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CONTRIBUTIONS OF THE HOSPITALITY INDUSTRY (HOTELS) IN THE DEVELOPMENT OF WA MUNICIPALITY IN GHANA

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ABSTRACT

Hotel industry is one of the lucrative ventures which provide a lot of services to people. It has globally aided many countries in terms of revenue generation. A country's revenue system can work effectively if the hotel industry pays their tax rate allocated to them. The hotel industry provides services like accommodation, food, entertainment and health and fitness to people. The objective of the study was to find out the role of the hotel industry in the development of Wa Municipality in the Upper West Region of Ghana. All the workers of the selected hotels in Wa Municipality constituted the sample. Four hotels were selected for the study by the use of systematic and simple random sampling. Sixty (60) respondents were selected for the study. The study found out that the hotel industry of Wa Municipality in the Upper West Region of Ghana provide jobs for people, provide accommodation for visitors, support revenue generation of Wa Municipal Assembly. The study further found out that the hotel industry in Wa is faced with challenges such as energy crises, high tax rate, high water and electricity bills. The study recommends that the government of Ghana should reduce the tax rate of the hotel industry, reduce the electricity and water bills of hotels, and provide a good regulatory framework to enhance their operations.

Keywords: Contributions, Hospitality Industry, Hotels, Development, Wa Municipality, Ghana

INTRODUCTION

The hospitality industry consists of broad category of fields within the service industry of which hotels are not exempted from industry (Narteh, 2013). The focus of this study is

narrowed down to hotels as part of the hospitality industry because of its ubiquity in Ghana. Hotel is defined by the international accommodation as properties with at least one licensed bar and restaurant on the premises, with on-site management which serve breakfast and sometimes have conference or banqueting facilities setting them apart from other accommodation categories such as self-catering accommodation, caravan and/or camp sites or houses (Automobile Association, 2002; Tuhin, 2011).

The industry is one of the most important sectors of a nation's economy. They provide and create jobs, especially during times of holidays (summer break); they are a source of innovation and entrepreneurial spirit; they harness individual creative effort; and they create competition and are the seed bed for businesses of the future. In short, hospitality industries are vitally important for the development of the economy. Hospitality industry refers to the services rendered by hotels, restaurants, resorts and entertainment sector of the economy (Walker, 2007). Numerous structures have been established in Wa Municipality to promote the image of the hospitality industry. This great step is a collaboration of the government and the private sector within the economy (UNWTO, 2008)

Hospitality is the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation (Tuhin, 2011). A contemporary explanation of Hospitality refers to the relationship process between a guest and a host. Ideally when we talk about the "Hospitality Industry", we are referring to the companies or organizations which provide food and/or drink and/or accommodation to people who are away from home. However, this definition of the "Hospitality Industry" only satisfies most situations. The hospitality industry includes hotels and restaurants, as well as many other types of organizations or institutions that offer food, drink, shelter and other related services. These products and services are offered not only to people away from home, but also to local guests.

According to Ghana's Ministry of Tourism (2013) there are two main business sectors in the hospitality industry:

1. Accommodation: To provide accommodation (and usually food and drink) to people who for whatever reason are away from home
2. Food and beverage: To provide food and beverage to local, commuting, transient customers and tourists

The hospitality industry's main function is to offer travellers homes away from homes and provide friendly reception and warm greetings (Walker, 2007). It is made up of businesses that provide lodging, food and other services to travellers, the main components are hotels, motels, inns, resorts and restaurants (Ghosh, 2006). The hospitality industry in Ghana has moved from the side-lines to the Centre stage of socio-economic strategies. Currently, Ghana ranks 14th on the list of most visited hospitality industry in Africa (Ghana Tourism Authority, 2015). The relevance of hotel units in the hospitality industry cannot be over-estimated. Accommodation (hotels) takes 31% of tourists' expenditure-averaging US \$1million per trip (Haya, 2000).

Ghana is gradually shifting its attention from primary commodities to market-oriented economy with emphasis on hospitality industry in general. It is widely recognized that the hospitality industry is directly linked to the country's cultural, economic and intellectual potential. These must therefore be managed to meet international standards in order to realize the full benefits that the industry offers. Businesses are increasingly been asked to shoulder

responsibility for their social, ethical and environmental impact, with this pressure particularly keenly felt in consumer-facing industries (Narteh, 2013).

In the field of hospitality management, previous studies regarding corporate level strategies have primarily focused on topics of branding, franchising, internationalization, and leadership as there is lack of available literature on the contribution of hospitality industry (hotels) to the development of the economy (Mensah, 2009). Since 1945, the hospitality industry has grown rapidly to become one of the world's foremost economic phenomena (Walker, 2007). Many countries have already realized the potential positive economic impact of the hospitality industry and have since taken steps towards the development of hotels.

The contribution of hotels to national economies cannot be over emphasized. Its benefits to national economies are: revenue earner and contribution to GOP for most governments, generation of employment, improvement of social services, and development of infrastructure and above all rural development (Mensah, 2009). For instance, according to the headline results for 2015, reported by Ghana Tourism Authority (2015), the Western Australian hospitality industry directly accounted for \$3.0billion, or 9.6% of Australian total hospitality industry value added.

GSS (2013) relying on the report by the World Tourism Organizational Report (2006), states that the hospitality industry in sub-Saharan Africa enjoyed a robust annual market share growth rate of 10 per cent. Research has also shown that hospitality industry like hotels can be beneficial to a country's economy in several ways. At present insufficient information about the hotel industry which is part of the hospitality industry in Ghana hinder the market from progressing and improving. Research is needed to find out the contribution of hotels to the development of the Ghanaian economy

Since the late 1980s the hospitality in Ghana has received considerable attention in the economic development strategy of Ghana. However, regional dimension of development has become the subject of scientific and technical research in recent times, imposed on the processes and problems of inequality in utilization, organization and landscaping (Haya, 2000). The development of hotel industry in an area basically depends on the level and phase of development of the overall economy in the area. Thus, it can be concluded that the development of hotel industry is linked to the development of the country Ghana of which Wa Municipality is not an exception (Bohdanowicz, 2001).

There has been a growing body of literature that addresses hotel as a viable economic option for local community development (GSS, 2013). However, there is little evidence on the literature that depicts specific the role of hotels to local communities' development which is one of the core elements for developing a viable hospitality industry in a destination. According to Ghosh (2006), communities form a basic element in modern hotels as they are the focal point for the supply of accommodation, catering, information, transport facilities and services.

The hospitality industry has seen tremendous change over the last decade. Hospitality business today is an integral part of the human life whether in a commercial scale or in small scale. The hotel industry form a sector in the economy that do not undermine the integrity of their customers in service delivery and therefore seek to always provide satisfaction now and in the future (Narteh, 2013). But as Ghana initially ignored the hospitality industry by not paying attention to the hotel industry, as a result, most of the hotels in the hospitality industry did not meet the standards expected of them in terms of service delivery such as adequate

facilities, excellent customer relationship, knowledge of product or service offerings, trained personnel and provision of confidence and trust of services offered (Kim, 2005).

The international hotel industry has rapidly grown to become the largest employer of the world, by providing jobs for more than 200 million people (UNESCO, 2013). The impact of the hospitality industry to the GDP ranges from around 2% for nations where the hospitality industry is a relatively small sector, to over 10% for nations where the hospitality industry is an important part of the economy (UNESCO, 2013). Although the growth in the hospitality industry provides a lot of benefits into the development of the economy but little knowledge is known about their contribution into the development of the Wa Municipality.

Improving domestic hotels in Ghana will expose the Ghanaian economy to opportunities. Ghanaians must be incorporated into the country's hospitality industry. It is observed by the researcher that there is a great linkage between the hospitality industry and economic development of Ghana. The research problem is that there is little or no research on the contribution of the hospitality industry (hotels) to the development of the economy of Ghana but which is a vital component of every national hospitality industry. Hence this research intends to find out the contribution of the hospitality industry (hotels) in the development of Wa Municipality in the Upper West Region of Ghana.

REVIEW OF RELATED LITERATURE

Ghana's Hotel Industry

The Hotel Industry in Ghana includes hotels, lodges, resorts, inns, motels, guest houses and hostels. Grading of these accommodation units is done by the Ghana Tourist Board according to a classification system of hotels based on a rating system of budget. The highest star rating is 5-star and the lowest is 1-star. A hotel has ten (10) or more rooms whereas a Guest House has between four and nine rooms. A hotel is star rated (meets international standards) depending on the facilities and services offered. A budget or unrated hotel does not meet international standards. Rating of hotels has nothing to do with the size of the hotel (in terms of number of rooms). Thus we can have a star rated hotel or Guest House which may be big or small depending on the number of rooms (Walker, 2007; Mensah, 2009).

The hotel industry has a widely recognized association known as Ghana Hotels Association (GHA), which has over 1000 members in the country. Membership of the Ghana Hotels Association is made up of hotels, motels and guesthouses that have been certified and licensed by the Ghana Tourist Board to offer accommodation, catering and other tourism services in Ghana. Their membership categories are: Budget (acceptance level below One Star) and One Star to Five Star International standards.

According to Narteh (2013), hotels that qualify within their membership categories in total are 817 across the country. According to the Ministry of Tourism (2013) the total number of licensed hotels (1 to 5 star hotels, budget hotel, guest houses) in Ghana was 1751. These are hotels scattered across the country with Greater Accra having a total of 660, Ashanti region-397, Western region-183, Eastern region-129, Central region-126, Brong Ahafo-87, Volta region-87, Northern region-85, Upper East region-54 and Upper West region- 30.

In the context of this study, the researcher is considering only hotels in Upper West Region (Wa Municipality) which includes; Blue Hill Hotel, Nuoyong Empire Hotel, Sem-B lodge, Upland Hotel and Queens Valley hotel thus 4 in number. According to the Ministry of Tourism (2013) the number of hotels in Ghana increased from 1,345 with 18,752 rooms in 2005 to 1,775 with 26,047 rooms in 2009. The Ministry of Tourism's 2013 report stated the

establishment of accommodation facilities in the country stood at 1800 in 2011 however it was expected to hit 2000 by the end of 2017. A study by Narteh et al. (2013) concerning the luxury hotel industry of Ghana revealed that largest concentration of hotels was found in Accra. This study will also bring to light the total number of registered hotels in the Wa Municipality.

The Role of Hospitality Industry to National Development

Hospitality industry is a vital part of the global economy. At the macro level, hospitality industry is estimated to promote economic growth by generating foreign exchange as well as increase various forms of government revenue. At the micro level, hospitality industry is expected to facilitate job creation, income and revenue thereby enhancing development, which ultimately should improve the quality of life of residents. Hotels are a service-based industry and as such, have been an important factor in service-sector growth into the economy (Walker, 2007).

The hospitality industry plays significant roles in many economies, including those of the developing world such as Ghana, where there is increased importance and recognition for the Service sector. The percentage share of the Service sector to the Gross Domestic Product (GDP) in recent times ranges between 21% and 64% (Ministry of Tourism, 2013). The hospitality industry is one of the world's major industries. It comprises of diverse activities, which include the hotel industry. The growth of the Service industries has created a demand for research into their operations and marketing. The hospitality industry's success can be seen as one of the key components of growth in the Ghanaian economy.

One perceived problem found by previous studies in the hotel industry in Ghana is the differences in the quality of the services that are delivered by entities in the industry. Hotels are gradually seen as a key community tool enhancing development (Walker, 2007). At community levels, hotels offer opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development (Kim, 2005). Hotel jobs are often seasonal; causing under-employment or unemployment during some times. Labour may be imported, rather than hired locally, especially if particular skills or expertise is required, or if local labour is unavailable. Some hotel businesses are volatile and high-risk ventures that are unsustainable. Providing hotel services create a lot of waste.

In the second half of the twentieth century the service sector like hotels, lodges, and rest houses emerged in the world as a major source of employment whilst the industry dwindled (Ghosh, 2006). This drove to the world evolution of service companies and sectors, including railways, shipping, airlines and banking (Kim, 2005). For the hotel industry, published research illustrates development, ranging from 43 A.D to the early 21st century (Kim, 2005). This is particularly the case in developed countries, where hotel industries have become an important economic sector with a great number of indicators showing the signs of economic growth as predicted by the International Monetary Fund.

The maiden African Hospitality Show 2013 which took place at the Accra International Conference Centre from September 12th-14th 2013 gave Ghana some prominence in the African Hospitality Industry. The event was organised by Litina Travel, in collaboration with Ministry of Tourism, Ghana Tourism Authority, Ghana Hotels Association, and Association of Ghana Industries, among others. According to The Minister for Tourism, Culture, and Creative Arts, Mrs. Elizabeth Ofori-Agyare, the continued development of the hospitality industry was boosting the overall economic growth of the country. According to her, players

in the hospitality industry employ various segments of the Ghanaian economy, as well as contribute greatly to the socio-economic development of the West African country. She added that more people are employed in the hospitality industry, making a significant contribution to our economy. There are huge opportunities and social benefits still to be gained by continuing to make progress (www.thechronicle.com). For hotels, it seems easy enough to measure the direct economic impacts: number of jobs created at the hotel, local purchase of goods and services, various taxes paid.

The most obvious impact of the development of the hotel industry is the creation of jobs and contribution to GDP in terms of taxes. Ultimately, the stay of foreign visitors was a vector for disseminating a positive image of the region welcoming potential travelers. Both public and private investments in various tourism subsectors have expanded as well. The growth in tourism can also be seen in the expansion of activities in the hotel sector where the number of hotels approved and licensed in Ghana increased from only 1622 in 2009 to 2000 in 2013 (Ministry of Tourism, 2013).

It is nevertheless necessary to underline straight away that this first effect was accompanied by many others. On one hand, the building of hotels and the infrastructures necessary to their functioning generated the considerable investments that are proper to stimulating technical, industrial and financial developments. On the other hand, the influx of tourists is creating an enormous purchasing power that profited the economy. These tourists also seek several needs including: internet connection, restaurants, books, entertainments, excursions, medical care, souvenirs and luxury.

Challenges Facing the Hotel Industry in Ghana

According to Kim (2005) the hotel market as one of the most volatile construction markets, which swings widely with the ups and downs of its cycle. An analysis performed by Andersen Hospitality Real Estate Consultants (Bohdanowicz, 2001) of 25 regional hotels in the United Kingdom over a 20-year period, encompassing two periods of recession (1981 and 1993) and two periods of peak performance (1990 and 1998), indicate sustained real growth in profitability. Trading profits are shown to have increased between 2.9 and 3.5 percent in real terms over the 20-year period; however short-term volatility in earnings performance is evident.

Not only do economic trends and cycles impact on a country's hotel market stability, but also political, technological, socio-economic and other uncontrollable factors. As an example, the hotel industries are key foreign currency earners for Ghana (Mensah, 2009). The factors affecting the macroeconomic environment has a direct but delayed impact on the hotel industry and business environments, which then influence hotel revenues and profitability as a whole. Consequently, business fundamentals become unbalanced and negatively affect the feasibility of hotel developments. Smith Travel Research (STR) reported that the USA hotel occupancy rates declined in 1998 for the first time since 1991. Nearly half of the markets surveyed by STR saw a drop in occupancy during 1998, and further declines are expected during 1999 (Mensah, 2009).

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Factors affecting the success or failures of a hotel development vary according to its primary function (Walker, 2007). This and the frequent turnover of guests (often daily) mean that hotels require more constant management than most other category of space. Hotel management includes food service and entertainment as well as the typical property management functions. The lease period is very short and to be successful, management must find tenants (guests) for spaces vacated daily, stressing the importance of hotel marketing (Walker, 2007). Hotels development is often criticized that they can destroy the attractiveness of a sensitive location.

Hospitality is one very important facet of Ghana's economy. This is in close connection with tourism and hotels. A lot of revenue is generated from the tourism industry as a result of the influx of foreign visitors to the country. These visitors often have nowhere to stay than to book hotels and guesthouses. Unfortunately, the hotel industry in Ghana, as with many other parts of Africa is plagued with major challenges as discussed below:

- 1. Lack of adequate and quality skilled personnel:** One very pertinent problem in the hotel industry in Ghana is the general lack of skilled personnel in various positions at our hotels. Although the relatively bigger hotels employ highly trained and skilled personnel in management, marketing, food and beverage etc. to take care of the operations of these hotels, the very small ones usually pay less attention to this detail. This affects them as interpersonal relationships with guests as well as technical know-how for marketing and general management becomes a problem. In the end, avoidable mistakes are made and this hampers the growth of the individual hotels and in the long term, the development of the entire industry.
- 2. Inadequate investment in the Hotel Industry:** If the industry is attractive enough, a lot of foreign investors will be trooping in and chasing after our hotels to invest in them. Bigger chains will also be willing to build more hotels and open more state-of-the-art branches in the country. Hotel chains like Accor, Marriott, Movenpick, Kempinski and Ibis styles have all invested in the Ghanaian market and the more investment we get, the better it is for the development of the industry. In some other countries across Africa, the impact of investment in the hotel industry by the individual governments as well as foreign chains is visible through the growth and development of these industries.
- 3. Poor infrastructure and lack of proper maintenance:** Maintenance is Africa's biggest problem when it comes to Hotels. We are always very good at starting projects, building exquisite structures and setting up brands and businesses. However, the poor maintenance culture that exists in Africa and specifically Ghana hampers the growth of the hotel industry. After great starts, the maintenance of infrastructure

becomes a problem and makes it difficult for the industry to grow, as more investors are then afraid to put in more money and a lot of money is also spent on repairing or reconstruction.

4. **Ghana is a high cost tourism destination (Relatively high airport taxes resulting in high air fares):** One industry closely related to the hotel industry is the tourism industry. When tourism blossoms, the hotel industry benefits the most as more and more foreign visitors troop into the country and utilize hotels to the advantage of the hotel industry. Unfortunately, Ghana is a high cost tourism destination with relatively high airport taxes resulting in high air fares. Hiked fuel prices and other operational costs also make transportation very costly and this deters travelers from coming to Ghana or staying for long which is bad for the hotel business.
5. **Energy crisis:** This is probably the most enormous challenge facing the industry now. Hotels have no idea when hydroelectric power will be available and when it will not be. Electricity is also one of the most important amenities needed to run an effective hotel business. The lack of it causes massive problems such as guest discomfort and the spoilage of food etc. Many hotel managers spend huge amounts on generators but even with that, fuel prices are always on the up which makes its cost of maintenance very high. Hotels are forced to increase room rates to account for the losses they may incur but the increased rates only negatively affect them as patronage reduces greatly. No guest wants to stay in an expensive room. This affects revenue and in the bigger picture, the hotel industry.

A lot of factors affect the growth of the hotel industry in Ghana. However, strategies to curb these challenges and provide solutions must be immediately put in place if development is expected in the short term. The Government needs to invest more funds into the training of skilled personnel as well as reduce taxes on fuel, airport taxes and other taxes that affect travelers. Private brands must also take steps to ensure a high maintenance culture. If everyone plays their part, the hotel industry will develop into a more profitable industry than it is now.

METHODOLOGY

Research Design

The main objective of the study was to find out the contribution of the hospitality industry to the development of Ghana taking hotels in Wa Municipality as a case study. In this study the researcher adopted the descriptive survey design. A descriptive survey is a study that is done by collecting information that will determine or demonstrate relationships and describe situations as they exist. It is done without any prior experiment to know things to manipulate. It is done without influence or interference on any variable to be studied as suggested by Ampofo (2020).

Ampofo, Amoah & Pephrah (2020), explain that a descriptive study can answer questions such as what is or what was. The descriptive survey design was chosen because it gives the researchers the opportunity to use quantitative data in order to find data and characteristics about the population or phenomenon that is being studied. A major advantage is that information can be collected from individuals, personal accounts and from written data which can remove the barriers of strict academic approaches and researchers can witness how people experience an event. However, confidentiality is a problem with descriptive survey approach (Ampofo, 2019).

Study Area

Spatially the study focused on for (4) hotels in the Wa Municipality of the Upper West Region of Ghana. Contextually, however, the study looked at the contribution of the hotel industry into the development of Wa Municipal. In the light of the important role that hotels development do play in local development in Ghana, and the problems they face in their operations it is important to have an in-depth study to the contributions of hotels into the development of the country and their operational bottlenecks. This study is then focused on promotion of the hospitality industry for the development of Wa Municipality.

Population

The target population according to Ampofo (2017) is the entire aggregation of respondents that meet the designated set of criteria. The study population comprises of all the workers of the hotels in Wa Municipality and the workers at the Wa Municipal Assembly in charge of hotel management. The total population of the workers of the selected hotels in Wa Municipality were eighty (80) and the workers at the Wa Municipal Assembly in charge of hotel management were five (5). In all the total population of the study were numbered eighty (85).

Sample and Sampling Technique

Ampofo (2019) explains that 'it is imperative for you to determine an aspect of population to be involved in your study'. A study may entail a large population unlike others with small population. In such situation, a portion of the entire population may be selected for study and this is what is termed as sample. In selecting sample for the study, the researcher made use of stratified and simple random sampling technique in selecting students. Stratified random sampling is a method of sampling that involves the division of a population into smaller groups known as strata. In stratified random sampling, the strata are formed based on members shared attributes or characteristics and simple random sampling was applied within the strata to select the sample for the study. Stratified sampling was employed in selecting respondents for the study. This was done by the researcher grouping the workers of the hotels and each of them was selected using proportional simple random.

Simple random sampling means that each member of the sampling population has an equal chance of being selected. It called for a sufficiently large sample to ensure that the sample reflect the population (Creswell, 2013; Ampofo, 2017; Ampofo, Nassè, Amoah & Peprah, 2020). Conceptually, simple random sampling is the simplest of the probability sampling techniques. It requires a complete sampling frame. Advantages are that it is free of classification error, and it requires minimum advance knowledge of the population other than the frame. Its simplicity also makes it relatively easy to interpret data collected via simple random sampling. In all sixty (60) respondents were selected for the study. This sample size was chosen for the researcher to be able to manage them and also to avoid superficial perspective on the side of the researcher.

Types of Data**Primary Data**

Information will be gathered from the property owners, tenants and religious leaders. These will be obtained through questionnaire involving the use of self-administered questionnaire.

Secondary Data

The secondary data for the study will be sourced from relevant literature including journals, conference proceedings and other documents existing in the public domain. Completed thesis

and research reports from reputable tertiary institutions were also consulted. Information from these sources helped in putting the current research in context and as well as provides part answers to the research objectives

Instruments for Data Collection

The researchers used questionnaire in collecting data for the research. A questionnaire is a research instrument consisting of series of questions for the purpose of a statistical study. The structured questionnaire type was used. Ampofo (2020) explains that a structured questionnaire is a data collection instrument which contains predetermined standard questions or items meant to collect numerical data that can be subject to statistical analyses. He explains that the questions are close ended and answers outlined, which gives respondents the opportunity to respond to sample questionnaire questions. With the structured questionnaire, the respondents felt more comfortable responding to pre-determined responses than items that require them to express their views and feelings. However, the instrument did not allow the researcher to explore the feelings and experience of participants (Ampofo, 2019).

Validity and Reliability of Questionnaire

Validity in research is the degree of stability exhibited when measurement is repeated under identical conditions. Research validity refers to whether the research actually measured what was supposed to measure and not something else and it was checked through internal consistency. Reliability means that responses to the questionnaire were consistent (Ampofo, Amoah & Pephrah, 2020).

The researcher took the following steps in order to ensure the validity of the data. The questionnaire was based on information obtained from literature review (Creswell, 2013). The questions were formulated in simple language for easy understanding. The researcher gave to the supervisor to scrutinize to ensure the validity. The colleagues and supervisor added some questions and certain aspects of the questionnaire were rephrased for clarity. This helped clarity portions where participants did not understand.

Data Collection Procedure

The researcher visited the respondents and briefed them on the purpose of the study and its educational implications. They were allowed some time to raise questions about the areas they could not understand. After the discussion, the questionnaires were distributed to them. The respondents answered the entire questionnaire the same day. On the whole the researcher spent one week for the collection of the data.

Data Analysis

After collecting the data, it was first edited (Creswell, 2013). The edited questionnaires were organized. The work was organized under the specific objectives the study. It was then coded. The researcher used table and percentages in analyzing the data. These statistical instruments were used because they allow data to be organised for further analysis. It also allows large amounts of raw data to be sorted and reorganised in a neat format. It also allows a dialogue between the test and the exact numbers in the result. Again, the different group classification allows comparison and better understanding of data. However, it is not the best to use in showing trend or relationship between variables (Ampofo, 2020).

RESULTS AND DISCUSSION OF RESULTS

Biographic Data of Respondents

One item of the questionnaire gathered data on the respondents' gender which is presented in the table below.

Table 1

Sex Distribution of Respondents

Sex	Frequency	Percentage (%)
Male	45	75%
Female	15	25%
Total	60	100%

Source: Field Data (2017)

Table 1 presents the gender of participants who responded to the questionnaire items. From the table, 60 respondents were given questionnaire. All responded to the questionnaire. Out of the 60 respondents, 45 (75%) were male while 15(25%) were females. The implication is that; the male respondents dominated relatively in the survey.

Table 2

Age Distribution of Respondent

Age	Frequency	Percentage (%)
Under 25	18	30%
25-40	27	45%
41 and above	15	25%
Total	60	100%

Source: Field Data (2017)

The age distribution of the sample population is presented in Table 2. The table shows that majority of the respondents at were between 25 and 40 years representing 27(45%) of the respondents. This was followed by those in the age group under 25 years who also recorded 18(30%) and 15(25%) of the respondents were 41 years and above. The implication of this is that, majority of respondents working at the hotel industry in Wa Municipal were older from 25 years.

Table 3

Highest Level of Education Attained

Response	Frequency	Percent
1st Degree	20	33.33%
Masters	-	-
Diploma	-	-
SHS/SSS	40	66.67
Total	60	100.0

Source: Field Data (2017)

Table 3 shows that 20 (33.33%) of the respondents had a first degree with the remaining 40 (66.67%), being senior high school graduates. A deduction from the above is that majority of the respondents are first holding WASSCE certificates working at the hotel industry in Wa Municipality.

Table 4

Professional Status of Respondents

	Frequency	Percentage (%)
Trained	45	75%
Untrained	15	25%
Total	60	100%

Source: Field Data (2017)

Table 4 presents the professional status of participants who responded to the questionnaire items. From the table, 60 respondents were given questionnaire. All responded to the questionnaire. Out of the 60 respondents, 45 (75%) were trained to manage hotels while 15(25%) were not trained as professionals but working in the hotels. The implication is that; the hotel industry in Wa Municipal has a lot of professional workers.

Table 5

Years of Experience of the Respondents

Years of experience	Frequency	Percent
1-3 years	40	66.67%
3-6 years	20	33.33%
7-9 years	-	-
10-12 years	-	-
Total	60	100.0

Source: Field survey (2017)

Table 5 shows that 20 (33.33%) the respondents had work 3-6 years working experience with the remaining 40 (66.67%), having 1-3 years working experience. This clearly shows that the respondents have been in the industry for long.

Analysis of Items

The analyses of the items are based on the three research questions which are as follows:

1. What roles do the hotels in Wa Municipal play in contributing to the development of the country?
2. What are the challenges facing the hospitality industry (hotels) in Wa?

Research Question 1: What roles do the hotels in Wa Municipal play in contributing to the development of the country?

One aspect of the questionnaire gathered data on roles hotels in Wa Municipality play in contributing to the development of the country and the relevant data are presented in Table 6 and 7.

Table 6

Services Offered by Hotels in Wa Municipality

Response	Frequency	Percentage
Accommodation	30	50%
Food	20	33%
Health and fitness	2	3.33%
Entertainment	8	13.33%
Total	60	100%

Source: Field survey (2017)

Table 6 shows that 30 (50%) of the respondents indicated that services provided by the hotel industry in Wa Municipal is accommodation, followed by food which recorded 20 (30%), entertainment 8 (13.33%) and lastly health and fitness representing 2 (3.33%). The implication of the above means that most hotels services provided in Wa Municipal are accommodation, food and entertainment. The above result is in consistent with a study by Mensah (2009) who posited that majority of the hotels in Ghana services provided is accommodation and restaurant (food).

Table 7

Roles Hotels Play in Contributing to the Development of the Country

Statements	SD	D	U	A	SA	Total %
1. Hotels provide employment opportunities to people in Wa.	0 (0%)	0 (0%)	0 (0%)	30 (50%)	30 (50%)	60 (100%)
2. Hotels create a variety of jobs for the residents in the Wa Municipality.	0 (0%)	0 (0%)	0 (0%)	40 (66.67%)	20 (33.33%)	60 (100%)
3. Local businesses benefit the most from the hotels in Wa.	0 (0%)	0 (0%)	10 (16.67%)	20 (33.33%)	30 (50%)	60 (100%)
4. Hotels helped in the provision of infrastructure in the Wa Municipality.	0 (0%)	10 (16.67%)	10 (16.67%)	30 (50%)	10 (16.67%)	60 (100%)
5. Hotels bring more investment to Wa Municipality.	0 (0%)	10 (16.67%)	0 (0%)	30 (50%)	20 (33.33%)	60 (100%)
6. Hotels generate tax revenues for local governments.	0 (0%)	0 (0%)	0 (0%)	30 (50%)	30 (50%)	60 (100%)
7. Hotels helped in improvement of social services.	10 (16.67%)	10 (16.67%)	0 (0%)	20 (33.33%)	20 (33.33%)	60 (100%)
8. Hotels improves investment and development	20 (33.33%)	10 (16.67%)	0 (0%)	30 (50%)	0 (0%)	60 (100%)
9. Hotels has helped in the improvement of the area's located appearance (visual and aesthetic) in the Wa Municipality.	10 (16.67%)	10 (16.67%)	0 (0%)	20 (33.33%)	20 (33.33%)	60 (100%)

Source: Field survey (2017)

Table 7 shows the roles hotels in Wa Municipality play in contributing to the development of the country. The results show that majority of the respondents 60 representing 100% agreed that Hotels provide employment opportunities to people. Also, majority of respondents 60 representing 100% agreed that hotels in Wa Municipality create a variety of jobs for the residents. This result is in consistent with a study by Kim (2005) who asserted that the hotel industries have become an important economic sector with a great number of indicators showing the signs of economic growth as predicted by the International Monetary Fund. He further added that the hotel industry creates job opportunities for unemployed senior high schools and university graduates.

Again, majority of respondents 50 representing 83.33% agreed that local businesses benefit the most from the hotels in Wa whiles 10 representing 16.67% were uncertain. In addition,

majority of respondents 40 representing 66.67% agreed that hotels helped in the provision of infrastructure in the Wa Municipality while 10 representing 16.67% disagreed and 10 also representing 16.67% were uncertain. The result of this is consistent with a study by Ghana Tourist Board (2011) who posited that hospitality industry plays significant roles in many economies, including those of the developing world such as Ghana, where there is increased importance and recognition for the real estate industry. Ghosh (2006) also asserted that hotels are gradually seen as a key community tool enhancing development. Again Mensah (2009) posited that at community levels, hotels offer opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development

Furthermore, majority of respondents 60 representing 100% agreed that hotels generate tax revenues for local governments. The result of this is consistent with a study by Narteh (2013) who asserted that hospitality industry has been advocated as a development strategy to generate foreign exchange, to increase the balance of payment, increase Gross Domestic Product, attract development capital, increase the transfer of technology and increase employment. Also majority of respondents 40 representing 66.67% agreed that hotels helped in improvement of social services while 20 (33.33% disagreed. This is consistent with a study by According to GTA (2008) who asserted that hotel industry provides social services to the economy. Again 30 respondents representing 50% agreed that hotels improve investment and development while 30 representing 50% disagreed. The above results are consistent with a study by Ministry of Tourism (2013) who asserted that the hotel industry is an investment in development as such is highly expensive but those who are able to invest in it benefit at the end of the day. This clearly suggests that the hotel owners benefit of investing in the hotel industry in Ghana of which those in Wa Municipality is not an exception.

Lastly, majority of respondent 40 representing 66.67% agreed that hotels has helped in the improvement of the area 's located appearance (visual and aesthetic) in the Wa Municipality while 20 representing 33.33% disagreed. The result from the study is consistent with a study by Ghana Tourism Authority who asserted that the growth in hotel industry can also be seen as an improvement of the area's located appearance (visual and aesthetic). This is clearly true because hotels located around road side of an area beautify the environment; example is Blue Hill hotel at Wa Municipality located at Bamahu.

Research Question 2: What are the challenges facing the hospitality industry (hotels) in Wa? One aspect of the questionnaire gathered data on the challenges facing the hospitality industry (hotels) in Wa and the relevant data are presented in table 8.

Table 8

Challenges Facing the Hotel Industry in Wa Municipal

Challenges	SD	D	U	A	SA	Total %
1. High cost of construction materials	0 (0.0%)	0 (0.0%)	0 (0.0%)	30 (50%)	30 (50%)	60 (100%)
2. Volatility of the economy	20 (33.33%)	20 (33.33%)	10 (16.67%)	10 (16.67%)	0 (0%)	60 (100%)
3. Energy crisis	0 (0.0%)	0 (0.0%)	0 (0.0%)	30 (50%)	30 (50%)	60 (100%)
4. High electricity and water bills	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	60 (100%)	60 (100%)
5. High tax paid	10 (16.67%)	0 (0.0%)	0 (0.0%)	30 (50%)	20 (33.33%)	60 (100%)
6. Lack of adequate and quality skilled personnel	10 (16.67%)	10 (16.67%)	0 (0.0%)	20 (33.33%)	20 (33.33%)	60 (100%)

7. Inadequate investment in the Hotel Industry	10 (16.67%)	10 (16.67%)	10 (16.67%)	20 (33.33%)	10 (16.67%)	60 (100%)
8. Poor infrastructure and lack of proper maintenance	10 (16.67%)	10 (16.67%)	0 (0.0%)	40 (66.67%)	0 (0.0%)	60 (100%)
9. Inappropriate and contradictory policies of the hotel industry	10 (16.67%)	10 (16.67%)	0 (0.0%)	20 (33.33%)	20 (33.33%)	60 (100%)
10. It is a capital incentive business (requires huge sums of money)	0 (0.0%)	0 (0.0%)	0 (0.0%)	30 (50%)	30 (50%)	60 (100%)

Source: Field survey (2017)

Table 8 shows the challenges facing the hotel industry in Wa Municipal. The results show that majority of the respondents 60 representing 100% agreed that high cost of construction materials is a challenge to the hotel industry. Also, majority of respondents 40 representing 66.67% disagreed that volatility of the economy is a challenge to the hotel industry while 10 representing 16.67% agreed and 10 (16.67%) were uncertain.

Again, majority of respondents 60 representing 100% agreed that high energy cost and water bills are a major challenge to the hotel industry. Furthermore, majority of respondents 50 representing 83.33% agreed that high tax paid is a challenge to the hotel industry while 10 representing 16.67% disagreed. Again, majority of respondents 40 representing 66.67% agreed that lack of adequate and quality skilled personnel while 20 representing 33.33% disagreed. Also, majority of respondents 30 representing 50% agreed that inadequate investment in the hotel industry is a challenge to them while 20 representing 33.33% disagreed and 10 representing 16.67% were uncertain.

Also, majority of respondents 40 representing 66.67% agreed that poor infrastructure and lack of proper maintenance is a challenge to the hotel industry while 20 representing 33.33% were uncertain. Again, majority of respondents 40 representing 66.67% agreed that inappropriate and contradictory policies of the hotel industry are a major challenge while 20 representing 33.33% disagreed. Lastly majority of respondents 60 representing 100% agreed that the hotel industry is a capital incentive business (requires huge sums of money).

The above results are in consistent with a study Ghosh (2006) who posited that hotels are 'duality' in nature because it serves as both real estate and business. According to the authors the hotel industry is very expensive to operate since it requires huge sums of money. Again the above results is in consistent with a study by Narteh (2013) who asserted that the hotel market as one of the most volatile construction markets, which swings widely with the ups and downs of its cycle.

The above results are also in consistent with a study by Mensah (2009) who posited that the hotel industry is coupled with a lot of challenges such as lack of qualified professionals. Also, according to Walker (2007) the hotel industry is faced with a lot of challenges, thus the physical construction of the project requires co-ordination among architects, engineers and contractors. The public sector, especially local government, must approve the legality of the development in terms of zoning and building codes to name a few.

The above result is also in consistent with a study by Walker (2007) who posited that factors affecting the success or failures of a hotel development vary according to its primary function. According to Walker (2007) the hotel industry in Ghana, as with many other parts of Africa is plagued with major challenges such as lack of adequate and quality skilled

personnel, inadequate investment in the hotel industry, poor infrastructure and lack of proper maintenance: high tax rate and energy crisis.

SUMMARY OF MAJOR FINDINGS

Key Findings of the Study

A descriptive survey was employed for the study. A questionnaire was used to gather data from the workers and managers of the hotel industry in the Wa Municipality. The collected data was analyzed in simple percentages. The first research question was to find out the roles the hotels in Wa Municipal play in contributing to the development of the area and Ghana as a whole.

The study found out that hotels provide employment opportunities to people., hotels in WA Municipal create a variety of jobs for the residents, local businesses benefit the most from the hotels in Wa, hotels helped in the provision of infrastructure in the Wa, hotels generate tax revenues for local governments, hotels helped in improvement of social services and also hotels has helped in the improvement of the area's located appearance (visual and aesthetic) in the Wa Municipality.

The second research question was to find out the challenges facing the hospitality industry (hotels) in Wa. The study found out that high cost of construction materials, energy crisis, high electricity and water bills, high tax paid, lack of adequate and quality skilled personnel, inadequate investment in the hotel industry, poor infrastructure and lack of proper maintenance and inappropriate and contradictory policies of the hotel industry by government is a major challenge to the hotel industry in Wa Municipal.

CONCLUSIONS

From the findings of this study the researcher concluded that the hotel industry has contributed immensely into the development of Wa Municipal by creating job opportunities for unemployed graduates, has increased the provision of accommodation in the area by guest, has contributed immensely into revenue generation of the Wa Municipality and also has beautify the environment of Wa of which it is situated. Also the researcher concluded that the hotel industry in Wa Municipality is faced with a lot of challenges such as energy crisis, high t ax rate, high electricity and water bills and high cost of building materials.

Recommendations

From the findings and conclusions of this study, the researcher strongly recommends the following

1. Financial support: The banking industry should provide financial support to hotel managers to get access to loans to be able to be able to develop the hotel industry in Wa. And if the hotel industry in Wa is increased this will increase the extent to which the people of Wa gain benefits out of these ventures surroundings their area.
2. More emphasis should also be on direct benefits: Hotel accommodation ventures need to relook on how to improve by increasing the workers in order to employ so many people to reduce the escalating unemployment ratio of the country and Wa Municipality as a whole.
3. Also the government should make the policies regulating the hotel industry so simple and should reduce their tax rate. This will therefore encourage business operators to enter into the hotel industry.

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Conflict of Interest Statement

No conflict of interest has been declared by the author.

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