

Community stakeholders' perceptions of agritourism development at a selected community in Ghana

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Abstract

This study delves into the perceptions of local stakeholders regarding agritourism development in a selected community in Ghana, recognizing the significance of this sector in rural economic growth. Employing a multi-methods approach, including quantitative and qualitative data collection methods, the study gathered insights from community members and individuals employed in the local agritourism sector. Results indicate that socio-demographic factors, particularly education levels, significantly influence perceptions of agritourism, while income levels show a modest correlation. Seasonality analysis reveals a consistent flow of tourists throughout the year, attributed to diversified attractions and the non-seasonal nature of the principal crop, cocoa. Local perceptions emphasize the potential for agritourism to boost the economy, create employment opportunities, and alleviate poverty. The study underscores the importance of a resource-based approach in developing sustainable and inclusive agritourism models, aiming to enhance financial profits for farmers and foster economic growth in rural areas.

Keywords: agritourism, multi-methods, ghana, socio-demographic factors, seasonality, rural development, community perceptions