IV. TOURISM
INTRODUCTION

Cape Coast and the surrounding region has been experiencing an increasing number of visitor arrivals. A combination of attractions has contributed to the growing presence of tourism as a viable economic activity within the region. These places and events include the castles and forts inscribed as World Heritage Sites, Kakum National Park, and the PANAFEST festival. The evolving National Association of Tour Guides is a positive development, as was the Ecotourism Product Development Workshop sponsored by Conservation International, held in November 1998. Cape Coast must now take advantage of the initial ground work that has been laid by planning for community-based tourism and implementing those programs that will result in positive economic, social, and cultural benefits to the community. This can be most meaningfully done through a cooperative effort of both the public and private sectors. Government must provide the infrastructural improvements necessary for the tourism industry to make real investments in the region, and at the same time establish the rules to which the industry must adhere as it goes about making profits from local attractions.

The working group that considered tourism issues, opportunities, and made recommendations was unanimous in its approach to tourism development. That approach considered tourism to be a growing economic force within the community; and that now was the time for the community to address how it wishes to have this development take place within the community’s own cultural and social values, including heritage conservation. The working group used the following framework for preparing its evaluations:

- Access
- Services
- Interpretation
- Visitor Experience
- Community Issues
- Tourism in the Central Region
- Tourism Development Plan for the Central Region
- Existing Tourism Attractions

The evaluations were further structured into identifying existing conditions or situations, issues and opportunities, and lastly making recommendations. Key recommendations were then selected for implementation within the defined timeframes of nine months, two years, and five years.
ACCESS

The term “access” is used to refer to the opportunities afforded the tourist to visit historically or culturally significant places and sites. It is important that the tourist have these opportunities. However, it is equally important for the tourist to recognise that access to shrines, interiors of historic houses and other sensitive sites may not always be possible.

1. SHRINES
Currently, access into compounds within which religious/fetish shrines are located is largely prohibited. However, many shrines in Cape Coast are quite visible from the street. For example, the Tree Shrine, a silk cotton tree (Ceiba Pentandra L.) near Anaafio Market can be seen from the street without any seeming restrictions. Generally, visual access to most shrines from a public right-of-way is not a problem, and these types of shrines can be included in a walking tour or be a part of a tour operator’s packaged tour.

OPPORTUNITIES
- Opportunities to educate tourists about the history of each shrine: the various "gods" of Cape Coast and the Region. This is something of significant interest to students of traditional African religions.
- Opportunities for economic gain by curators of shrines by charging access or photographing fees. Such funds should be used for upkeep and maintenance of the shrines.

RECOMMENDATIONS
- Consult all Asafo Companies and custodians of shrines to explore the possibility of establishing a uniform policy for tourist access, photographing, and fees. This can result in a published brochure given to tourists which will ensure that they are aware of limitations, accessibility, and fees.
- Walking and other tours should include shrines. Accurate information about each should be presented. Preferably this information would be prepared by the Asafo Company with whom the shrine is associated.
- Explore the possibility of having a written history of all shrines, and curator/custodian at the various shrines, for interpretive purposes.

2. HISTORIC HOUSES
In addition to the larger, more well known structures like the Cape Coast Castle and the Heritage House, there are several houses which are historically significant. Homes associated with prominent Ghanaians like J.Wilson Sey, Kobina Sekyi, and Hon. Kofi Annan are a few of these. Currently, access to such homes is very minimal, if at all. Most are lived in by ex-
tended family members, may be structurally unsound and are not easily identifiable by tourists, largely because they are not restored and are un-mapped.

**OPPORTUNITIES**
- Important heritage houses should become part of the tourist’s reason to visit Cape Coast.
- Home stays and visitation to typical Cape Coast homes. The opportunities for tourists and visitors to stay in homes of J.Wilson Sey and Kobina Sekyi was discussed as being attractive to a niche market of travellers. This presents an opportunity for tourists to both receive lodging and learn the local history.

The challenges associated with this proposition include the following:
- Assent/permission from the present owners.
- Availability of rooms/space in homes.
- Structural soundness of buildings, and adequate amenities associated with lodging, dependable facilities, etc.

**RECOMMENDATIONS**
- Survey current residents of a few historic homes. Find out about facilities as well as interest in such an endeavour.
- If there is interest, detailed analysis should be done to consider structural integrity of buildings, with recommendations made to facilitate upgrading.
- Assist family or home-owners in fixing up houses and educate/orient them about heritage/tourism. The expectations of the visitor must be understood by the host. Also, the visitor should be informed of the rules of the houses and the behaviour expected when in the house.
- Develop a structure/format for charging minimal fees that can help maintain the building as well as augment the interpreters’ income.
- If rooms in historical houses are not available, adjacent buildings can be developed into bed-and-breakfast type lodges.
- **Implement home stays with Cape Coast families (5 Year Priority).**

**3. PEDESTRIAN WAYS**
As part of making historic and other significant sites accessible to tourists and the citizenry, consideration should be given to closing some streets to better facilitate pedestrian access without unduly disrupting automobile or vehicular traffic.

Currently there are no streets that have been closed specifically to facilitate pedestrian access. One that potentially may be closed is from the Cape Coast Castle to Chapel Square (King Street) and from Chapel Square to Fort William (Lighthouse Road). Presently, this route
serves light vehicular traffic daily, and Chapel Square is used for parking, taxi pick-up and drop-offs. It also serves as a site for political platforming, oratory and performances.

OPPORTUNITIES
• In order to better facilitate access to and from significant cultural and religious sites, it is sometimes helpful to designate erstwhile automobile roadways as pedestrian accessways. Opportunities to create pedestrian accessways exist in Cape Coast's historic core:

   Example One. From Cape Coast Castle, a tourist may be well advised to visit Fort William on a nearby knoll. The two sites are tied both historically and visually. The fort was a lighthouse and lookout post for the castle. Pedestrians leaving the castle headed for Fort William pass many historical structures and sites: the Christ Church Anglican Cathedral, Wesleyan Methodist Church, Chapel Square, the newly restored Heritage House with its gardens, then on to the Fort via Light House Road. With such a wealth of sites to see (and photograph) it will be quite helpful if the route between these major sites is dedicated to pedestrians.

   Example Two. Another route for possible conversion is along Commercial Street, between Jackson Street and Anaafo Street intersections (this was suggested by local citizens during our interviews).

• It creates opportunities for incorporating additional landscape materials to enhance the environment and visitor's experience.

• Examples of both the success and failure of transforming streets into pedestrian accessways abound. In Cape Coast, the following challenges exist:

  ▪ Rerouting automobile traffic.
  ▪ Ensuring that parking areas are relocated or accommodated elsewhere.
  ▪ Ensuring that church functions like funerals, normal services and special celebrations are still accommodated,
  ▪ Ensuring that nearby residential and commercial functions are not jeopardised or hindered.

RECOMMENDATIONS
• Implement a planning process that will examine the possibilities for turning certain streets into pedestrian accessways. Although the committee did not have an opportunity to conduct a comprehensive study of all of the issues associated with street closures, a few ideas were thought to be worthy of presentation:
Keep the southern portion of King Street open to vehicular traffic.
- Keep Chapel Square open for parking and taxi activity.
- Create parking (surface or garage-type) at available pocket parks.
- Keep streets open on Saturdays and Sundays to facilitate church functions.
- Bollards (removable) will allow streets to be opened or closed as needed.
- Survey nearby residents about access to homes and how restricting auto traffic will affect their functions/routines, and maybe facilitated.
- Plant coconut or Washington palm trees or other native trees along the route for orientation, visual interest and shade.
- Provide benches, lighting, kiosks, phone and information centres, etc. along the route.
- Use specialty paving stones to augment unity of the route with its important historical sites.
- The planning process also should consider the alternative of increasing the area devoted to walking and decreasing the number of lanes for automobile use.
- **Implement street improvements: Cape Coast Castle to Ft. William (5 Year Priority).**

### 4. Tour Bus Routes and Parking

Bus routes currently are largely ad hoc and exist according to each tour operatorís route. The Cape Coast Castle is a major tourist destination, as is Elmina Castle. The road connecting the two, Old Elmina Road, is the most used route. It is a two-lane road along the coast and is in moderate-to-poor condition, with potholes, eroding edges in certain areas, and is poorly surfaced.

Parking is inadequate. At Cape Coast Castle, paved bus or coach parking is non-existent. Currently, buses and other vehicles park in a sandy area in front of the Castle, part of the heritage site itself. At other sites like shrines, the Anaafó and Kotokuraba markets, the Fosu Lagoon, etc., parking is a major concern - either lacking entirely, or undefined and unstable.

**Opportunities**

The survey on existing conditions described parking as mainly inadequate and tour bus routes as ad hoc. This creates the opportunity to provide these facilities and services.
- All tourist/visitor destinations should have adequate parking for buses/coaches and cars to facilitate reasonable access to the sites without endangering the environment, people, or adversely affecting local residences and businesses.
- Bus routes should be developed and made mandatory. This has the advantage of using streets that are designed to handle larger vehicles.
RECOMMENDATIONS

- Traffic counts should be done for all major tourist sites and parking designed with future projections in mind. Parking may have to take place at locations away from the attraction with only drop-offs and pick-ups allowed at the site. Keep in mind that traffic and parking demand may fluctuate as tourism in Ghana develops. For example, there may be a future increase in the use of rental cars that may place a heavier demand on automobile parking. These trends should be monitored and appropriate actions taken to alleviate resulting problems.

- Parking surfacing does not have to be expensive, but should not be dusty. Local quarried gravel bounded in by concrete edging will provide environmentally sound and practical parking.

- At less intensive/less used sites, mulch from chipped wood or even crushed coconut shells or other fibres can be used to surface parking areas.

- Bus routes should augment walking tours: Cape Coast to Elmina; Cape Coast to Kakum; Cape Coast to Anomabu should be the main bus routes.

- The size of tour buses should be evaluated. Larger buses may not be appropriate for use within Cape Coast or Elmina. If found so, they should be restricted and tourists transferred to smaller vehicles or given a walking tour. Tour buses should be restricted from entering certain areas and banned from using selected streets.

- Tour bus (and automobile) engines must be turned off while the vehicle is parked. The tourist does not have to board an already air conditioned bus. The air conditioner can adequately cool the interior as boarding takes place.
SERVICES

Services in the context of tourism refer to utilities and amenities. These are defined as follows:

**Utilities** refer to the things that facilitate everyday life.

**Amenities** refer to things, which enhance the quality of life.

FINDINGS

**Utilities**

1. Included in the functioning utilities for the Cape Coast area are the following: electricity, water and telephone.

2. For the most part, telephones are privately owned and found in individual homes. Communication Centres usually contain some form of telephone system—often these centres are operated in dingy rooms. Phone booths are nonexistent in some parts of Cape Coast.

3. Transportation systems include buses (one route only), tro-tros and taxis (availability is good). Parking areas are not well designated and poorly regulated.

4. The sanitation and waste disposal systems are inadequately structured. Public toilets are inadequate and unsanitary. Grey water and rainwater drainage are handled in open trenches, with few areas having covered trenches. Capacity building is required to respond to need—one or two additional skip loaders and 35 bins were mentioned by the representative from the Public Works Department.

5. Under the Urban 3 project, individuals are being assisted by the World Bank to install water closets in their homes. In areas with little or no access to septic tanks VBT toilets (chemical) are being installed.

6. Banking services include four banks and forex bureaus. These bureaus are privately operated and exist throughout the town. An automated teller machine is found at Barclay’s Bank, Commercial Street.

7. Tourist Information Centres are located in Ghana Tourist Board (GTB) offices near Pedu Junction and in Heritage House near Chapel Square.
Amenities
1. Although Cape Coast is dotted with guesthouses, hotels, chop bars, restaurants, drinking spots, and bars, the standards of most establishments are very poor and do not meet the expectations of tourists.

2. There are no paved pedestrian walkways or rest areas. Souvenir and gift shops are rare and often exist in kiosks. Craft shops are often located along the streets, but without adequate identification.

3. Views and vistas are often obstructed. Public open spaces and parks are often informal and not well defined.

4. The presence of a clean and fresh environment is negated by poor sanitation, noise and traffic congestion.

Locations
Amenities and services are haphazardly scattered over the townscape and are not properly regulated and of acceptable quality.

Attitudes
1. Official government plans are to enhance and maintain new and existing facilities. Under the Tourism Development Plan for the Central Region the following are proposed: Cape Coast tourist facilities, Central Region Tourism Information Center, Cape Coast Castle conservation program (implemented), Cape Coast Historic Area Program which should improve and enhance the amenity values of the historic district.

2. Public opinion indicates that these services and amenities are substandard and inadequate and are haphazardly located.

Opportunities
The scenario presented above provides opportunities for intervention. This can be considered at two levels or scales: that of the individual building structures and that of the larger historic core.

Recommendations
Interaction with the local opinion leaders supports this view and on that basis, we posit the following recommendations.

• The extension of the basic utilities, that is electricity and water to all buildings as a matter of policy is paramount. If necessary, pre-paid electric meters can provide a viable option.
These are to be complemented by sensible street lighting, particularly from the Ashanti Road to Aggrey Road junction and other major routes, as well as city streets.

Telephone services should also be extended to as many buildings as possible, complemented by public phone booths sensibly located at strategic or vantage points throughout the historic core. These, however, should not degrade the quality or values of their settings. Public telephones should be installed to meet the needs of residents, not merely for the convenience of the tourist.

Tourist information centres are to be located at appropriate areas to provide information on places and activities.

The quality of all roads is to be improved and provision made for pedestrian routes to line them. Particularly, a pedestrian access road should be provided to Fort William and the one to Fort Victoria improved.

Taxi drivers and those similarly engaged should be educated on their contributions to the tourism efforts. Those found responsive may be registered and identified by uniforms or stickers on their vehicles. Tourists should be advised to use their services.

Simple durable street furniture should be provided in areas along roads and pedestrian routes where space permits and the informal open spaces aligning many streets. These may be complemented where the setting permits with shade trees.

The poor quality of sanitation continues to be the major concern for all. It is imperative that all buildings are provided with standard toilet facilities which may even be of the squat type in areas where due to lack of vehicular access, septic tanks cannot be constructed. The VBT (chemical) toilets now being used should be installed.

Quality public toilets are to be provided in accessible areas and they should be as unobtrusive as possible, as is the provisions of litterbins along strategic routes and spaces. Garbage collection points should also be designated. It is imperative that public toilets be well maintained. Examples of the private sector providing public toilets exist in the developed countries. These examples should be studied for their applicability to Cape Coast: the JC Decaux Company in France currently installs public toilets in cities in exchange for the placement of advertising kiosks on public streets. The company is responsible for not only installation, but on-going daily maintenance as well.

Drainage channels along streets must be provided or improved and these should be covered to create pedestrian walkways.
• The standard of small scale commercial and tourist related businesses should be improved. Operators of ‘chop-bars’ and restaurants, low-cost lodgings and kiosks are to be sensitized and trained in sanitation, environmental care and personal hygiene as well as basic operational and management techniques. They should be inspected and licensed to operate as required by law.

• The small kiosks and craft stalls are to be properly located and regulated and a craft market appropriately sited.

• Signage plays an important role in identification and orientation of the urban landscape and landmarks. All streets are therefore to be clearly marked and signs strategically placed to highlight and direct resident and visitor alike. Developing a unified system of signs within the historic core should solve the related question of the multiplicity of road signs, parking notices and the like. *Implement town signage program (9 Month Priority).*

• The amenity values of the historic core can be improved by the simple expedience of the following:
  - Maintaining open spaces and upgrading informal open spaces by the provision of furniture and planting.
  - Covering roadside drains to create pedestrian walkways.
  - Discouraging long term roadside parking.
  - Providing properly regulated parking lots to reduce traffic congestion.
  - Providing litterbins and garbage collection points and sanitation areas generally.

• It becomes evident that an exercise of power is required to prevent wholesale destruction or indiscriminate and insensitive destruction or alteration of heritage resources. This in turn implies that fresh legislation as well as stricter enforcement of existing powers is required. Tourism in Cape Coast depends on its heritage resources. *Destroy these and there will not be any reason for travellers to put Cape Coast on a travel itinerary.*

• Local and neighbourhood clubs and societies including associations of those living or working within a single street or neighbourhood should be warmly encouraged as a way to encourage citizen participation in shaping the future of Cape Coast.
INTERPRETATION

The interpretation of Cape Coastís heritage resources is extremely limited at present. With the exception of Cape Coast Castle (and in Elmina, Elmina Castle), information about the cityís and regionís heritage attractions is almost non-existent. Cape Coastís cultural heritage and interpretation have differing levels of significance: some with universal values, other of national, regional or local importance.

Interpretation programs should present these levels of significance in a relevant and accessible manner to the host community and the visitor, with appropriate stimulation and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information. Programs should present diversities of the area including that of the minority cultural or linguistic groups.

OPPORTUNITIES

It is through interpretation that the visitor understands the culture and society of the locality being visited. Prior expectations formed by reading guidebooks or presented in advance by a tour operatorís brochure need to be truthfully challenged by proper interpretation, not advertising hype. The visitor can then come away with an experience grounded in well researched studies and oral histories, while also gaining knowledge through legends, mythology, and traditional stories.

In Cape Coast, and more generally in Ghana, the interpretation of the slave trade will require careful and sensitive handling. The visitor can easily misinterpret the presentation of information about this part of African, North and South American, and Caribbean history. Although the committee does not have a specific recommendation about this subject, it recognises its importance especially given the African American target market identified in the National (and Regional) Tourism Development Plans.

RECOMMENDATIONS

• Oral history. Oral history should be verified and recorded. Identify reliable ìstory tellingî in Cape Coast and the surrounding area. Programs should be based on a comprehensive understanding of the specific, but often complex or conflicting aspect of the historical significance of Cape Coast, especially as related to the slave trade. Develop and implement an oral history program (2 Year Priority).

• Historical markers and signs should be standardised. Visitors should know they ìhave arrivedî. The Cape Coast-Elmina highway could be identified and marked as an
ìhistorical and scenic highwayî. Historical markers along the highway can signify important places and events. *Implement town signage program (9 Month Priority).*

- Visitors centres on the major arteries could be built for visitor orientation and distribution of maps and literature. Tours could be organised here that will minimise fluctuations in arrivals and avoid excessive numbers of visitors at any one time. An orientation video could be presented at this time to advise visitors as to what is available.

- Walking tours should be carefully studied so as not to impact local customs and the economy (i.e., taxi services). Perhaps the development of a guide or interpretive plan or charter that will promote visitor understanding of significant sites and the need to protect and preserve would be beneficial.

- Use of tours should encourage the training and employment of guides and site interpreters from the Cape Coast community to enhance the skills of local people in the presentation and interpretation of their cultural values.

- The promotion, distribution and sale of local crafts and other products should have an interpretive message to visitors and provide a reasonable social and economic return to the community, while ensuring their cultural integrity is not degraded.

- Interpretative programs should facilitate and encourage a high level of public awareness and support necessary for the long-term survival of Cape Coast’s cultural heritage.
VISITOR EXPERIENCE

EXISTING CONDITIONS
The visitor experience begins with the imagined destination, which forms expectations against which the visitor will evaluate the actual, eventual experience. To the extent that the visitor has access to accurate information about the destination, he or she will be able to exercise the measure of control over the actual experience that will make it a more satisfactory one. There is less information about Ghana than about many other potential tourism destinations, e.g., those in the United States, Europe, Asia, and South America. Because of this, the traveler to Ghana is less able than the visitor to many other destinations to fashion the type of experience he or she desires. He or she is more likely, too, to be unprepared for the poverty, less than adequate sanitation systems, traffic congestion, and difficulty in finding acceptable accommodations likely to be encountered. The experience will probably be more disconcerting and less instructive and enjoyable than would be the case if the visitor had prior access to reliable information about the destination.

Country Arrival
Arrival in Ghana is currently not well structured at the international airport serving the country, especially after the visitor clears immigration and customs. Little information is available as to transportation and lodging options. In particular, the visitor is left at the mercy of baggage handlers and taxi drivers who sometimes fiercely compete for their business. Rates for these services are not made clear, and since the visitor is likely unfamiliar with the exchange rate, the situation lends itself to exploitation of the visitor. The confusion certainly lends itself to producing the perception by the visitor that he or she has been cheated. The initial tone of the visit is often degraded by this experience.

Accra to Cape Coast
The road between Accra and Cape Coast is often congested. The time required by the drive is therefore unpredictable. Driving is more dangerous than in North America and Europe, from where many international visitors to Cape Coast come. Driving is made more dangerous to North American and European visitors by their unfamiliarity with local driving customs and patterns. This is one of the reasons that visitors frequently chose not to rent cars and travel in small groups, but to travel with groups in buses, generally as a part of a package tour.

Cape Coast
Cape Coast offers a variety of experiences, more fully described elsewhere in this document. Paramount is the visit to Cape Coast Castle, and Elmina Castle, located about 15 kilometers distant from Cape Coast Castle. Other potentially important experiences include the following:
• Visits to other historic structures and districts in Cape Coast and nearby.
• Visits to the colorful and aesthetically and culturally intriguing shrines in Cape Coast and other towns in the regions.
• Witnessing the many ceremonies and festivals that take place in the region.
• A scenic coastline with sandy beaches, some pleasant hotels not far from the town.
• The local cuisine.
• A friendly and gracious local population.
• A relatively crime-free environment.
• Attractive natural areas not far away.

Most of these experiences, however, have not yet been fully developed for enjoyment by tourists. Visitors typically visit Cape Coast Castle for a few hours, then get back on the bus provided by a tour company and move on to another of the historic castles. Few enter into the town to look at historic sites, shrines, or festivals, to eat in local restaurants, or stay in local hotels, or to buy local handicrafts.

Adventurous visitors who might decide to explore the town in more depth are provided with little information. They would be justified in being uncertain about the availability of services and items that they might find of interest. They might also, logically, be concerned for their safety, having little information about crime and other potential dangers. Walking through the town is in fact dangerous because of the absence of sidewalks. Most visitors are likely to be disturbed by the open sewers running along many of the roads in the town because of the smell that they produce. They might also fear contracting a disease given the presence of the sewage, or accidentally falling into the trench.

In summary, at present many potentially very interesting and enjoyable cultural experiences are precluded for a large percentage of potential tourists because appropriate access to these experiences has not yet been structured.

OPPORTUNITIES
Immediate opportunities are those that can be developed without much change to the existing tourism infrastructure. In developing this, the country can also begin implementing some relatively easy changes that will also be beneficial to long term tourism development. To develop long term opportunities will require greater change to the infrastructure.

• Niche Marketing: Developing immediate opportunities involves seeking out sectors of the tourism market that will have a special interest in certain of the cultural resources of Ghana. Cultural tourists are among the most desirable tourists. Demographic studies of travelers indicate that they are among the most affluent and educated of tourists. They are
also less likely to introduce or nurture some of the problems associated with tourism at many recreational tourism destinations, such as drug use and prostitution. They value more than most visitors what they consider to be authenticity, and will sacrifice a certain level of comfort if they feel that their experience is authentic. Among cultural tourists, the most educated and affluent are those that regularly go to art museums. Therefore, there exists and opportunity in Ghana to present the aesthetic values of shrines, as well as interpreting other artistic works to this group.

African-Americans comprise a significant proportion of tourists coming to Ghana because of their interest in the history of slavery and their African roots. Visitation by this sector of the population can be expected to continue. This audience will very likely also have interest in a presentation of the artistic merits of African culture, including the shrines, handicrafts, textiles, music, and dance. Care should be taken in presenting staged performances to make sure that the cultural tourist understands the true nature of what is being presented. Plays, enactments, and other performances created for the tourist should be so identified. Those that are recreations or facsimiles of traditional dance, rituals, and ceremonies also should be identified as substitutes for the actual activity.

Demographic profiles of ecotourists, such as visitors to Kakum National Park, are similar to those for cultural tourists. Therefore, efforts to encourage visitation to Cape Coast by visitors to Kakum would probably prove to be profitable.

- Orienting the Visitor: Efforts to better orient the visitor will yield benefits in terms of a more satisfying visitor experience and an increased length of stay because the visitor becomes more aware of the array of potential experiences. Some efforts to orient the visitor can be begun with a relatively small investment of time and money. Attention should be focused on initial points of contact with the visitor; e.g., upon arrival at the airport, on transportation from the airport or from one destination to another, upon arrival in Cape Coast, at hotels and restaurants.

- Production and Sale of Handicrafts: Much could be done to increase handicraft production and sales. Traditional craft items are especially appealing to cultural tourists, who would be willing to pay a fair price for items they consider to be authentic. Textiles, wooden carvings (including masks), and gold jewelry are among the items consistent with local tradition that could be produced and sold locally.

RECOMMENDATIONS
- Carrying Capacity: A carrying capacity study should be conducted immediately to determine what level of tourism could be accommodated given the exiting infrastructure with-
out threat of damage to local social organizations, historic structures, and other cultural fabric. The study should also identify what improvements to the tourism infrastructure would be necessary to increase numbers of tourists without negative effect to local populations and cultural fabric. Prepare a proposal and seek funding for a Tourism Carrying Capacity Study (9 Month Priority).

- Visitor Orientation: Programs should be instituted to transform arrival in Ghana and in Cape Coast into useful and informative experiences. Standard fares should be posted at the airport, baggage handlers should be issued uniforms, displays and brochures providing information about hotels, restaurants, services, and destinations should be provided. At Cape Coast, a tourist information center with such materials is being established at Heritage House.

Over the longer term, orientation materials should be placed in hotels and restaurants. Some of this material can be posted on the World Wide Web to inform potential visitors.

- Handicrafts: Programs exist to encourage the production of local handicrafts. One of these is through the United States Peace Corps (e.g., The Women’s Center in Cape Coast was begun in this way). Often these programs involve identifying traditional handicrafts that have not been produce in great quantity for a number of years, and retraining local people to produce them. These programs should be brought to bear at Cape Coast. Care should be given to the issue of paying those who produce handicrafts a fair price for their work. Outlets for handicrafts should be established, perhaps in areas recommended as such in other sections of this report, in readapted historic structures, and at or near the airport in Accra. The local Aid to Artisans organization should be a partner in further developing, marketing, and selling handicrafts.

- Marketing: Media that will be effective in reaching cultural tourists, especially those interested in artistic works, should be identified. A marketing plan addressing this issue and the overall marketing of Cape Coast within the context of the Central Region should be prepared. The marketing techniques identified in the Ecotourism Workshop held in 1998, organized by Conservation International, should be implemented.

- Visitor Orientation, Wayfinding, and Tours: Successful tourism begins with a well-oriented tourist. This involves providing the tourist with as much guidance and reassurance as possible. One of the most important aspects of orientation is the Visitor’s Centre at Heritage House, where upon arrival the tourist can gather the information needed to have a meaningful experience in Cape Coast. Once armed with maps, brochures and literature about the heritage of Cape Coast, the tourist is then ready to explore the diversity
But, O God, let me share the joys of heaven with Thee

of Cape Coast. Directional signage is very helpful for the tourist, providing visual indicators of location. Both self-guided and guided tours should be made available to tourists.

- Tours: Implement walking tours in Cape Coast (9 Month Priority). Following are examples of possible tours of the Cape Coast area.

CASTLE PRECINCT TOUR
This tour, starting from HERITAGE HOUSE (Marked Green), takes you through a section of the historic core area, resplendent with monumental civic buildings, homes of some famous Ghanaians as well as some important places of gathering.

Travelling south on Garden Street, you come across and experience the following:

1. GOTHIC HOUSE (Marked red) on your left on the corner of Old Elmina Road
2. SEY FAMILY HOUSE (Marked red) adjacent on the right of Gothic House
   South on King Street on to Old Elmina Road
3. Turn left to CHRIST CHURCH ANGLICAN CATHEDRAL (Marked yellow)
   Continue along Old Elmina Road
4. View of CASTLE (Marked yellow)
5. View BELGRAVE MEMORIAL HALL on the right (Marked red)
   Continue on Castle Road
6. Visit KOBINA SEKYÍS HOUSE on the right (Marked yellow)
   Continue on Castle Road
7. View ANAAFO MARKET (Marked yellow)
8. Turn left on to Anaafo Road to CHAPEL SQUARE
9. Visit WESLEY METHODIST CHURCH (Directly in front of you marked yellow)
   and go north on to King Street back to HERITAGE HOUSE
CASTLE TO MARKETS TOURS
This tour, starting from the front of Cape Coast Castle, brings you into the heart of the commercial life of Cape Coast within a setting of antiquity. Depending on whether you make this tour on foot or by bus, you experience the following as you move northwards along the Castle Road on to Anaafu Street, leading to Commercial Street:

1. ANAAFO FISH MARKET
2. LONDON BRIDGE, next to a car park
3. KOTOKURABA ROAD leading to KOTOKURABA MARKET to participate in this vibrant socio-economic activity
4. Having experienced this celebrated place of commerce, you return southwards to either pick a bus at AQUAHís HOTEL parking place or walk back to the Castle area

CASTLE VICINITY TOUR
This tour, starting from this point ñ HERITAGE HOUSE, takes you southwards through the heart of the historic core area by walking across King Street to the following:

1. WESLEY METHODIST CHURCH
2. CHAPEL SQUARE
3. CHRIST CHURCH ANGLICAN CATHEDRAL (on right)
4. Enter CASTLE directly across Old Elmina Road

CHAPEL SQUARE TO JACOB WILSON SEY TOMB
This tour, starting from HERITAGE HOUSE, brings you to some major heritage buildings and sites next to sacred places with deep religious and cultural meaning. Walking down King Street in southward and westward directions, you come across and experience the following:

1. WESLEY METHODIST CHURCH
2. Walk across to CHAPEL SQUARE
3. Visit SEY HOUSE on right
4. Turn right to visit GOTHIC HOUSE
5. Turn south towards ocean to POSUBAN SHRINE
6. Turn west along Old Elmina Road, on the left you will pass Victoria Park
7. Continue along Old Elmina Road, on the right is SARBAHíís TOMB
8. Opposite are the POLICE BARRACKS
9. Across the road is WILLIAM GRANTíís HOUSE
10. On the other side of the road is PHILIP QUÁQUEíís SCHOOL
11. Across the road is MENSÁA SARBAHíís HOUSE
12. Opposite is JACOB WILSON SEYíís PRIMARY SCHOOL
13. On the left is the OLD COURT HOUSE (now PITMANNíís SCHOOL)
14. On the left is the CEMETERY where JACOB WILSON SEYíís TOMB can be found

Having experienced all these heritage buildings and sites, tourists can now walk eastwards to the TOWN HALL to join a bus to ride back to the CASTLE or HERITAGE HOUSE.

**FORT WILLIAM CIRCUIT**
1. Departure point: HERITAGE HOUSE
2. North up Lighthouse Street to FORT WILLIAM
3. Descend to OGUÁA (Crab) AKORTOR
4. Pass over LONDON BRIDGE along the Ashanti Road. Turn right and travel south down Intsin Street
5. Pass first POSUBAN SHRINE on right
6. Pass second POSUBAN SHRINE on right
7. Continue along Intsin Street to second POSUBAN SHRINE on right
8. ANAAFO MARKET on right, on corner of Anaafo Street
9. Walk south down Russell Street passing the FISHING COMMUNITY on the left
10. Continue to third POSUBAN SHRINE on left
11. Bearing right there is a view of the CASTLE
12. Opposite is BELGRAVE MEMORIAL HALL
13. Visit the CHRIST CHURCH ANGLICAN CATHEDRAL on the left. Turn north up the road beside the Cathedral up to CHAPEL SQUARE
14. CHAPEL SQUARE
15. Visit the WESLEY METHODIST CHURCH in front of you
16. Cross King Street back to HERITAGE HOUSE.
COMMUNITY ISSUES

Notwithstanding the extensive tourist attractions existing in the Cape Coast community, and the increasing flow of tourist traffic into Cape Coast and the region through PANAFEST and other activities, the community in general is not taking advantage of the economic opportunities offered by tourism. This manifests in the general lack of local initiatives to capitalize on the tourist trade and industry in Cape Coast and within the region. The evolving National Association of Tour Guides is a positive development, although it appears at the moment that outside travel agents and tour operators are those who are reaping the benefits of tourism in Cape Coast.

EXISTING CONDITIONS
The following characterise the existing conditions pertaining to tourism within the community:

COMMUNITY RESPONSE TO TOURISM
The Cape Coast Municipal Assembly (CCMA) is aware of the need to organize the local energy to take full advantage of the opportunities of tourism. Guided by the National Tourism Development Plan, the CCMA has a number of programs and projects in mind to address issues concerning tourism. Individual assembly members are well disposed towards tourism development programmes. For example, they highly appreciate the US/ICOMOS interventions and regard them as leverage for their development programme to promote tourism.

However, families in the historic core area appear to be too bogged down either by poverty, lack of entrepreneurial capacity, or family politics to have clear plans in place to capitalize on the tourist attractions related to their respective properties.

It appears that the involvement of locals in tourism is limited due to their non-involvement in the planning of tourist events, such as PANAFEST and Afahye. However, some wealthy Cape Coasters as well as immigrants to Cape Coast are beginning to invest to take advantage of tourism opportunities in the community.

COMMUNITY PERCEPTIONS OF TOURISM
The lukewarm attitude of the local population stems from the lack of public education and the general notion that tourism belongs per se to public organizations such as Ghana Tourist Board, CEDECOM (Central Region Development Commission), etc. and therefore they, as ordinary citizens, have no domain of influence or control.
However, the CCMA appears well informed by the National Tourism Development Plan of the challenges and opportunities of tourism. The implications of these challenges and opportunities for the management of the tourist resources (the heritage buildings, sites, beaches, etc.) however, have not been appreciated. The salient example of this is the organisational attitude and lack of capacity building in the Ghana Museums and Monuments Board (GMMB). Furthermore, members of the Tourism Development Sub-committee of CCMA have limited understanding of the tourism development programmes, due to lack of awareness of the details of the tourism development plan. Hence, there is a lack of aggressive marketing and programming of tourist-related programs and projects.

Indeed some CCMA members are aware of the potentials of tourism as a means of economic and social development, there has not been any specific program to encourage their constituencies to transform the negative and limiting elements in their communities. A good example of this situation is found in Zongo community. Although they are aware of the strong tourist attraction of their particular Islamic cultural practices, such as Ramadan and Eid-ir-fetr, they have hitherto not initiated any community activities to improve upon their local environmental conditions. This may be due to the sense of insecurity regarding land tenure.

COMMUNITY REACTIONS TO TOURISM
The CCMA is aware of the tremendous tourist attractions existing in the community and the need to maintain and preserve these heritage sites and buildings. The prominent role of the Cape Coast Castle in tourism promotion is paramount in the assemblyís consideration of tourism development.

The local residents however appear to lack education on what significant roles they do play or can play in the tourist trade and industry. For example, taxi drivers do not realize how important an good service attitude is in affecting a good experience for a tourist. Children harassing tourists for gifts can become rather oppressive.

In conclusion, the communityís awareness of the negative elements existing in the community, such as poor sanitation and low level of cleanliness, that reduce the quality of visitorís experience, must be heightened.

OPPORTUNITIES
In order to ensure effective participation of the community in tourism development and take full advantage of the economic benefits of the tourism in Cape Coast and the Central Region, the following tourism-related opportunities have been identified.
• Festivals
  1. The celebration of the one-month long Black History Month in February brings a large number of overseas visitors into the community. Well organised service, hospitality, souvenirs, etc., business at various levels within the community can take advantage of, and capitalise on, the related economic benefits.
  2. Other similar celebrations which bring in overseas visitors such as the Juneteenth (one week duration), Emancipation Day (in July-August), PANAFEST (2 year cycle) can be similarly exploited by well organised local entrepreneurial groups.
  3. In addition to these opportunities related to overseas visitors, there are also national tourist oriented festivals such as Fetu Afahye (yearly occurrence), EXPO (2-year cycle), traditional rituals and events, which can be effectively exploited for economic benefits to local entrepreneurial groups.

• National holidays
  1. Besides Christmas and Easter there are at least two national holidays (Ghana Independence Day and Republic Day) which generate considerable volume of internal tourist traffic which may have Cape Coast and the Region as tourist destinations. The local community can organize to benefit from the related cash-flow.
  2. Islamic holidays, Eid-it-Fitr and Eid-it-addaher, which are celebrated with a lot of pomp and pageantry offer the Zongo community a good opportunity for economic exploitation.

• University graduation/speech and prize giving days. The annual events associated with the various academic institutions in Cape Cost (Cape Coast has the good fortune of having a university and a host of secondary and other tertiary institutions) generate a large volume of travellers from many parts of the county. A large section of the population involved constitutes a potential tourist target group.

• Request for home lodgings by overseas tourists. Numerous old domestic structures with interesting and historic architectural characteristics are located in the historic core area. This offers local property owners (extended families and individuals) the opportunity to provide home lodgings to overseas tourists who are keen on experiencing local family life in historic settings.

• Tour Guide Association training programmes.
  1. Local young people can benefit from the capacity building programme being developed by the Tour Guide Association. By this, the local population can be equipped to take advantage of the walking tours, which can be organised by local tourist agents.
2. Primary school and junior secondary school pupils and students can be exposed to these capacity building programmes to benefit from both positive public education on tourism and honourable participation in the tourism trade in Cape Coast. This will eliminate the culture of begging and asking for gifts.

- Economic empowerment of target groups (women and the youth). The various economic empowerment programmes being undertaken by various governmental agencies and NGOs, such as small-scale economic entrepreneurship development, artisans training (production of souvenirs, t-shirts, etc.) and tourist agents (e.g., representing agents in Accra) can offer various population groups the opportunity to effectively participate in the local tourism trade and industry.

In conclusion, it must be emphasised that the opportunities can only be exploited by means of clearly worked out plans and strategies, tailored to meet the entrepreneurial needs of the various groups of local population at the family level, interest group level, as well as the level of the Cape Coast community.

RECOMMENDATIONS
- The local community needs to be involved in tourism programmes from the planning to the final stages. This will give them a general feeling of belonging and involvement to enable them to take advantage of the opportunities that are likely to emerge through tourism development.

- There is the need for periodic briefing and update for opinion and community leaders to enable them constantly to provide information to the grassroots community. This will forestall the feeling of alienation and the lukewarm attitude of the people towards tourism development.

- The community must also be constantly educated on issues of sanitation, harassment of tourists and general comportment and welcome. This will prepare the community to host and to cope with the influx of people. The radio, public gatherings, community meetings and meetings with opinion leaders could all be combined effectively.

- The issue of revenue sharing between public agencies and the local community and other stakeholders needs to be addressed as a matter of urgency. This is the only way through which the community might see themselves as stakeholders in the preservation effort.

- The implementing agencies need to constantly interact with CCMA members to enable the latter to understand tourism development issues and provide the needed support whenever it becomes necessary.
• A revolving fund or matching funds scheme must be created to provide initial support and assistance, both technical and managerial, to small-scale businesses that may come up to take advantage of tourism development in the community.
TOURISM IN THE CENTRAL REGION

EXISTING CONDITIONS
Discussing Cape Coast as a centre for tourism in the Central Region of Ghana cannot be confined to the town itself. For one, the Ministry of Tourism, UNDP and the World Tourism Organisation have developed an integrated Tourism Development Plan for the Central Region (August 1996), which places the development of tourism in Cape Coast well within the regional framework. This plan is the basis for the limited number of observations on tourism in the region made below. Here, the region is defined as the area outside the jurisdiction of the Cape Coast Municipal Assembly to include (1) the immediate vicinity of Cape Coast (30 km range), and (2) the Central Region as a whole, encompassing the coastline from the Accra boundary in the East to the Pra River in the West, as well as parts of the hinterland.

One of the main problems to be addressed is the current prevalent form of tourism in the Central Region: day tourism from Accra, usually by hired coach and by tour groups. Individual tourists also visit and usually come by hired car, STC bus, or tro-tro, and may be day-tourists or stay overnight in the region. For all visitors Cape Coast town is a central focussing point on their trip to the Central Region, be it as the bus-stop, the prime tourist attraction (Cape Coast Castle, the town, PANAFEST) or just as the capital of the Region. However, many tourists combine their visits with trips to one or more other attractions, situated outside Cape Coast. This introduces the need for a regional approach to the development of Cape Coast as a major tourist town, which was recognised in the Tourism Development Plan for the Central Region.

TOURISM ATTRACTIONS/FEATURES
Currently, at a regional level, the following types of attractions/features can be distinguished, within the immediate vicinity of Cape Coast and within the borders of the Central Region.

• Towns with features also to be found in Cape Coast
• Elmina (15 km west of CC)
• Moree (5 km east of CC)
• Other coastal towns of the Central Region

All towns in the coastal area feature historical monuments, shrines, festivals, etc., much in the same manner as Cape Coast but mostly at a smaller scale. Most of these features are underutilised as tourist attractions. Elmina is the exception to this rule, as it is the historical counterpart of Cape Coast and situated very close to the latter.
Elmina is a major tourist attraction in the Central Region, because of the presence of the castle of St. George d’Elmina, the oldest castle on the coast of West Africa, built by the Portuguese in 1482. From 1637 to 1872 the castle was in the hands of the Dutch, who made it their headquarters, and in the 18th century it was a major outlet for the Atlantic slave trade. The value of the castle as a major tourist attraction is well appreciated, and the guided tours are very informative. However, the castle is currently an empty shell. Apart from a small exhibition on the castle and town in the Portuguese chapel, there is little to be seen. All the rooms are empty; an exhibition explaining the full history of the castle and its occupants in connection with the town and its inhabitants is not available.

The town of Elmina, with many 19th-century merchant houses situated along Liverpool Street, which runs from the castle to the Cape Coast road, and is the main entry road to the castle. Some very early houses have collapsed long ago and are now unrecognisable ruins. A fair number is still standing, sometimes barely, and give this part of the town a peculiar 19th-century flavour. Elsewhere in the town major monuments from the Dutch period are still visible albeit in varying states of disrepair (Dutch cemetery, Nana Etsiapa Memorial Hall, Government Garden with watchtower, Buitenrust Estate with remnants of mid-18th-century houses, 18th-century drainage canal).

Due to the fact that the centre of Elmina is heavily populated, a busy commercial centre for the local market, has a poor infrastructure, and is in general a very low-income area, the town has been in decay for decades. If action for rehabilitation is not undertaken quickly, the unique historical character of the town will be lost, and the castle and fort will become an anachronism.

Moree is currently not a tourist attraction, but the town authorities are keen to develop it as such and interestingly enough, the local community representatives mentioned Moree as a place to develop. Many of the other coastal towns are minor tourist stopping points, especially when they are immediately adjacent to the Accra-Cape Coast-Takoradi road, like Abandze with the restored ruin of Fort Amsterdam, or Anomabu.

Beaches and Beach Resorts
- Brenu Akyinim Beach Resort (20 km west of CC)
- Private Beach Resorts (e.g. Coconut Grove Beach Resort at Elmina; Biriwa Beach Hotel)
- Other Beach Resorts annex hotels (e.g. Gomoa Fete, Ko-Sa)

Cape Coast itself does not have access to a beach suitable for tourists. There are no facilities on available town beaches, which are often used as public latrines. The Central Region set up Brenu Akyinim Beach Resort as a public beach resort (as yet without accommodation) which
is popular by Ghanaians and non-Ghanaians alike. In the immediate vicinity of Cape Coast we find several private beaches, annex to hotels, but open to paying day visitors. The most important are Coconut Grove and Biriwa.

Gomoa Feteh, a designated spot for the development as a beach resort, which now has two beach resorts with limited accommodation (mainly used during the weekends by residents of Accra), and the Feyenoord Football School, which, when finished will be open to the public during weekends, when matches are played.

Natural and Cultural Facilities (mainly in the hinterland/rain forest)
- Kakum National Park with visitorsí centre, canopy walkway, walking trail, observation (and camping) platforms.
- Masomagor village with bamboo orchestra and tree platforms, traditional crafts; part of the Kakum organisation
- Assin Manso: traditionally seen as the last bathing place of slaves before being delivered at the coast n currently being developed.
- Hans Cottage Botel (crocodile pond, bird sanctuary, hotel and restaurant)

Kakum and Masomagor are well incorporated as tourist attractions. Ghanaians and non-Ghanaians visit the Kakum visitorsí centre in large numbers; Masomagor is frequented by organised tours. Assin Manso is still under development.

Opportunities
- The Central Region as a whole has a good potential for the further development of tourism. As stated, one of the most important problems to the further development of tourism in the Central Region is the predominant day-trip character of the attractions. Looking at the number and diversity of attractions / features already available within Cape Coast, its immediate vicinity, and the wider region, it must be possible to remedy this. A changing of perception of tourists and tour-operators alike, emphasising the diversity and range of existing attractions that can be visited from Cape Coast is a first step. Developing more attractions along the lines of the Tourism Development Plan for the Central Region is another.

- At the moment, the town of Elmina, though not the castle, will be difficult to package as a tourist attraction, because its cultural heritage is under severe threat. Especially when old Cape Coast is rehabilitated and will attract more tourists, the contrast with Elmina will be such that the latter town may be completely disqualified as a tourist attraction. This is not only a loss of the tourism potential of the region, but also unacceptable socially and culturally. If rehabilitated, Elmina can become a nice counterpart to Cape
But, O God, let me share the joys of heaven with Thee.

Coast, an attraction complementary to Cape Coast. Ideally, visitors to Cape Coast town should feel compelled also to visit Elmina extensively. The rehabilitation and conservation of Elmina with a view to the conservation of cultural heritage and the development of tourism in the Central Region will empower the local population to take up their own development and the development of their town. The opportunities that exist for Cape Coast also exist for Elmina, be it on a smaller scale.

- Finally, it is worthwhile to explore the possibilities for so-called niche-tourism, marketing different features and tours to different audiences. Cultural: forts and castles (including the slave trade), 19th-century architecture, shrines, funerals and festivals. Nature: bird-watching, camping and hiking in the rainforest. Leisure: beach-holidays; combinations thereof.

RECOMMENDATIONS
- To ensure a longer visitor stay within Cape Coast, packaging of the tourist product should be done in such a way that visitors spend more than one day in Cape Coast and its environment. City walking tours, castles and forts, Kakum National Park, and possibly some on leisure activities can add up to several days in the region.

- The immediate rehabilitation and conservation of the historic centre of Elmina as a counterpart to Cape Coast. A Conservation/Rehabilitation Plan should be prepared (2 Year Priority).

- Tourism businesses, especially those that provide direct services to the tourists, should be strategically located in the Central Region to take advantage of the tour circuits and visitor movement.

- Walking tours should be extended to the other historic towns like Elmina, but also Komenda, Assin Fosu, Swedru and Winneba, to ensure that the history of the Central Region is portrayed as a major tourism product in addition to the forts and castles, nature parks, beaches and festivals.

- The development of more and diversified hotel accommodation in the Central Region is necessary if more up-market tourism is to be attracted.

- Prepare a Central Region study of traditional arts and crafts (2 Year Priority).

- Prepare a Tourism Marketing Plan for the Central Region (9 Month Priority). The development of an integrated approach for the presentation, packaging and marketing of tourist
attractions and opportunities in the Central Region, including niche tourism. Cape Coast and Elmina can continue to be the central draw, but other regional attractions are necessary for the area to develop its full tourism potential.
TOURISM DEVELOPMENT PLAN FOR THE CENTRAL REGION

The Tourism Development Plan for the Central Region (TDPCR), 1998-2010, contains thirteen priority projects to be implemented. Of these projects, the workshop was most familiar with and had information to make an evaluation of the following:

CENTRAL REGION TOURIST INFORMATION CENTRE
The TDPCR includes the development of a tourist information centre in the core area of Cape Coast. With the completion of the rehabilitation work at Heritage House, the Ghana Tourism Board is installing an information centre inside the building. This information centre will be centrally located and close to Cape Coast’s main attraction, the Cape Coast Castle (see 2. below).

CAPE COAST CASTLE CONSERVATION PROGRAM
The Cape Coast Castle has undergone extensive rehabilitation and is open to visitation. Because of the Castle’s rehabilitation, including a museum, exhibit, and video to complement the tour guide program, the Castle has become the region’s most visited historic site.

CAPE COAST HISTORIC DISTRICT PRESERVATION PROGRAM
Activities directed toward the development of a historic preservation program for Cape Coast have taken place over the past year. This present workshop is being held at the mid-point of the program and is addressing one component of the program — a Conservation and Development Plan.

We see the following as complementing the conservation and development plan. The nature of the activity or site will enhance tourism in Cape Coast and the region.

• Cape Coast Tourist Facilities
• St. George’s (Elmina) Castle and Fort St. Jago Conservation Program
• Elmina Historic District Preservation Program
• Assin Manso Historic Memorial Park Development and Village Tourism
• Kakum National Park Improvements.
• Fosu Lagoon Water Recreation
• Village Craft Production and Markets

The following projects are seen as possibly improving the lack of accommodations in the Central Region. However, their distance from Cape Coast will preclude the towns of Cape Coast and Elmina from fully benefiting from their development.
• Brenu Akyinim Beach Resort Development
IV. TOURISM

- Gomoa-Feteh Beach Resort Development
- Mankoadze-Abrekum Beach Resort Development

RECOMMENDATIONS
- Review the Tourism Development Plan for the Central Region (2 Year Priority). Within two years the tourism plan for the region should be reviewed in light of new local and national tourism developments, international and Ghanaian trends in tourism, and local infrastructural and community development projects.
EXISTING TOURISM ATTRACTIONS

The workshop committee had a limited amount of time to actually visit some of the heritage attractions in Cape Coast and Elmina. Therefore only a limited evaluation is given here of those attractions for which the committee had reliable information and/or a first hand visitation experience.

1. CAPE COAST CASTLE

EXISTING CONDITION
• Cape Coast’s main attraction.
• Conservation program implemented.
• Interpretative programs: museum, development history, guided tours.
• Regional Tourism Plan Project.
• Access to public toilets that are maintained.

OPPORTUNITIES
1. Increased use will result in impacts to the historic fabric of the Castle.
2. Tour bus parking.
3. Interpretation: address the castle as a monument to slavery - a solemn place. If so, then is art appropriate within the courtyards? A gift shop within the walls? Refreshments?
4. The quality of the guides at the castle is uneven.

RECOMMENDATIONS
1. Improve guide training and find the ‘right’ personality.
2. Reassess the interpretative program concerning slavery to reflect the solemn and dignified environment desired at the Castle. In this regard, remove the currently displayed modern art works from the courtyards.
3. If a gift shop is desired, it should only contain items that relate to the story of slavery and photographs of the Castle and other related sites, ruins and structures.
4. Tour bus parking should be kept away from the front entrance to the Castle.
5. Prepare a cyclical maintenance plan (9 Month Priority). The paths of travel within the Castle should be constantly monitored for wear and tear, deterioration and damage.

2. HERITAGE HOUSE
IV. TOURISM

EXISTING CONDITION
• Conservation work has been completed.
• Central Region Tourist Information Center will occupy space within the building.
• Houses the offices of the Ghana Heritage Conservation Trust.
• Other uses include meeting spaces, offices for other organizations.
• Front garden area available for outdoor uses.
• Access to public toilets that are maintained.

OPPORTUNITIES
• On-going maintenance.

RECOMMENDATIONS
• Develop cyclical maintenance plan (9 Month Priority). Monitor use and impacts to historic finishes.

3. KOTOKURABA MARKET

EXISTING CONDITION
• Primarily serves the local population.
• An exotic experience for the tourist.

OPPORTUNITIES
• Expansion.

RECOMMENDATIONS
• The market can become one of the heritage attractions most likely to convey to the visitor some of how daily life in Cape Coast takes place. It works as a market for the residents, so it works as an attraction for the visitor. Any attempts to create an artificial environment to further attract the tourist should be discouraged. The market should be seen as serving the residents of Cape Coast first and as a tourist attraction second.

4. COMMERCIAL STREET

Cape Coast Castle
EXISTING CONDITION
- Accommodates a variety of uses, including vehicular movement, pedestrian movement, kiosks, shops/shop houses.
- Open sewer trenches create a hazard.
- Lively, active, noisy, but crime not a problem.
- The alley behind Commercial Street accommodates a market; mainly a pedestrian environment.

OPPORTUNITIES
- The jumble of activity contributes to the street life. However, some improvements are necessary to have a more pleasant environment. Activities should be directed toward covering the open trenches and designing a new street profile to better take advantage of the combination of movements and activities on the street.

RECOMMENDATIONS
- Design street improvements that will enhance pedestrian movement.
- Give consideration to closing a portion of the street to automobile traffic and creating a totally pedestrian environment.
- Retain the kiosks and find a way to accommodate their presence on the street.
- If street trees, landscaping, or other elements are introduced, then a landscape maintenance program, including responsibilities for watering and maintaining the plants, who is going to pay for upkeep, and sources of replacement plants should be prepared.

5. OTHER HERITAGE ATTRACTIONS

RECOMMENDATIONS
- *Ongoing research of historic sites (2 Year Priority).*
- *Prepare a Conservation/Restoration Plan for Ft. William (5 Year Priority).*

6. TOURISM RESOURCE INVENTORY (ECOTOURISM PRODUCT DEVELOPMENT WORKSHOP, NOVEMBER 1998)

The committee acknowledges the Tourism Resource Inventory prepared during the Ecotourism Product Development Workshop held in November 1998. It lists natural features, historic and cultural resources, events, traditional rural activities, and recreation as contributing to the types of products that will enhance tourism development in the Central Region and Cape Coast.
We also have reviewed the Walking Tour of Historic Cape Coast (p.49), the "Step Through the Door of Return" (p.17), and "Cape Coast: Castles and Antiques" (p.24). These specific tourism activities, which relate to Cape Coast, and the other product development concepts developed by the Ecotourism workshop participants generally complement the list of existing and proposed attractions developed by this workshop.
TOURISM RECOMMENDATIONS

Nine Months
1. Prepare a proposal and seek funding for a Tourism Carrying Capacity Study
2. Prepare a Tourism Marketing Plan for the Central Region
3. Implement walking tours in Cape Coast
4. Implement town signage program
5. Develop Maintenance Plans for Cape Coast Castle and Heritage House

Two Years
1. Prepare a Conservation/Rehabilitation Plan for Elmina Town
2. Prepare a Central Region study of traditional arts and crafts
3. Develop and implement an oral history program
4. Ongoing research of historic sites
5. Review the Tourism Development Plan for the Central Region

Five Years
1. Implement home stays with Cape Coast families
2. Implement street improvements: Cape Coast Castle to Ft. William
But, O God, let me share the joys of heaven with Thee.