

EXAMINING TOUR SERVICES, SATISFACTION, AND LOYALTY OF INTERNATIONAL TOURISTS IN CAPE COAST, GHANA

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Utilizing transaction-specific customer satisfaction theory within tourism marketing, this research investigates how tour services elicit international tourists' satisfaction and contribute to tourists' loyalty to a destination. The research was conducted using 356 international tourists visiting destination sites in Cape Coast who answered questions regarding tour services: accommodation, food services, tour guide performance, souvenir shopping, and community interaction. Structural equation modeling was used to test the six proposed hypotheses based on validated survey data from the tourists. The data revealed that community interactions, souvenir shopping, and accommodation had positive effects while food services and tour guide performance negatively influenced international tourist satisfaction. Additionally, tourist satisfaction had a positive effect on tourist loyalty. The results suggest that effective tour services encounter and tourist satisfaction can promote local city economies at destination via recommendations or revisitation of international tourists due to their memorable and unforgettable experiences. Again, the outcome of this research validates the usefulness of the transaction-specific customer satisfaction theory within city tourism literature and will help tourism officials, city managers, city developers, businesses, and tourism practitioners to have a better understanding of the studied core tour services within context.

Key words: Tour services; Tourist satisfaction; Tourist loyalty; Community interaction; Cape Coast; Ghana

Introduction

Globally, city tourism has received a lot of attention from scholars and practitioners with an overwhelming consensus on the extreme importance of this form of tourism in generating income, creating

employment, promoting infrastructure investments by investors and stimulating foreign exchange through revenues and taxes (Aksoz & Bac, 2012; Al-Saad & Ababneh, 2017; Ashworth & Page, 2011; United Nations World Tourism Organization [UNWTO], 2012). The UNWTO has projected

an increase in the number of international arrivals globally to 1.8 billion tourists up to the year 2030. This phenomenon can be primarily attributed to the growing popularity of city tourism (Rogerson & Rogerson, 2017). According to Andereck and Nyaupane (2011) and Law (2002), tourism not only promotes capital infrastructure development but also enhances the quality of life while aiding as a catalyst for city revitalization and regeneration. Globally, cities are becoming strategic in posture as means of driving economic traffic to itself and city tourism increasingly has been found to be a worthy vehicle (Cibinskiene & Snieskiene, 2015). These findings have implications for governments, businesses, investors, and allied institutions when strategically identifying and developing destinations or tourist sites that would pull international tourist traffic to achieve the needed socioeconomic benefits. The principal aim of this study is to identify specific core factors that drive international tourists' satisfaction (ITS) and loyalty to patronize tourism sites in Cape Coast, Ghana. These key research questions were formulated based on the purpose of this study:

- What are the tour services that positively affect tourists' satisfaction in Cape Coast?
- How international tourist satisfaction affects tourist loyalty to Cape Coast?

In attempting to answer these questions, it is anticipated that the results would be significant to both city authorities and policy makers who seek to create benefits to both locals and international tourists through the promotion and management of tourism in Cape Coast.

Presently, there is very little empirical information about the influence of tour services as key indicators of ITS in Cape Coast. While there is literature (Adongo, Anuga, & Dayour, 2015; Amissah, 2013; Chang, 2014; Cong & Dam, 2017; Frimpong, Dayour, & Bondzi-Simpson, 2015; Huang, Hsu, & Chan, 2010; Kong & Chang, 2016; Preko, Doe, & Dadzie, 2019) on visitor satisfaction with tourist destinations, there is limited research that specifically investigates city tour services that influence ITS and loyalty within context. This study is relevant within context. The findings of Barima (2017) indicated that tourism activities in the industry

are growing. However, the industry stakeholders have not responded accordingly. This is an indication that the stakeholders have not fully grasped the implications of the discrepancies in Barima's (2017) findings. Indeed, this research assumes that tour services would significantly influence ITS, which would then have a positive effect on tourist loyalty. This article proceeds in four steps. First, the study presents a theoretical foundation and review of literature on city tourism, tour services quality, tourist satisfaction, and loyalty. Second, the methodologies used are provided followed by data analysis and the discussion of findings section. Third, the next section gives the conclusion and implications. Finally, the study ends with the limitations and future studies.

Literature Review

City Tourism

Murillo, Vayà, Romani, and Suriñach (2013) view city tourism as an old tourism concept that is rapidly rejuvenating itself in contemporary times. Primarily city tourists travel to cities with unique cultural attractions and new sights and sounds not commonly found in their home or in cities they are familiar with. City tourism is defined as tourists' travel to cities with cultural attractions other than their own to acquire new information and experiences to satisfy needs (cultural artefacts, artistic, heritage sites, arts, and drama) (UNWTO & European Travel Commission, 2005). This study contextualizes city tourism as the attraction of tourists from their home cities to a uniquely different city that offers them a lifetime experience albeit within a short period.

The importance of city tourism is that it provides socioeconomic, cultural, and environmental growth to the area. The area can experience an increase in the standard of living (Aksoz & Bac, 2012; Alvarez, 2010), increase in sales (accommodation, food services, souvenir shopping), job creation (Rogerson, 2012; UNWTO, 2012) in different sectors (e.g., hotels, travel agencies, restaurants, etc.), and improvement in transportation infrastructure (Barros, 2012; Kapareliotis, Panopoulos, & Panigyrakis, 2010). In spite of the significant roles of city tourism, however, some studies (Gravari-Barbas

& Maria Jacquot, 2017; Islam, 2015; Koen & Postma, 2017) have argued the ongoing negative effects of tourism on cities. It is a becoming nuisance for residents due to unsustainable increase in real estate, high cost of living (Theobald, 2004), violence, noise pollution, overuse of public infrastructure (Islam, 2015), lowered quality of life for local residents due to increase in cost of goods and services (Gravari-Barbas & Maria Jacquot, 2017), overcrowding, and improper tourist behavior, transforming residential places into tourism facilities (Koen & Postma, 2017). Tourism cities need to take critical steps to minimize the negative effects of tourism on the community as tourism continues to complement the main sources of income of the city authorities and residents.

Theoretical Underpinning

The transaction-specific customer satisfaction (TSCS) theory by Parasuram, Zeithaml, and Berry (1984), and Teas (1993) grounds this study. The basic premise of the theory is that an individual's satisfaction is a major function of the operations of the core product. The fundamental products in this context are food services, accommodation, souvenir shops, transportation services, tour guide expertise and knowledge, and level of community involvement. According to Herr, Kardes, and Kim (1991), all other tourism-related activities that drive attention of tourists towards a destination can also be classified as transaction-specific tourism activities. Empirical literature suggests that most transaction-specific tourist activities come from leisure tourism where tourists search for the specific tourist activities in close proximity to their needs, desire, and goals (Agustin & Singh, 2005; Olsen & Johnson, 2003; Tuu & Olsen, 2010). In practice, tourists evaluate their satisfaction based on specific tourist activities experienced, even though, as observed by Björk and Kauppinen-Raisanen (2012), intentions to repatronize and service recommendation of a destination can be based on the overall service experience. The application of the assumptions and the behavioral prediction of the theory has received criticism from some studies (e.g., Anderson & Fornell, 1994; Cronin & Taylor, 1992) because of problems associated with the measurement of customer satisfaction. They assumed that the

theory is embedded with two concepts that needed to be measured separately and not together. Also, some scholars such as Garbarino and Johnson (1999) argue for each specific transaction service encounter to be measured before the next specific encounter, while overall measurement is measured at the end of all service encounters. These criticisms suggest that the only measurement approach that is not in doubt is overall satisfaction. Following these discussions, there are expected challenges with the universal understanding of the theory among scholars and practitioners.

Notwithstanding the relative shortfalls of the TSCS, the utility of this theory in grounding tourist satisfaction has been widely recognized by both scholars and practitioners. The TSCS is more flexibly applied and advantageous to provide opportunities to researchers and practitioners to measure transaction-specific and overall service satisfaction of consumers separately. To overcome the challenges of the common understanding of the application of the theory, this study presents the theory within context, by measuring transaction-specific satisfaction activities and overall satisfaction after tourists have encountered all services and products. Undeniably, this approach of applying the theory has been validated in related studies (Jones & Suh, 2000; Olsen & Johnson, 2003), where transaction-specific activities were measured after consumers completed their service encounters and overall satisfaction measurement followed immediately. Bitner and Hubbert (1994) referred to the transaction-specific satisfaction as how the customer views a singular service activity whereas overall satisfaction implies the value derived from the cumulative service encounter. In this way the TSCS can be used to understand tour services satisfaction of international tourists to Cape Coast, because it suggests that tourists visiting destination sites in Cape Coast would experience a wide range of transactional services. Therefore, the TSCS served as the appropriate theoretical foundation to be used in this study.

Tourism in Cape Coast, Ghana

The West African state of Ghana is located on the shores of the Gulf of Guinea. Ghana has an area land mass of 238,540 km² north of the equator,

with a population of approximately 28 million (The Worldbank, 2017). The World Travel and Tourism Council (WTTC) estimated that the total contribution of tourism to Ghana's gross domestic product (GDP) amounted to GHC12,573.3 million (US\$1,335.5 million), 6.2% of GDP in 2017, and it was expected to increase by 4.2% to GHC19,852.8 million (US\$4,522.3 million), 5.7% of GDP in 2028 (WTTC, 2017). Undeniably, this study is of interest to Ghana because tourism is one of the main socio-economic drivers that generates foreign income, creates jobs, and also stimulates other industry of the economy. Tourism is considered as the fourth highest income earner for the country after gold, cocoa, and oil (JoyOnline, 2018; Mensah-Ansah, Martin, & Egan, 2011). Cable News Network's (CNN) travel report showed that Ghana has been rated fourth out of Nineteen most interesting tourism destinations of the world (Entsie, 2019). A total of 1.3 million international tourists visited the country in 2017 and was expected to increase by 8.4% in 2021 (Oxford Business Group, 2018).

In terms of employment, the WTTC reported that the sector supported 682,000 jobs or 5.3% of total national employment in 2016 (WTTC, 2017). Ghana possesses tourism assets that support tourism services such as infrastructure, which promotes its hospitality industry. Ghana has infrastructure to support various forms of tourism: heritage, ecotourism, festival, leisure, business tourism, health tourism, education, urban, and city. Among the 16 regions in Ghana, the central region has been recognized as the most popular destination for most city tourists due to its intriguing colocation of historic castles and forts built during the transatlantic slave trade era littered along its coast. There are also exciting attractions across the central and northern parts of Ghana. Volta Lake found in the Volta region, for example, is the largest manmade lake in the world. There are national parks from the east to southern Ghana with wild and interesting animals such as elephants, monkeys, birds, etc. Indeed, some new additions such as paragliding have become the mainstay of Easter festivities in Kwahu traditional area in the Eastern region of Ghana. This study therefore plays a strategic role to policy makers in terms of extensive knowledge contribution on city tourism activities in Ghana. Strategically Cape Coast is uniquely positioned by UNESCO's

World Heritage Foundation as having some of the world's heritage sites that need to be preserved, and this has made the city a priority on the wish list of most tourists visiting Ghana (UNESCO, 2018). It is geographically located on latitude 5.1054°N and longitude 1.2795°W. It is also the capital of the central region of Ghana, and the first capital city of Ghana during the early days of colonization. It was originally called "Cabo Corsa" by the Portuguese and once served as the largest slave trade center in West Africa and also as the European colonial capital. It was strategically used first by the Swish as a holding fort for slaves in the 17th century and later by the British for slaves bound for the "new world." The city is predominantly a fishing community with a mix of indigenous and nonnatives who have traveled along the coast in search of work or education. Currently, the city has an estimated population of 169,894 (Ghana Statistical Service, 2010). Cape Coast boasts of unique tourist sites boosted by hospitality infrastructure such as hotels, restaurants, beach resorts, forts, castle museum, souvenir traditional craft shopping centers, and others such as the Kakum national park with its adventurous canopy walkway and the umbrella rock sites to behold. The Kakum forest itself is a virgin forest with well-preserved rare tree species, birds, elephants, antelopes, butterflies, etc., for lovers of natural animal habitat. A few meters away from the national park is the historic Cape Coast castle with its folklore that precedes it. The main attraction in the castle is the slave dungeons that still hold strong human elements such as excreta, sweat, and urine as evidence of pain endured by slaves kept there. It has become a place of pilgrimage for many African-Americans in the diaspora to connect with their past, especially passing through the gate of "no return" and back again. Other forts such as Fort William, Amsterdam, and Victoria are also of historic value to many city tourists. There is also the Centre for National Culture and the Kotokuraba market (the Crab market), which provide interesting historical context on how the city has evolved. For city tourists who love festivals, there is a carnival of activities that go along with the celebrations of the "Oguaa Fetu Afahye" (harvest festival) for visitors to enjoy. Beach lovers also enjoy the beauty and pleasure of the long stretch of white sand beaches with extraordinary beach resorts and canoeing activities. Added to all

is the fact that Cape Coast is an educational hub harboring some of the most popular second cycle schools in the country. This on its own provides an alibi for unintended city tours by visiting parents of students and others who come in search of school openings for their wards.

The need for research into Cape Coast is justified for a number of reasons. One, Cape Coast is one of the oldest historic destinations for tourists, with well-preserved heritage monument and recognized among UNESCO's World Heritage Foundation sites in Ghana. Two, Cape Coast has seen continuous increase in the number of both domestic and international tourists. Nonetheless, what has brought about this increase is yet to be empirically established. For instance, according to the Ghana Tourism Authority in 2017, Cape Coast had the highest number of tourists arrivals that was 74,988 of which 35,088 were international tourists (Ghana Business News, 2019). Three, Cape Coast has been selected as one of the cities to upgrade to meet world-class standard of a tourism city as indicated in the 2019 "Year of Return" to mark the 400th anniversary of the arrival of the first 20 West African slaves in the Commonwealth of Virginia (Graphic Online, 2019). Four, currently, no empirical investigation has been conducted on the factors that influence international tourists towards Cape Coast. As a result of the scarcity of information, it is worth researching into the city-specific characteristics of Cape Coast to provide relevant information for planning and to market Cape Coast as one of the attractive destinations in Ghana, Africa and the entire world. Five, the government of Ghana and other stakeholders perceive tourism to be one of the income earning activities within the studied environment, yet there is no evidence to support the belief that international tourist satisfaction in the community is significant in creating opportunities to develop the city and the community.

Despite these positive attributes about the city of Cape Coast as a city tourist destination, little is known empirically about the core services and attributes that continue to make the city a favorite tourist destination. This study advances the argument that city tourists are attracted by specific tourist services that meet and exceed their predestination expectations, and hence positively affect their repurchase decisions. The present study therefore measures

tourist satisfaction based on specific predetermined service transactions experienced by tourists in Cape Coast. This investigation is relevant within the context of the findings of Barima (2017). According to Barima (2017), tourism activities are growing rapidly. However it appears industry players such as hoteliers, transport service owners, travel agencies, and other core and supporting services have not responded well to the pace of growth. Notably, this study focuses on these tour services based on the service delivery discrepancies identified by Barima (2017) within the Ghanaian tourism sector. Extant tourism literature identified these tour services—accommodation, food services, souvenir shops, tour guide performance (TGP), and community interaction—as the antecedents of tourist satisfaction (Chan, Hsu, & Baum, 2015; Cong & Dam, 2017; Wang, Hsieh, & Huan, 2000). According to Chan et al. (2015) tour services are classified into three main services: core services (accommodation, food, and community interaction), support services (shopping, attractions, recreation, and entertainment), and guiding services. The core services satisfy tourists' basic needs while support services influence the tour decision. This study contextualizes tour services as a set of tangible and intangible tourism service encounters that place priority on tourist satisfaction and continually create tourist experience, value, and loyalty.

It is therefore relevant to measure satisfaction based on these specific service transactions from the perspective of tourists to gauge how well service providers are performing. This study is also relevant within the context because Murphy, Pritchard, and Smith (2000) indicated that usually destination-specific tour services vary at destinations, which may account for the satisfaction of city tourists. Theoretically, TSCS theory provides the appropriate framework to measure transaction-specific tour services as having been experienced by city tourists within Cape Coast. The study serves as baseline information for designing effective tourist service experience strategy that has mutual benefits for locals and tourists.

Tour Guide Performance

Tourism studies (e.g., Caber, Yılmaz, Kılıçarslan, & Öztürk, 2018; Huang et al., 2010; Kuo, Chang,

Cheng, & Lin, 2016; Poudel, Nyaupane, & Timothy, 2013) have established the importance of tour guide knowledge and expertise as one of the core tour services that significantly explain tourist satisfaction. City tourists often times are first time destination visitors. Those with previous destination knowledge still rely on the knowledge and expertise of tour guides to make their tour enjoyable. According to Chang (2014), most tourists' primary assessment of their specific site visits, especially those that require some background story, often heavily influence their levels of destination satisfaction. Tour guide performance has also been identified as the main determinant of tourism quality (Wang et al., 2000). Tour guide performance is largely responsible for city tourists' expositions to culture and folklore, which enhance their understanding of the culture and practices, the sights and sounds of the destination city. Huang et al. (2010) identified the strategic role of tour guides as frontline, core service employees that must be armed with relevant information on all tourist sites to deliver a once-in-a-lifetime tourist experience. In addition, Poudel and Nyaupane's (2013) findings emphasized the role of effective interpretation of tour guiding as a desirable tool in sustaining attitude and behavior of tourists. Therefore, the study postulates that:

H1: Tour guide performance holds a positive influence on international tourist satisfaction.

Community Interaction

A friendly community interaction might guarantee positive relationship between hosts and tourists that would promote a warm hospitable environment needed for city tourism growth. Extant literature on community interaction has provided empirical evidence of its positive effects on tourist satisfaction (Cong & Dam, 2017; Kastenholz, Carneiro, Eusebio, & Figueriredo, 2013; Reisinger & Turner, 2003). According to Reisinger and Turner (2003), community interaction is seen as personal communication that takes place between the hosts and visitors. Obviously, it is possible that international tourists would have personal communication with the hosts when accessing services or buying products. Andereck and Nyaupane's (2011) study provided evidence that regular communication

between residents and tourists would bring about a positive relationship between these parties. Based on the revelation, this study assumes that positive interaction between the hosts and international tourists would hold a positive influence on tourist satisfaction within context.

H2: Community Interactions holds a positive influence on international tourist satisfaction.

Accommodation

Accommodation is one of the core items of the tour services and it plays a critical role in tourist experience and satisfaction. Early literature on this variable (e.g., Agyeiwaah, Adongo, Dimache, & Wondirad, 2016; Cong & Dam, 2017) have proved that accommodation is significant and also has a positive effect on international tourist satisfaction. Basically, international tourists would expect accommodations at their destination to be safe, clean, and properly ventilated. Standard accommodation facilities play a strategic role in the sustenance and growth of city tourism (Murillo et al., 2013). Within city tourism literature there is an overwhelming consensus that quality of accommodation hugely influences tourist satisfaction. For instance, previous studies (Johnson, Tsiros, & Lancioni, 1995; Stepaniuk, 2017) have defined quality accommodation as a multidimensional construct that examined the quality of input (i.e., the competence of staff providing a service), process quality (i.e., the interaction between the staff providing the service and the recipient), and quality of output (i.e., changes in the physical and mental state of a recipient) from the consumption of the service. In the study of Seydi and Laleh (2014), it was concluded that international tourists need comfortable and quality accommodation to enjoy rest and relaxation after touring. Similarly, Kumar (2010) observed that quality accommodation is one of the major pull factors for most international tourists with regard to destination choice. Based on literature review on accommodation in the tourism context, this study defines the quality of accommodation as consistent delivery of services or products to city tourists according to standards with focus on physical facilities, courtesy of the staff, safety, security, price, and quiet environment. Tourism is

increasingly becoming important and considered as a competitive market, particularly for countries like Ghana that heavily rely on tourism. The issue of quality accommodation is critical and significant for the hotel industry in the country to meet the standards that would guarantee positive tourist experience and also promote tourism beyond the country. This might be influenced by factors like the expansion of consumers' rights and emergence of new quality conscious tourists. Undeniably, international tourists who have traveled distances from their homes to a city like Cape Coast for tourism need accommodation to rest while they are on a tour. The earlier reviewed findings on quality accommodation provide important information to service providers of tour services that quality accommodation in the city would probably guarantee international tourists' stay as well as influence revisit to Cape Coast as a tourism destination.

H3: Accommodation holds a positive influence on international tourist satisfaction.

Food Services

Food is considered as a key ingredient of culture and continues to be a significant product that pulls or pushes tourists to or from destinations (Hjalager & Richards, 2002; Organization for Economic Cooperation and Development [OECD], 2012). Food by its very nature offers varying opportunities for tourists to have a memorable and unforgettable experience through taste, which advances tourist satisfaction (Quan & Wang, 2004). It is important for restaurants, cuisine, and other food service providers in the tourism sector to know that, in order to make more money, they must understand international tourists' viewpoint of food and make sure that food served would bring satisfaction to the tourists. This is because today's tourists are well informed due to the exposure of information sources like websites; hence, they are looking for new experiences. It is confirmed that food is no longer considered as just as universally accepted nutritional needs, but it now provides opportunities to tourists to experience different cultures (Kristensen, 2017). Based on this submission, this study defines food services as meal consumed by the tourists during their tour, particularly regarding the local and

foreign food, taste and quality of the food, hygienic surroundings of the servers and chefs, and friendliness of the personnel. Therefore, the research proposed the following hypothesis:

H4: Food services hold a positive influence on international tourist satisfaction.

Souvenir Shopping

Souvenir shopping activities are usually done by tourists during or after their tour. Previous studies have identified the vital role played by souvenir shopping activities in enhancing the tourist experience and satisfaction (Kong & Chang, 2016; Lunyai & De Run, 2008). International tourists buy many items ranging from indigenous artworks and artefacts to local confectionaries, etc. These items serve several purposes such as utility of the items in the tourists' home country, collections and gifts to relatives and friends, and memorabilia of the people, places, and events. Souvenir shopping forms a major pull factor for international tourists and influences their destination choice based on specific souvenirs of interest (Henderson, Chee, Num, & Lee, 2011). Souvenir shopping continues to motivate tourist destination choice and provide economic opportunities for local artisans and promotes local city economies (B. Hu & Yu, 2007; Timothy, 2005). From the forgoing, the city of Cape Coast must provide a unique souvenir shopping experience that is memorable, hence the study postulates that:

H5: Souvenir shopping holds a positive influence on international tourist satisfaction.

Tourist Satisfaction and Loyalty

It should be noted that quite a number of studies have been conducted to examine tourists' satisfaction (Amisshah, 2013; Chang, 2014; Cong & Dam, 2017; Frimpong et al., 2015; Gallarza & Saura, 2006; Gao & Lai, 2015; Huang et al., 2010; Jones & Suh, 2000; Kang, Okamoto, & Donovan, 2004; Kozak & Rimmington, 2000). However, it is relevant to point out that research into international tourist satisfaction with focus on city tourists has been neglected within context. More so, previous studies have confirmed that tourist satisfaction is an important variable to

all stakeholders in the tourism industry (Song, Su, & Li, 2013). Satisfaction predicts tourist future purchase behavior regarding the selection of travel tour packages (Kozak & Rimmington, 2000). Bigné, Sánchez, and Sánchez (2001) found out that a high level of destination loyalty is perceived to influence positive intention to revisit and recommend a destination. Others have also confirmed that revisit intention of a tourist is the direct measure of loyalty to a destination (Gallarza & Saura, 2006; Yoon & Uysal, 2005). Bigné et al. (2001) defined loyalty as positive repurchase intentions. The study of Homburg and Giering (2001) also regarded loyalty as a future behavioral intention that was measured by two main indicators: the intention of repurchase and the intention to provide positive recommendations to friends and relatives. Similarly, within the tourism context, studies (Niininen, Szivas, & Riley, 2004); Petrick, Morais, & Norman, 2001) have proposed that tourist loyalty intention is considered as the intention to revisit a destination and the willingness to recommend the same tour to friends and relatives. This study assumed that effective tour services may have a positive influence on tourist satisfaction. Within city tourism literature, tourist satisfaction has been used as an important variable to comprehend tourist travel decisions and behavioral intentions (Kang et al., 2004). Based on these suggestions, this study proposes the following hypothesis:

H6: Tourist satisfaction holds a positive influence on tourist loyalty.

Methodology

Data Collection and Sampling

The targeted population considered for this research were adult international tourists who visited tourism destinations within the city of Cape Coast during the data collection period. The study used purposive and convenience sampling methods to select international tourists who were willing and ready to complete the questionnaire. The purposive sampling method is useful in focusing on particular characteristics of the population whose shared experiences and opinions are relevant in addressing the main objective of the study (Saunders, Lewis, & Thornhill, 2000). The convenience sampling

method was used due to easy access to participants, and their willingness and readiness to complete the self-administered questionnaire (Creswell, 2014; Etika, Musa, & Alkassim, 2016). The international tourists were sampled at the entrances of the castle, the fort, museums, beaches, resorts, hotels, and souvenir shops around the Cape Coast castle. Data collection interception provided a greater opportunity to gather sizeable data for this study, and anticipated limitations associated with the data collection were overcome using different approaches. First, to obtain accurate information, a screening question (Have you earlier completed this survey?) was used to avoid double sampling. Second, the research team attended to each participant selected separately to prevent them from discussing their responses among themselves. The research team consisted of the researchers and six experienced enumerators who first explained the purpose of the study to the participants. Three out of the six enumerators were bilingually skilled in French, German, and Spanish languages. These enumerators were there to assist in explaining any further questions for the non-English tourists. The selection of these languages was guided by the report on the most dominant non-English-speaking tourists arriving in Ghana (Ghana Statistical Service, 2017). Third, those who were willing and ready to take part in the survey were asked to complete the questionnaire in person. One of the advantages of self-completing questionnaire lies in the ability of the participant to answer the questions on their own without any interference (Kozak, 2001). Also, the respondents were assured of anonymity and confidentiality (Wiles, Crow, Healt, & Charles, 2007). Earlier, managers of the targeted destinations were contacted and the objective of the research was explained to them, in order to facilitate the data collection procedures for the survey. Data were gathered for this study during the months of June to August, 2018, given that Ghana's high tourist season occurs from June through August, when mostly European and North American visitors make their way to the country (USA Today, 2018). The questionnaire in English language was translated into the three languages mentioned above by professional translators. The determination of the sample size for the study was based on the proposed data analysis technique used: confirmatory factor

analysis (CFA) and structural equation modeling (SEM). Hair, Black, Babin, Anderson, and Tatham (2010) proposed a minimum of 100 participants for SEM. Grounded on these suggestions this research utilized a sample size above the minimum size threshold of 100 tourists to conduct the CFA and SEM analyses. A practical sample size of 356 representing 64.3% response rate of 554 administered questionnaires was therefore used.

Instrumentation and Analysis

To explore the factors influencing ITS, adapted measurement scales of tour services (tour guide performance, food services, accommodation, souvenir shopping) were derived from previous studies. The study adapted nine from Caber et al.'s (2018) study to measure TGP. TGP was operationalized as guide services that include items as follows: the tour guide is knowledgeable about the destination history, knowledgeable about the tourist attractions, polite in their services, sense of responsibilities, show passion about the work, and understand the culture of the tourists they served. Within context, accommodation and food services were operationalized as core tour services available for the tourists. Six items of accommodation includes quality of the physical facilities, courtesy of the staff, safety and security provided, moderate room price, and peace and quiet environment. Five items on food services were: different types of food local and foreign, taste and quality of food, quality and friendliness of the servers and the chefs, the cleanliness and hygiene of the environment. Souvenir and community interaction were considered within context as supporting service for the tourists. The five items of souvenir shopping were: variety of merchandise, quality merchandised, services of the sellers and indigenous souvenirs. Finally, the five items of community interaction were: enjoy my stay, friendly interaction, prefer the destination, positive feelings towards the destination, and satisfied with the level of interactions. All the items on the tour services were adapted from previous work of Cong and Dam (2017). Five items were adopted from tourist satisfaction (Oliver, 1997) and four items measuring tourist loyalty were adopted from Zeithaml, Berry, and Parasuraman, (1996). All these items were rated on a 5-point scale, ranging

from 1 = *strongly disagree* to 5 = *strongly agree*. The final section of the survey captures questions on the profiles of the tourists.

To test the proposed hypotheses, first the study used the Cronbach alpha and composite reliability to examine the internal consistency among the items used for the current study. Second, the exploratory factor analysis was used to examine the underlying factor structure of the studied constructs and the CFA was used to validate the adapted scales through the convergent and discriminant validity analyses. Third, the SEM was utilized to estimate the model fitness and also test the hypotheses. Earlier, missing data were less than 5%, so the study used the expectations maximization (EM) algorithm for imputing missing values. The research also explored whether the distribution of data deviated from normality and found that all items of the constructs were above 0.05, indicating no deviation from normality (Brown, 2006).

Results

Regarding the demographics and tour-related questions, there were 56% females 46.2% were aged between 25 and 34 years, and 37.4% were married. The majority of the tourists were from the US (42.6%), UK (25.2%), Australia (10.2%), Canada (9.1%), Germany (5.2%), France (3.4%), Spain (2.5%), and other (1.8%), were self-employed (42.1%), and most of the tourists had more resort accommodation (56.7%). The majority of the tourists (44.2%) were visiting Cape Coast for the first time. The average of the constructs were calculated to provide descriptive understanding on how the participants responded to the studied variables. Accommodation recorded a composite average value (4.25), community interaction (4.22), food service (4.13), souvenir (4.03), satisfaction (3.97), loyalty (3.78), and TGP (3.52). In all, it means that international tourists agreed that they were influenced by these tours' factors to the destination Cape Coast.

Factor Analysis

Tables 1 and 2 show the results of the exploratory factor analyses on tour services, community interaction, ITS, and loyalty. The principal axis factorial

Table 1
Factor Analysis of Tour Services

Factors	Loading	Eigenvalue	VE	Reliability	CR	AVE
Accommodation		3.24	23.25%		0.95	0.82
Peace and quiet	0.86			0.85		
Moderate room price	0.85			0.82		
Room quality (physical facilities)	0.83			0.83		
Safety and security provided	0.81			0.83		
Courtesy of staff	0.77			0.84		
Souvenir shopping		2.90	21.19%		0.93	0.79
Locally connected souvenir	0.86			0.53		
Variety of merchandise	0.83			0.83		
Merchandise price	0.78			0.84		
Quality of merchandise	0.76			0.82		
Services of the sellers	0.74			0.75		
Food Services		2.12	16.56%		0.93	0.78
Food price was moderate	0.87			0.84		
Variety of foods (local & foreign)	0.83			0.82		
Cleanliness and hygiene	0.79			0.83		
Dinning/restaurant personnel friendliness	0.75			0.84		
Taste and quality of food	0.74			0.82		
Tour guide performance		1.76	9.46%		0.95	0.75
Understand the culture of customers they are serving	0.87			0.85		
Sense of responsibility	0.85			0.82		
Knowledgeable about the local people's style	0.82			0.81		
Show passion for their work	0.78			0.84		
Knowledgeable about destination history	0.75			0.84		
Knowledgeable of the tourists attractions	0.72			0.85		
Polite in their services	0.69					
Friendly in their services	0.68			0.82		
Good sense of humor	0.60			0.84		

Note. VE, variance explained, CR, composite reliability, AVE, average variance explained.

Table 2
Community Interaction, Tourist Satisfaction, and Loyalty

Constructs	Loading	Eigenvalues	VE	Reliability	CR	AVE
Community interaction		3.04	33.37%		0.95	0.83
Enjoy my stay in the community	0.89			0.83		
Positive feelings towards the people of Cape Coast	0.85			0.82		
Friendly interactions	0.84			0.82		
Prefer the destination	0.81			0.86		
Satisfied with the level of interaction with sellers	0.76			0.85		
Tourist satisfaction		2.56	22.62%		0.92	0.76
I am satisfied with what this tour experience offer	0.88			0.84		
I feel good about my destination experience	0.78			0.83		
I am satisfied with my decision to visit this Cape Coast	0.75			0.84		
I am positive in participating in this tour in the future	0.73			0.82		
Overall I am satisfied with this tour	0.65			0.84		
Loyalty		1.81	16.85%		0.88	0.73
I would encourage friends and relatives to tour Cape Coast	0.81			0.85		
I would say positive things about this experience to others	0.78			0.83		
I would recommend Cape Coast to someone who seeks my advice	0.75			0.82		
I am willing to revisit Cape Coast	0.72			0.82		

(PAF) approach with oblique rotation method was applied to examine the underlying factor structure of the studied constructs. PAF was utilized due to its advantage to better recover weak factors. The 21 /tour services item construct, Kaiser–Meyer–Olkin (KMO) (0.765), and Bartlett’s test of sphericity ($\chi^2 = 2,073.44$) were all satisfactory in performing a factor analysis. The results showed four factors that accounted for 70.46% of total variance explained. The first factor was identified as “accommodation,” which explained 23.25% of total variance. Factor two was labeled as “souvenir shopping” and recorded 21.19%. Factor three was recognized as “food services,” which explained 16.56%, and factor four was “TGP,” with 9.46% of the total variance explained. Additionally, a total of 14 items, of which 5 items for community interaction, 5 items for ITS, and 4 items for loyalty were factor analyzed. Results of the factor analysis revealed the KMO value of 0.742 and Bartlett’s test of sphericity ($\chi^2 = 3,214.45$) in performing a factor analysis. In all, three factors were extracted, which recorded 72.84% of the total variation in the scale data, where community interaction accounted for 33.37%, ITS was 22.62%, and loyalty showed 16.85%. The factor scores were computed for each of the constructs utilizing the regression factor score method due to its maximization of validity of the items used (DiStefano, Zhu, & Mindrila, 2009). The factor scores were used in the subsequent SEM analysis. Earlier, the results of the reliability coefficients and the composite reliability shown in Tables 1 and 2 exceeded the cut off points of 0.7 (Hair et al., 2010). Hence, it is concluded that there is internal consistency among the items used for the current study.

To satisfy the requirement of discriminant validity, the square root of the constructs’ AVE should be greater than their interconstruct correlation (Fornell & Larcker, 1981). As shown in Table 3, all the relationships among the variables obtained were less than 0.70 and the square roots of the AVEs in Tables 1 and 2 are more than intercorrelation values. This shows that the constructs are distinct from one another. Thus, there is an evidence of discriminative validity.

Model Statistics

The goodness-of-fit indices for the CFA analysis were within the acceptable level ($\chi^2 > 0.05$, RMSEA ≤ 0.08 , CFI ≥ 0.90 , TLI ≥ 0.90 , and SRMSR ≤ 0.05) (Barrett, 2007; Diamantopoulos & Siguaw, 2000; L. Hu & Bentler, 1999; Steiger, 2007). The statistic for the model was $\chi^2(258) = 629.853$, $p = 0.001$, root mean squared error of approximation (RMSEA) was 0.001, comparative fit index (CFI) and Tucker-Lewis index (TLI) were 0.953 and 0.943, respectively, and standardized root mean squared residual (SRMR) was 0.001, revealing that the measurement model fit the data and met the thresholds presented in Table 4. The significant chi-square test is a common finding in research and was not surprising considering the sample size used (Bagozzi & Yi, 2012).

Hypothesis Testing

Table 4 indicates the results of the SEM used in testing hypotheses for the research. The outcome of the SEM provided support for H2, H3, H5, and H6, while H1 and H4 were not supported. It

Table 3
Correlation Matrix

Constructs	TGP	Satisfaction	Loyalty	CI
Tour guide performance (TGP)	0.87	0.57**	0.37*	0.42*
Satisfaction	0.57**	0.87	0.38**	0.37**
Loyalty	0.37*	0.38**	0.85	0.34**
Community interaction	0.42*	0.37**	0.34**	0.91

Note. Diagonal shown in bold is the square root of AVE; for discriminant validity the square root of AVE should be higher than off-diagonal variables. Correlation is significant at * $p < 0.05$, ** $p < 0.01$.

Table 4
Hypothesis Testing

Hypothesis	Beta Coefficients	Proposed Effect	Results
TGP→satisfaction (H1)	-0.016	+	Not supported
Community interaction→satisfaction (H2)	0.469***	+	Supported
Accommodation→satisfaction (H3)	0.519***	+	Supported
Food services→satisfaction (H4)	-0.101	+	Not supported
Souvenir shopping→satisfaction (H5)	0.077*	+	Supported
Satisfaction→loyalty (H6)	0.724***	+	
Coefficient of determination (R^2)	0.428		

Note. Goodness-of-fit statistics: $\chi^2(258) = 629.853$, $p = 0.001$, RMSEA = 0.001, CFI = 0.953, TLI = 0.943, SRMR = 0.001.

* $p \leq 0.05$, *** $p \leq 0.001$.

was revealed that TGP has negative effect on ITS ($\beta = -0.016$, $p \geq 0.05$) H1; community interaction has positive effect on ITS ($\beta = 0.469$, $p < 0.001$) H2; accommodation has positive effect on ITS ($\beta = 0.519$, $p < 0.001$) H3; food services has negative effect on ITS ($\beta = -0.101$, $p \geq 0.05$) H4; souvenir shopping has positive effect on ITS ($\beta = 0.077$, $p < 0.05$) H5; and finally ITS has positive effect on loyalty ($\beta = 0.724$, $p < 0.001$) H6. In all, the coefficient of determinations reported 42.8% variations in loyalty.

Discussion of Findings

The purpose of this research was to determine the factors that satisfy international tourists in Cape Coast, underpinned by the theory of TSCS. The findings supported the assertion in literature that accommodation, community interaction, and souvenir shopping had positive effects on ITS, which supported earlier suggestions (Agyeiwaah et al., 2016; Amisah, 2013; Kong & Chang, 2016). Identifying these specific factors might help tourism practitioners and marketers to target areas for improvement that would guarantee tourism growth within context. It is assumed that accommodation is one of the core services that should meet the basic needs of the tourists at their destinations. Added to this, a more interactive community within a destination city is more likely to create a warm hospitable environment needed for tourists' experience for city tourism development. Correspondingly, this revelation reinforced one of the reasons attributed to Ghana's ranking as the 11th and 8th friendliest country in 2010 and 2017, respectively, making it

one of the most preferred tourism destinations in the world. Reasons that accounted for Ghana's ranking were grounded on the fact that tourism in Ghana is driven by natural history, colorful festivals, historic sites, and the hospitable people (GhanaWeb, 2011). Naturally, Ghanaians are hospitable. This is rooted in the way they relate to foreigners and readiness to demonstrate their rich culture.

It is amusing that the finding on souvenir shopping also established that the tourists were satisfied with their shopping activities. This observation buttressed the suggestion that souvenirs are regarded as items of memories of people, places, events, and gifts (Kong & Chang, 2016) and souvenirs also serve as motivational factors, provide a source of satisfaction, and help shape tourist experiences (Hu & Yu, 2007). This result might be enlightened by the fact that, in Ghana, souvenirs are mostly small and inexpensive, making it more affordable by tourists. Second, souvenirs are typically handcrafted by artisans and craftsmen with quality local materials, making it more attractive quality for the tourists to purchase.

The findings of these tour services (food services and TGP) had a negative effect on ITS, thus not supporting past studies (Andereck & Nyaupane, 2010; Caber et al., 2018; Cong & Dam, 2017). These negative findings within the research setting might be related to the level of tour guide knowledge and the level of the knowledge of tourists regarding the destination. This study assumes that tourists gathered prior information about a destination and also hold certain expectations before traveling. Therefore, when the substance of the interpretations of the tour guide is not up to date, not stimulating, and cannot explain the relationship

between events then there is the likelihood of tourist dissatisfaction. Given that the interpretations of the tour guide are regarded as a tool of education, they act to help inform and entertain tourists. Added to this, the researchers presume that the quality of services received by the tourists and their anticipations against food services were not satisfactory, resulting in dissatisfaction of the international tourists. According to Quan and Wang (2004), food is very important to city tourism because food by its very nature offers varying opportunities for tourists to have memorable and unforgettable experience through taste, which advances tourist satisfaction. Similar observation was discovered by Kristensen's (2017) study where food is no more considered as universal nutritional needs but provides opportunities for tourists to experience different cultures through taste. The negative results obtained from food services and TGP are critical for marketers and destination practitioners to pay attention to these essential services within context.

Indeed, the result establishes the positive and significant effects of ITS on loyalty as hypothesized, supporting earlier studies (Bigné et al., 2001; Niininen et al., 2004). The findings might be explained by the fact that tourist satisfaction is relevant to tourists' loyalty (Homburg & Giering, 2001; Kang et al., 2004). The provision of effective tour services and high level of destination loyalty might be perceived to be positive intention to revisit and recommend a destination. Yoon and Uysal (2005) also confirmed that tour services in most research on leisure and tourism explained satisfaction and satisfaction is the most potent predictor of future tourism. This finding complements extant literature by demonstrating that tourist satisfaction will influence loyalty of international tourists visiting Cape Coast in the future, assuming that increased positive tourist satisfaction might influence and have practical implications for the future development of tourism in Cape Coast.

The current article makes a novel contribution to city tourism literature within context by establishing the relevance of tour services in promoting and managing tourists' satisfaction and loyalty of international tourists to Cape Coast. One, the study extends the literature on the effects of city-specific tour services on satisfaction by providing empirical evidence of their applicability in a different setting

(city tourism). Two, it explicitly considers the significant influence of satisfaction in determining loyalty of city tourists within a non-Western context. Three, the current study's findings go beyond previous studies (Adongo et al., 2015; Amisshah, 2013; Chang, 2014; Cong & Dam, 2017) to extend the scope in city tourism marketing literature. While the findings of Adongo et al. (2015) on international tourists experience of Ghanaian cuisine revealed that local food has a positive and significant influence on willingness to recommend. This study found a negative influence of food services on satisfaction of international tourists in Cape Coast. Finally, the study's findings proved that souvenir shopping and community interactions had positive effects and significantly influenced ITS, which is also regarded as an additional contribution of this study that differentiates tourism research within context of Amisshah (2013), where empathy factors (staff understands the specific needs of guests and staff gives personalized attention) were significant to explain international tourist satisfaction of accommodation in Cape Coast and Elmina in Ghana. In all, the findings suggest that other tourism sites within the country can take lessons from Cape Coast to guide tourism development.

Conclusion and Implications

In conclusion, investigation into factors that influence ITS and loyalty to Cape Coast are among the deserted areas in tourism marketing literature on the continent. This research contributes to existing literature by exploring city-specific factors of satisfaction and its effect on loyalty. Utilizing factor analysis, the study recognized these significant tour services—food services, souvenir, TGP—where accommodation was regarded as one of the most important indicators of ITS, which might stimulate future intentions to visit or revisit Cape Coast. The key factors of this study provided the foundation to understand which tour services influence tourists regarding destination satisfaction and loyalty.

From a theoretical point of view, this study supports the transaction-specific and overall service satisfaction view of Parasuraman, Zeithaml, and Berry (1984). This means that the specific tourism services and the overall tourist satisfaction play a fundamental role in explaining tourist loyalty.

Importantly, the results have extended the theoretical evidence of the positive and significant effects of ITS on loyalty in a developing country's city tourism perspective. This is again considered as a theoretical contribution of this research to previous city tourism literature. Additionally, this research contributes to an improved understanding of the importance of tour services to city tourism within context. This is important because the latter influence tourist satisfaction, loyalty, revisit intentions, and positive word-of-mouth recommendations. Importantly, it is key to align the identified factors that positively affect ITS to the present tourism situations and policies of Cape Coast. Practically, for the future improvement of Cape Coast as a tourist city among the famous cities of tourism on the African continent, government, tourism marketers, practitioners, tourism institution of learning, and other stakeholders should plan on deploying modern strategies of sustaining best city tourism's practices. The Ministry for Tourism, Culture and Creative Arts of Ghana, in collaboration with the municipal assemblies within context, should champion capacity building of the city officials, employees, town developers, and businesses among others to find innovative and standard ways of maintaining quality of public services (accommodation, transportations, recreational facilities, businesses, and communication), improve professionalism of TGP, and also shape public attitude towards tourism. Equally, the residents should be ready to brand tourism sites in Cape Coast by providing quality and unique services that would stick in the minds of tourists to attract more tourists in the future.

Limitations and Areas for Future Study

This study focused on only one tourist city using a convenience sampling, thus imposing a limitation on the generalization of the findings to other tourist cities in the country. Data were also not collected year round. The research only examined segments of the tour services that significantly predict ITS. In the future, the use of cities other than Cape Coast may enhance conclusion on the effects of tour services on ITS and loyalty. Future studies could examine other tour services factors like transportation and communication, as well as introduce moderation and mediation variables to explain ITS.

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