggests that financial, operational and marketing controls are required from the Ghana Tourism Authority and locals to guarantee that the place is not misrepresented in populist discourses about agritourism, which runs counter to the principles of the free market shift away from restrictions. The agritourism sector as a whole does not benefit from "misrepresenting" the rural because it raises expectations among owners and causes discontent among visitors. Better transparency will be ensured and

urban visitors will be better prepared for the agritourism experience with stricter controls on advertising.

4. Increasing interactions between diverse socioeconomic groups to facilitate informed decision-making is the best way for agritourism to promote environmental responsibility and awareness. Offering policy suggestions on an aspect of "informality" within interactions-based learning may initially seem counter-intuitive, but it is possible to make changes to the larger structures that influence these interactions. For instance, this study argues that the level of training and skills of employees to encourage interactions is the most important way to improve the quality of life and nature of interactions between agritourism visitors and the rural stakeholders. Therefore, it was recommended that regulations need to be introduced to ensure that agritourism employees receive a certain minimum standard of training to ensure this role is adequately satisfied. The Ghana Tourism Authority, which is part of the Ministry of Tourism, Arts, and Culture, must provide appropriate subsidies, financing, oversight, and regulations to make sure agritourism owners are sufficiently incentivized to give staff training. Policies must therefore support the crucial role that NGOs and cooperatives play in ensuring that these policy suggestions are implemented.

### **5.3 Recommendations for further Research**

1. The percentage of households that believed that agritourism activities were important suggests that further investigation is necessary to comprehend the significance of agritourism for human ambitions as opposed to economic ones (i.e., market development and firm profitability). Consider if individuals who are primarily motivated by economic factors differ from those who are not in terms of the amount and scope of agritourism (e.g., visitors, activities, and operator characteristics, such as age). Additionally, the findings imply that more research is necessary to evaluate agritourism farms with various labour counts.

2. Research on agritourism from views other than those of the agripreneur should also be taken into consideration. While some farm owners may view agritourism as a crucial means of achieving their objectives, and the achievement of those objectives as a benefit to themselves, their families, and their farms, such people are not the only ones working in the sector. The future study has a wonderful potential to examine the

agritourism sector from the viewpoints of stakeholders and visitors. With the aid of academic research on the driving forces behind farm visitors, both the marketing strategies used to promote farm offerings and the offerings themselves might be strengthened.

## LIST OF REFERENCE

- Aboagye, D., Frimpong, F. and Eshun, G. 2013. The cultural and political Ecology of Rural Tourism Development in Ghana. *Journal of Economics and Sustainable Development*, 3(4): 163-164.
- Adom, D. 2019. The place and voice of local people, culture, and traditions: a catalyst for ecotourism development in rural communities in Ghana. *Scientific African*, 6: 184.
- Adu-Ampong, E. A. 2018. Tourism and national economic development planning in Ghana, 1964-2014. *International Development Planning Review*, 40(1): 75-95. Available: <https://doi.org/10.3828/idpr.2018.2> (Accessed 4 February 2021).
- Arroyo, C. G., Barbieri, C., and Rich, S. R. 2013. Defining agritourism: a comparative study of stakeholders' perceptions in Missouri and North Carolina. *Tourism Management*, 37: 39-47.
- Arroyo, C.G., Barbieri, C., Sotomayor, S and Knollenbery, W. 2019. Cultivating women's empowerment through agritourism: evidence from Andean communities. *Sustainability*, 11: 3058.
- Ainley, S. 2014. A phenomenological study of agritourism entrepreneurship on Ontario family farms. *Tourism Planning and Development*, 11(3): 17–29.
- Ammirato, S., Felicetti, A. M., Raso, C., Pansera, B. A. and Violi, A. 2020. Agritourism and sustainability: what we can learn from a systematic literature review. *Sustainability*, 12(22): 9575.
- Ashley, C. 2000. Applying livelihood approaches to natural resources management initiatives: experience in Namibia and Kenya. London, UK.
- Asiedu, A. B. 1997. Prospects for an Emerging Tourism Industry in Ghana. *Research Review*, 13: 1-2.
- Barbieri, C. 2013. Assessing the sustainability of agritourism in the US: a comparison between agritourism and other farm entrepreneurial ventures. *Journal of Sustainable Tourism*, 21: 252-270.

- Barbieri, C. and Mshenga, P. M. 2018. The role of the firm and owner characteristics on the performance of agritourism farms. *Sociologia ruralis*, 48(2): 166-183.
- Bhatta, K. and Ohe, Y. 2020. A review of quantitative studies in agritourism: the implications for developing countries. *Tourism and Hospitality*, 1: 23–40.
- Bhatta, K., Ohe, Y. and Ciani, A. 2020. Which human resources are important for turning agritourism potential into reality: swot analysis in rural Nepal. *Agriculture*, 10:197.
- Bhatta, K and Ohe, Y. 2019. Farmers willingness to establish community-based agriculture: evidence from Phikurri villages. Nepal. *International journal of Tourism Science*, 19: 128-144.
- Bhatta, K., Itagaki, K. and Ohe, Y. 2019. Determinant factors of farmers willingness to start agritourism in rural Nepal. *Open Agric*, 4: 431-445.
- Broccardo, L., Culasso, F. and Truant, E. 2017. Unlocking value creation using an agritourism business model. *Sustainability*, 9: 1618.
- Brune, S., Knollenberg, W., Stevenson, K., Grether, E. and Barbieri, C. 2018. Introducing a framework to assess agritourism's impact on agricultural literacy and consumer behavior towards local foods. *Advancing Tourism Research Globally*, 28: 2-5
- Busby, G. and Rendle S. 2000. The transition from tourism on farms to farm tourism. *Tourism management*, 21(6): 635-642.
- Canovi, M. and Lyon, A. 2019. Family-centred motivations for agritourism diversification: the case of the Langhe Region, Italy-Tour. *Plan and Development*, 17(6): 1-20. Available: <https://www.tandfonline.com/loi/rthp21>( Accessed 2 February 2021).
- Che, D., Veeck, A. and Veeck, G. 2015. Sustaining production and strengthening the agritourism product: linkages among Michigan agritourism destinations. *Agriculture and Human Values*, 22: 225–234.



- Chiodo, E., Adriani, H. L., Navarro, F. P. and Salvatore, R. 2019. Collaborative processes and collective impacts in tourist rural villages: insights from a comparative analysis between Argentina and Italian cases. *Sustainability*, 11: 432.
- Di Domenico, M. and Miller, G. 2012. Farming and tourism enterprise: experiential authenticity in the diversification of independent small-scale family farming. *Tourism Management*, 33: 285-294.
- Ellis, F. 2000. Rural livelihoods and diversity in developing countries. Oxford University Press, 1: 292.
- Eshun, G. and Tettey, C. 2014. Agrotourism development in Ghana: a study of its prospects and challenges at Adjeikrom Cocoa Tour Facility. In: Szymańska, D. and Środa-Murawska, S. eds. *Bulletin of Geography*. Torun Nicolaus Copernicus University Press, 81–99.
- Fischer, C. 2019. Agriculture and tourism sector linkages: global relevance and local evidence for the case of South Tyrol. *Open Agric*, 4: 544-553.
- Flanigan, S., Blackstock, K. Hunter, C. 2014. Agritourism from the perspective of providers and visitors: a typology-based study. In: *Tourism Management*. Elsevier Ltd press, 394-405.
- Gao, J., Barbieri, C. and Valdivia, C. 2014. Agricultural landscape preferences: implications for agritourism development. *Journal of Travel Research*, 53(3): 366-379.
- Giaccio, V., Giannelli, A. and Mastranandi, L. 2018. Explaining determinants of agritourism income: evidence from Italy. *Tour. Management*, 73: 216-229.
- GoUK. 2018. Uttarakhand: vision 2030. Institute for Human Development. New Delhi: Department of Planning, Government of Uttarakhand.
- Hamed, T. 2016. Sampling methods in research methodology: how to choose a sampling techniques for research. *International Journal of Academic Research in Management*, 5(2): 18-27.
- Hamilpurka, S. 2012. Agri-tourism In Karnataka – issues, constraints and possibilities. In: *International Journal of Research in Commerce, Economics and Management*, 2: 106-111.

- Karabati, S., Dogan, E., Pinar, M. and Celik, L. 2009. Socio– economics effects of agritourism on local communities in Turkey: the case of Aglasun. *International Journal of Hospitality Tourism Administration*, 10(2): 129– 142.
- Kelly, J. 2016. Developing an agri-tourism operation in Ontario. Available: <http://www.omafra.gov.on.ca/english/busdev/facts/16-029.htm>.(Accessed 16 December 2021).
- Kim, S., Lee, S.K., Lee, D., Jeong, J. and Moon, J. 2019. The effect of agritourism experiences on consumers future food purchase patterns. *Tour. Management*, 70: 144-152.
- Kline, C., Barbieri, C. and LaPan, C. 2016. The influence of agritourism on niche meats loyalty and purchasing. *Journal of Travel Research*, 55(5): 643-658.
- Koutsouris, A., Gidarakou, I., Grava, F. and Michailidis, A. 2014. The phantom of tourism and agriculture symbiosis: a Greek case study. *Tourism Management Perspectives*, 12: 94–103.
- Kumar, B. and Yasuo, O. 2020. A review of quantitative studies in agritourism: the implications for developing countries. *Tourism and Hospitality*, 1: 23-40. Available: <http://dx.doi.org/10.3390/tourhosp1010003> (Accessed 21 November 2020).
- Kumar, B., Keishiro, I., and Yasuo, O. 2019. Determinant factors of farmers' willingness to start agritourism in rural Nepal. *Open Agriculture*, 4: 431-445.
- Kuo, N. and Chiu, Y. 2006. The assessment of agritourism policy based on SEA combination with HIA. *Land Use Policy*, 23: 560– 570.
- Liu, Z., Chen, Q.R. and Xie, H.L. 2018. Comprehensive evaluation of farm household livelihood assets in a western mountains area of China: a case study in Zunyi city. *Journal of Resource and Ecology*, 9(2): 154-163.
- Nickerson, N. P., Black, R. J. and McCool, S. F. 2001. Agritourism: motivations behind farm/ranch business diversification. *Journal of Travel Research*, 40: 19–26.
- Ollenburg, C. and Buckley, R. 2007. Stated economic and social motivations of farm tourism operators. *Journal of Travel Research*, 45(4): 444–452.

- Pankaj and Pant, A. 2016. Rural tourism a solution for ghost villages of Uttarakhand. *International Journal of New Technology and Research*, 2(6): 52-60.
- Pavić, L., Pažek, K. and Pavlovič, M. 2018. Agritourism between agriculture and tourism. a review. 3rd International Thematic Monograph: modern management tools and economy of tourism sector in present era. 243-257
- Petromana, I., Vargaa, M., Constantinb, E. C., Petromana, C., Momira, B., Turca, B. and Mercea, I. 2016. Agritourism: an educational tool for the students with agro-food profile. *Procedia Economics and Finance*, 39: 83 – 87.
- Privitera, D. 2010. Factors of development of competitiveness: the case of organic-agritourism. EAAE Seminar 'The Role of Knowledge, Innovation and Human Capital in Multifunctional Agriculture and Territorial Rural Development', 12:9-11.
- Rauniyar, S., Awasthi, M. K., Kapur, S. and Mishra, A. K. 2020. Agritourism: structure literature review and bibliometric analysis. *Tourism Recreation*. Available: <https://doi.org/10.1080/02508281.2020.1753913> (Accessed 4 February 2021).
- Roman, M., Roman. and Prus, P. 2020. Innovation in agriculture: evidence from a region in Poland. *Sustainability*, 2: 4858.
- Roman, M., Roman. and Niedziolka, A. 2020. A spatial diversity of tourism in the countries of the European Union. *Sustainability*, 12: 2713.
- Rogerson, C.M. 2012. Strengthening agriculture-tourism linkages in the developing World: opportunities, barriers and current initiatives. In: *African Journal of Agricultural Research*, 7(1 4): 616-623.
- Sadowski, A. and Wojcieszak, M. M. 2019. Geographic differentiation of agritourism activities in Poland vs. cultural and natural attractiveness of destinations at district level, 14: 222-576.
- Saxena, G., Clark, G., Oliver, T. and Ilbery, B. 2017. Conceptualizing integrated rural tourism. *Tourism Geography*, 9(4): 347–370.
- Schilling, B. J., Attavanich, W. and Jin, Y. 2014. Does agritourism enhance farm profitability? *Journal of Agricultural and Resource Economics*, 69-87.

Schilling, B. J., Sullivan, K. P. and Komar, S. J. 2012. Examining the economic benefits of agritourism: the Case of New Jersey. *Journal of Agriculture, Food Systems, and Community Development*, 3(1): 199–214.

Scoones, I. 1998. Sustainable rural livelihood: a framework for analysis, IDS working paper, 72. Sussex-Brigton, UK.

Sharpley, R. and Vass, A. 2006. Tourism, farming and diversification: *an attitudinal study*. *Tourism Management*, 27(5): 1040-1052.

Shah, C., Gibson, D., Shah, S. and Pratt, S. 2019. Exploring a market for agritourism in Fiji: tourists' perspectives. *Tourism Recreation Research*, 44(4): 2-18.

Srisomyong, N. 2010. agritourism, rural development and related policy initiatives in Thailand. Doctoral, Sheffield Hallam University, 4:32-40.

Su, M., Wall, G., Wang, Y. and Jin, M. 2019. Livelihood sustainability in a rural tourism destination. *Tourism Management*, 71(2019): 272-281.

Su, M., Sun, Y., Mia, Q. and Jiao, W. 2018. A community livelihood approach to agriculture heritage system conservation and tourism development: xuanhua grape garden urban agriculture heritage site. *Sustainability*, 10(361): 1-14.

Su, M., Wall, G. and Xu, K. 2016. Heritage tourism and livelihood sustainability of a resettled rural community: mount sanqinshen World heritage site, China. *Journal of Sustainability of Tourism*, 24: 735-757.

Sznajder, M. Przeborska, L. and Scrimgeour. F. 2019. A review of agritourism. *Journal of Sustainable Tourism*, 17: 753-754.

Tao, T. and Wall, G. 2009. Tourism as a sustainable livelihood strategy. *Tourism Management*, 30: 90-98.

Tesch, R. 2013. Qualitative research: analysis types and software tools.

Available: <https://doi.org/10.4324/9781315067339> (Accessed 13 March 2021).

Tew, C. and Barbieri, C. 2012. The perceived benefits of agritourism: the providers perspective. In: *Tourism Management*, 33, (1): 215-222.

Tregua, M., Dawria, A and Marano-Marcoline, C. 2018. Oleotourism: local actors for local tourism development. *Sustainability*, 10: 1492.

Van Sandt, A., Low, S. and Thilmany, D. 2018. Exploring regional patterns of agritourism in the U.S: what's driving cluster of enterprise. *Agricultural and Resources Economic Reviews* 47(3) :592-609.

Veeck, G., Che, D. and Veeck, A. 2016. America's changing farmscape: a study of agricultural tourism in Michigan. *The Professional Geographer*, 58(3): 235–48.

Veal, A. J. 2011. *Research methods for leisure and tourism: a practical guide*, Pitman Publishing, UK.

Wang, L. and Yotsumoto, Y. 2019. Conflict in tourism development in rural China. *Tourism Management*, 70: 188-200. Available: <https://doi.org/10.1016/j.tourman.2018.08.012> (Accessed 2 February 2021).

Wojcieszak-zbierska, M. M., Jeczmyk, A., Zawadka, J. and Uglis, J. 2020. Agritourism in the era of the coronavirus (covid-19): a rapid assessment from Poland. *Agricultural Economics, Policies and Rural Management*, 10(9): 397. Available: <http://dx.doi.org/10.3390/agriculture10090397> (Accessed 27 October 2020).

World Tourism Organisation. 2019. *International tourism highlights 2019*. Madrid: United Nations. Available: <https://doi.org/10.18111/9789284421152> (Accessed 24 November 2020).

Yarahmadi, F.2020. Multistage sampling techniques and estimating sample size for a descriptive study on viewers perception of television commercial. In *SAGE Research Methods cases*.

Zawadka, J. 2019. Agritourism as a way of spending free time of urban families with children. *Ann. Pol. Assoc. Agric. Agribus. Econ*, 21: 532–541

## Appendices

---

### Appendix A: Questionnaire

#### Participant Background

You are invited to participate in our survey of the "Agritourism as an instrument of improving rural communities' livelihood in Ghana. A case study of Adjeikrom community. It will take approximately 10 minutes to complete the questionnaire.

Your participation in this study is completely voluntary. It is very important for us to learn your opinions. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact: Alexander Kwabiah at +233 244503041 or by email at the email address specified below. [kwabiah@yahoo.com](mailto:kwabiah@yahoo.com)

Thank you very much for your time and support.

#### Disclaimer and Confidentiality

Please note that this questionnaire is for research purpose only and information obtained will be treated as confidential. This questionnaire is designed to collect exploratory information. The questionnaire is designed not to reveal any participant's identity and thus no identification is required, it is an anonymous exercise, and hence no issue with confidentiality of the information provided.

#### PART ONE: DEMOGRAPHIC DATA

The personal information is required for statistical analysis of data of respondents. All your responses will be treated with utmost confidence it deserves. The researcher appreciates your participation in giving this important information.

Please respond to the following questions by circling or filling in appropriately

1. Gender (a) Male (b) Female
2. Age (a) 15-20 (b) 21-25 (c) 26-30 (d) 31-35 (e) 36 and above (f) cannot disclose
3. Level of education (a) Primary (b) JHS (c) SHS (d) Tertiary (e) None

4. Marital status (a) Married (b) Single (c) Divorced (d) Widow
5. Occupation and employment status (a) working (b) not working (c) retired
6. What is your main occupation?.....
7. What are your other means of income?.....
8. Are those other means of income mentioned above related to Agritourism? (a) Yes (b) No
9. If yes which ones are they.....
10. Any previous occupation? (a) Yes (b) No
11. If yes which ones were they.....
12. Have you ever migrated? (a) Yes (b) No
13. If yes have you returned with some new ideas for the tourism industry and have these new ideas helped you?.....
14. Do you have any household member working in the Agritourism sector?  
(a) Yes (b) No
15. What kind of livelihood activities influences the household skills and level of education? (a) Agritourism related activities (b) non-Agritourism related activities (c) Both
16. What livelihood activities influence the household access to basic health services?  
(a) Agritourism related activities (b) non-Agritourism related activities (c) Both
17. How many labourers are there in your household?.....
18. Do you think Agritourism has increased your social network in terms of the number of people you know and connected to them? (a) Yes (b) No (c) I don't know
19. Are you a member in any non-Agritourism related organization? (a) No (b) I don't know (c) Yes (mention them.....)

20. Are you a member in any Agritourism related organization? (a) No (b) I don't know (c) Yes (please go to qn.21)
21. What are the advantages of being a member in the organization.....
22. Do you own a transport? (a) No (b) Yes (please go to qn. 23)
23. What type of transport do you own? (a) car (b) truck (c) motorbike (d) Bicycle
24. What is the estimated value of your transport? (a) less than 500 cedis (b) between 500 and 1000 cedis (c) between 1000 and 1500 cedis (d) above 1500 cedis
25. Do you own a house? (a) No (b) Yes (please answer qns. 26 and 27)
26. What type of house do you have? (a) Cement block with iron sheet roof (b) mud with iron sheet roof (c) mud with grass/thatch roof (d) mud with soil roof € Other (please explain.....)
27. Does your house or the one you are living in have electricity? (a) No (b) Yes
28. If yes how much electricity bill do you pay per month? (a) less than 20 cedis (b) between 20 and 30 cedis (c) above 30 cedis
29. Do you have access to clean and safe water? (a) Yes (b) No (if yes go to qn. 30)
30. Where do you get your water from? (a) well (b) borehole (c) pipe borne (d) lake (e) Other please specify.....
31. What type of energy do you use for cooking? (a) fuel wood (b) charcoal (c) electricity (d) Gas (e) kerosene (f) other (please specify).....
32. Do you own a mobile phone? (a) No (b) Yes (please go to qn. 33)
33. What is its value? (a) less than 50 cedis (b) between 50 and 100 cedis (c) more than 100 cedis
34. Do you have access to internet facilities? (a) No (b) Yes (please answer qn. 35)



35. From where do you access your internet services? (a) Mobile phone (b) internet café (c) connection from my PC (d) office where I work
36. Do you possess any other household assets? (a) No (b) Yes (please go to qn. 37)
37. Do you think your possession of the above assets is related to Agritourism? (a) No (b) Yes (c) I don't know
38. What is your average monthly income? (a) less than 500 cedis (b) between 500 and 1000 cedis (c) between 1000 and 2000 cedis (d) above 2000 cedis
39. What is the average total household monthly income? (a) less than 1000 cedis (b) between 1000 and 2000 cedis (c) between 2000 and 3000 cedis (d) above 3000 cedis
40. Do you save money? (a) Yes (b) No
41. If yes what is the average annual household savings? (a) less than 2000 cedis (b) between 2000 and 4000 cedis (c) between 4000 and 6000 cedis (d) above 6000 cedis
42. What is the annual income from Agritourism related activities? (a) less than 1000 cedis (b) between 1000 and 2000 cedis (c) between 2000 and 3000 cedis (d) above 3000 cedis
43. What is the annual income from non-Agritourism related activities? (a) (a) less than 1000 cedis (b) between 1000 and 2000 cedis (c) between 2000 and 3000 cedis (d) above 3000 cedis
44. Do you take loan from the bank or other people? (a) No (b) Yes (please go to qn. 45)
45. What is an estimated amount? (a) less than 1000 cedis (b) between 1000 and 2000 cedis (c) between 2000 and 3000 cedis (d) above 3000 cedis
46. Do you have any other means of getting money? (a) No (b) Yes (mention them).....
47. If you are not working in the Agritourism industry do you think Agritourism has indirectly impacted your livelihood? (a) Yes (please answer qn. 48) (b) No (c) I don't know

48. In what ways do you think Agritourism has influenced your livelihood.....

**PART B: LOCAL PERCEPTIONS TOWARDS AGRITOURIM DEVELOPMENT**

49. To what extent do you agree or disagree with the following statements about Agritourism

**Place a cross (x) in the appropriate box**

<b>Codes</b>						
<b>SA= Strongly Agree; A=Agree; N=Neither Agree nor Disagree; D=Disagree; SD=Strongly Disagree</b>						
<b>No.</b>	<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
49. 1	Agritourism in Adjeikrom can empower local people to manage resources.					
49. 2	Agritourism can create a number of development synergies to help reduce poverty through job creation					
49. 3	Agritourism development in Adjeikrom offers labour intensive and small-scale business opportunities					
49. 4	Agritourism accommodation, transportation and restaurant services can generate employment					
49. 5	Agritourism development in Adjeikrom can drive the local economic growth					
49. 6	Agritourism development in Adjeikrom can diversify the local economy					

49. 7	Agritourism can be a major player in fighting the menace of poverty in the area					
49. 8	Agritourism development can expand the local economic base of Adjeikrom through its linkages with agriculture					

Please rate the level of your agreement with the items using the following 3 scale criteria **(1=agree or yes, 2=neutral, 3= disagree or no)**

50. Agritourism brings more economic benefits to the households and community level (a) 1 (b) 2 (3) comments.....

51. Agritourism has diversified household and community livelihood choices and opportunities (a) 1 (b) 2 (3) comments.....

52. Agritourism development has created more job opportunities for the local community (a) 1 (b) 2 (3) comments.....

53. Agritourism development has resulted into increased prices of goods and services (a) 1 (b) 2 (3) comments.....

54. Agritourism development has resulted into better social infrastructure (a) 1 (b) 2 (3) comments.....

55. Agritourism development has resulted into more availability of educational opportunities (a) 1 (b) 2 (3) comments.....

56. Agritourism development has resulted into more educational opportunities (a) 1 (b) 2 (3) comments.....

57. It is easier to access information valuable to our livelihoods because of Agritourism development (a) 1 (b) 2 (3) comments.....

58. Agritourism development has increased the level of social vices (a) 1 (b) 2 (3) comments.....

59. Agritourism development has negatively influenced local tradition and culture (a) 1 (b) 2 (3) comments.....

60. Agritourism development has increased communal sense (a) 1 (b) 2 (3) comments.....
61. People has become less trusting because of Agritourism development (a) 1 (b) 2 (3) comments.....
62. Agritourism development has caused a lot of people to immigrate to our community (a) 1 (b) 2 (3) comments.....
63. Agritourism development has improved women empowerment (a) 1 (b) 2 (3) comments.....
64. Agritourism development in the area has made the local environment neat (a) 1 (b) 2 (3) comments.....
65. Agritourism development has caused pollution to the local environment (a) 1 (b) 2 (3) comments.....
66. Agritourism development has increased people's awareness of the essence of rural tourism (a) 1 (b) 2 (3) comments.....
67. Local participation is encouraged in decision making regarding Agritourism development in the community (a) 1 (b) 2 (3) comments.....
68. Distribution of economic benefits generated by the Agritourism sector is fair among the local people (a) 1 (b) 2 (3) comments.....
69. Agritourism development has resulted into easy access to natural resources available in the area (a) 1 (b) 2 (3) comments.....
70. Agritourism development and sharing of Agritourism revenue has changed my behaviour and attitude to support rural tourism in the community (a) 1 (b) 2 (3) How and why.....
71. What are some of the measures you suggest should be put in place for Agritourism to thrive in the near future in Adjeikrom?.....

## INTERVIEW GUIDE-TOUR GUIDE

### These questions are to be answered by Facility Management

I want to thank you for making time off to meet me today.

My name is Alexander Kwabiah, an MPhil student of Durban University of Technology (DUT) and would like to talk to you about Agritourism and poverty reduction in Adjeikrom. This interview should take less than 25 minutes and I would be recording the session since I don't want to miss any of your comments. Although I would be taking notes, I cannot possibly write fast to capture all that you might say. Since we are on tape, please be sure to speak up so that I do not miss your comments.

All responses would be kept confidential. This means that your responses would be only be used purposely for this study and destroyed thereafter. Remember you don't have to discuss something you don't want to and you may end the interview at any time. Are there any clarifications you might want me to? Are you willing to participate in this interview?

Interviewee..... Witness.....

Date.....

1. What is your main occupation?
2. Which other income sources are you engaged in apart from your main occupation?
3. Are those other sources of income related to Agritourism?
4. Comparing those related to Agritourism and those which are not, which of them brings in more income?
5. Do you employ others?
6. Do your activities (activity) related to other sectors like the manipulation and use of local resources?
7. Which areas of the Agritourism sector do you think need improvement?
8. Which other suggestions would you propose to promote Agritourism in Adjeikrom?

## **IN-DEPTH INTERVIEW GUIDE**

### **These questions are to be answered by Facility Management**

1. What are some of the Agritourism potentials of Adjeikrom?
2. What are the various plans and strategies put in place to promote Agritourism development at Adjeikrom and by whom?
3. Which of these plans or strategies has the most beneficial impact in the community?
4. Who are those benefiting the most apart from those involved in Agritourism directly?
5. What are the strengths in terms of Agritourism development in Adjeikrom?
6. What are the weaknesses in the community in terms of Agritourism development?
7. What is the contribution of this department in Agritourism development here?
8. Could you please suggest necessary improvements that can be implemented to initiate Agritourism development in the area?

### **INTERVIEW GUIDE- Managers of accommodation facilities**

1. How many employees are in your facility?
2. How many are permanent and how many are not?
3. How many are from the local community and how many are not?
4. What criteria do you consider when deciding on the employment of your staff? (Hint: education level, experience, local recruitment)
5. Have new skills been learnt and new jobs created?
6. What is the total capacity of your outfit? (Hint: number of beds, prices of beds if different beds)
7. Where do you get foodstuffs for your kitchen?
8. What challenges do you face as a manager of this facility?
9. What measures do you suggest?

## **INTERVIEW GUIDE – RESTAURANT/BAR OPERATORS**

1. What is the human strength of your facility (Hint: number of workers, equipment and tools)
2. What are the divisions between local and non-local employees in your company?
3. What can you say about the patronage of your services by tourists?
4. How much do you on average make in a day?
5. What challenges do you face in your restaurant/bar business?
6. What do you propose should be done to improve your situation?

## APPENDIX B: Permission to Conduct Research/Gate Keeper



Our ref: GTA/WR- 057

Your ref:

September 1, 2022

Alexander Kwabiah  
Takoradi Technical University  
P. O. Box 256  
Takoradi

Dear Alexander Kwabiah

### **LETTER OF APPROVAL**

With your letter written to the Authority seeking permission to conduct research at Adjeikrom, we approve your request to conduct your academic research from March to September, 2022 on the topic: ***Agritourism as an instrument of improving rural communities' livelihood in Ghana. A case study of Adjeikrom community.***

We hope that this research will be beneficial to the community and thereby boost Agritourism in the country.

Wishing you fruitful research

Yours faithfully,

George Nkrumah Ansere  
Regional Director  
054-540-0227



Member, United Nations World Tourism Organisation



## APPENDIX C: Letter of Information



**Title of the Research Study:** Agritourism as an instrument of improving rural communities' livelihood in Ghana. A case study of Adjeikrom community.

**Principal Investigator/s/researcher:** Alexander Kwabiah

**Supervisor/s:** Dr. Serathi Molokwane / PhD

**Brief Introduction and Purpose of the Study:** Agritourism give to rural communities especially farmers a special opportunity to contribute to rural and personal development This study aims to address the opportunities and the challenges associated with agritourism in improving the livelihood of the people of Adjeikrom community.

**Greetings:** Good Day

**Introduce yourself to the participant:** I am Alexander Kwabiah and currently undertaking a Masters of philosophy in management sciences specializing in Tourism in the department of Applied Management at the Durban University of Technology.

**Invitation to the potential participant:** You are respectfully invited to participate in this study.

**What is Research:** research is a process of systematic inquire that involves collection of data; documentation of critical information; and analysis and explanation of that data/information, in line with appropriate methodologies set by specific professional fields and academic disciplines.

Participation in this research is voluntary, and all information gather will be treated as confidential. Upon your request, the findings of the study will be made available to you once they have been finalized. No personal details will be made available to the public or third party. Remember you don't have to discuss something you don't want to and you may end your participation at any time and also you can ask for any clarifications.

**Outline of the Procedures:** Agritourism give to rural communities especially farmers a special opportunity to contribute to rural and personal development. One of such agritourism resources is the Adjeikrom cocoa tour facility which can be developed and harnessed to promote diversification within the local economy and help improve personal livelihood through poverty reduction. This study seeks to examine livelihoods opportunities and challenges associated with agritourism at Adjeikrom community. You are required to complete a questionnaire consisting of self-administered questions and upon receipt of gatekeeper's letter from the Management of the facility individuals sampled officials will be contacted to seek their consent in writing to participate in the research. After that interview dates will be scheduled in consultation with each participant.

**Risks or Discomforts to the Participant:** The study has no risk to the participant and participants must freely indicates any discomforts.

**Explain to the participant the reasons he/she may be withdraw from the Study:** Participation is voluntary, and participants may withdraw from the study for their own personal

reasons, like sickness or lack of time. There will be no adverse consequences for the participants should they choose to withdraw.

**Benefits:** The benefits of the study would be to:

- Give some insight into some implications for rural livelihood improvement through poverty reduction at Adjeikrom community.
- Assist Adjeikrom cocoa tour facility projects authorities and other stakeholders in the area to assess their policies and strategies to take advantage of additional demand for agritourism opportunities in the area.

**Remuneration:** No remuneration will be given to participants for their participation in the study.

**Costs of the Study:** There will be no cost to be borne or incur by the participants in this study

**Confidentiality:** Access to confidential data will not be part of the data collection process. Anonymity and confidentiality assurance will be giving to the participants responses. There will be a storage for a period of five years of response and disposed of thereafter accordingly.

**Results:** Upon your request, the findings of the study will be made available to you once they have been finalized. The researcher will finally publish an article on the findings of the research.

**Research-related Injury:** Injury by participants is not anticipated because, participants will not perform any physical acts in this study

**Storage of all electronic and hard copies including tape recordings:** There will be a storage for a period of five years of response and disposed of thereafter accordingly.

**Persons to contact in the Event of Any Problems or Queries:** My supervisors contact (+27747902796), Please contact the researcher (0244503041), or the Institutional Research Ethics Administrator on 031 373 2375. Complaints can be reported to the Acting Director: Research and Postgraduate Support Prof K Motaung on TtiDirector@dut.ac.za

## APPEDIX D: Consent



**Full Title of the Study: Agritourism as an instrument of improving rural communities' livelihood in Ghana. A case of Adjeikrom community.**

**Names of Researcher/s: Alexander Kwabiah**

**Statement of Agreement to Participate in the Research Study:**

- I hereby confirm that I have been informed by the researcher, Alexander Kwabiah, about the nature, conduct, benefits and risks of this study - Research Ethics Clearance  
Number: IREC 144/22\_.
- I have also received, read and understood the above written information (Participant Letter of Information) regarding the study.
- I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- In view of the requirements of research, I agree that the data collected during this study can be processed in a computerised system by the researcher.
- I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

Fredrick Atsu

7<sup>th</sup> October, 2022

3:00pm

\_\_\_\_\_  
**Full Name of Participant**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Time**

I, Alexander Kwabiah (name of researcher) herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

Alexander Kwabiah

07-10-2022

\_\_\_\_\_  
**Full Name of Researcher**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Full Name of Witness (If applicable)**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Full Name of Legal Guardian (If applicable)**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

## APPENDIX E: Ethics Certificate



**TRREE**

# Zertifikat Certificat Certificado Certificate

Promouvoir les plus hauts standards éthiques dans la protection des participants à la recherche biomédicale  
Promoting the highest ethical standards in the protection of biomedical research participants



**Clinical Trials Centre**  
The University of Hong Kong

### Certificat de formation - Training Certificate

Ce document atteste que - this document certifies that

## alexander kwabiah

a complété avec succès - has successfully completed

### Introduction to Research Ethics

du programme de formation TRREE en évaluation éthique de la recherche  
of the TRREE training programme in research ethics evaluation

Release Date: 2021/01/22  
01-22-2021

Professeur Dominique Sprumont  
Coordinateur TRREE/Coordinator



**FMH**  
Fédération des Médecins Hospitaliers de Suisse



**FPH**  
Fédération Pharmaceutique Helvétique



Société Suisse de Recherche Clinique

Ce programme est soutenu par - This program is supported by:  
Fédération des Médecins Hospitaliers de Suisse, Fédération Pharmaceutique Helvétique, Société Suisse de Recherche Clinique, and the Swiss Society of Clinical Research (SSCR).  
Fédération des Médecins Hospitaliers de Suisse, Fédération Pharmaceutique Helvétique, Société Suisse de Recherche Clinique, and the Swiss Society of Clinical Research (SSCR).

Act  
Ge

## APPENDIX F: Editor's Letter



**Kofrich**  
kofrich.com

+27 84 762 9622  
+27 82 202 3925  
kofrichcommunications@gmail.com  
Reivilo, NW, South Africa

15 December 2022

TO WHOM IT MAY CONCERN

This is to certify that the Masters thesis entitled: Agritourism as an Instrument of Improving Rural Communities' Livelihood in Ghana: A Case study of Adjeikrom Community, submitted by Mr Alexander KWABIAH to the Durban University of Technology, has been thoroughly proofread and edited for grammar, language and construction by us. We are pleased to announce that the style and presentation are of a standard worthy of the qualification the thesis is being presented for.

Thanks and best wishes,

**DISSERTATION PROOFREADING AND EDITING SERVICES**

C.E.O | Kofi Tuglo

## Appendix G: Turn it in Report

Agritourism as an instrument of improving rural communities' livelihood in Ghana....By Alexander Kwabiah

ORIGINALITY REPORT

12%	9%	4%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	mafiadoc.com Internet Source	3%
2	atrium.lib.uoguelph.ca Internet Source	2%
3	royalliteglobal.com Internet Source	2%
4	Xiaolong Ma, Rong Wang, Meiling Dai, Yanghong Ou. "The influence of culture on the sustainable livelihoods of households in rural tourism destinations", Journal of Sustainable Tourism, 2020 Publication	<1%
5	repository.ju.edu.et Internet Source	<1%
6	Submitted to University of South Africa Student Paper	<1%
7	Ming Ming Su, Geoffrey Wall, Yanan Wang. "Integrating tea and tourism: a sustainable	<1%

	livelihoods approach", Journal of Sustainable Tourism, 2019 Publication	
8	etd.aau.edu.et Internet Source	<1%
9	Gabriel Eshun, Christopher Tetey. "Agrotourism development in Ghana: A study of its prospects and challenges at Adjeikrom Cocoa Tour Facility", Bulletin of Geography. Socio-economic Series, 2014 Publication	<1%
10	etd.uum.edu.my Internet Source	<1%
11	Mavis Adjoa Forson. "Unpacking rural tourism on household livelihood: Insights from Kakum Ghana", Cogent Social Sciences, 2022 Publication	<1%
12	Submitted to GIFT University Student Paper	<1%
13	Submitted to Mancosa Student Paper	<1%
14	Submitted to Zimbabwe Ezekiel Guti University Student Paper	<1%
15	Submitted to University of Pretoria Student Paper	<1%

16	Submitted to Munich Business School Student Paper	<1%
17	Submitted to Banking Academy Student Paper	<1%
18	Submitted to Kampala International University Student Paper	<1%
19	Submitted to University of Southampton Student Paper	<1%
20	file.scirp.org Internet Source	<1%
21	Submitted to Durban University of Technology Student Paper	<1%
22	udspace.uds.edu.gh Internet Source	<1%
23	ir.mu.ac.ke:8080 Internet Source	<1%
24	Submitted to American Public University System Student Paper	<1%
25	dspace.knust.edu.gh Internet Source	<1%
26	eprints.usm.my Internet Source	<1%

27	ir.jkuat.ac.ke Internet Source	<1%
28	scholar.mzumbe.ac.tz Internet Source	<1%
29	Submitted to University of Johannesburg Student Paper	<1%
30	tarj.in Internet Source	<1%
31	www.macrothink.org Internet Source	<1%
32	Submitted to Ghana Technology University College Student Paper	<1%
33	Submitted to Kenyatta University Student Paper	<1%
34	researchspace.ukzn.ac.za Internet Source	<1%
35	www.tandfonline.com Internet Source	<1%
36	Submitted to University of Leeds Student Paper	<1%
37	Submitted to University of Sheffield Student Paper	<1%
38	kb.psu.ac.th:8080 Internet Source	<1%

		<1 %
39	<a href="http://vtechworks.lib.vt.edu">vtechworks.lib.vt.edu</a> Internet Source	<1 %
40	Submitted to Emilio Aguinaldo College-Cavite Student Paper	<1 %
41	<a href="http://acikbilim.yok.gov.tr">acikbilim.yok.gov.tr</a> Internet Source	<1 %
42	<a href="http://www.alcbfund.com">www.alcbfund.com</a> Internet Source	<1 %

Exclude quotes  On      Exclude matches  < 10 words  
Exclude bibliography  On



## Appendix H: Institutional Research Ethics Committee (IREC)

---



30 September 2022

Mr A Kwabiah  
P.O Box 256  
Takoradi Technical University

Dear Mr Kwabiah

**Agritourism as an instrument of improving rural communities' livelihood in Ghana. A case study of Adjeikrom community**  
**Ethics Clearance Number: IREC 144/22**

The DUT-Institutional Research Ethics Committee acknowledges receipt of your notification regarding the piloting of your data collection tool.

Kindly ensure that participants used for the pilot study are not part of the main study.

In addition, the DUT-IREC acknowledges receipt of your gatekeeper permission letter.

Please note that **FULL APPROVAL** is granted to your research proposal. You may proceed with data collection.

Any adverse events [serious or minor] which occur in connection with this study and/or which may alter its ethical consideration must be reported to the DUT-IREC according to the DUT-IREC SOP's.

Please note that any deviations from the approved proposal require the approval of the DUT-IREC as outlined in the DUT-IREC SOP's.

Yours Sincerely

Professor J K Adam  
Chairperson: DUT-IREC