

The impact of tour services on international tourist satisfaction in Elmina, Ghana

Alexander Kofi Preko

Abstract

Purpose – *The purpose of this paper is to present specific tour services that influence international tourist satisfaction (ITS) and behavioural intentions (BIs) utilising transaction-specific customer satisfaction theory in a developing country. Identified factors will help stakeholders to plan, market and brand Elmina, Ghana, as a viable tourism destination to attract more tourists.*

Design/methodology/approach – *Structural equation modelling was used to test the proposed conceptual model of seven hypotheses based on validated survey data gathered from 432 international tourists in Elmina, Ghana.*

Findings – *Empirical results revealed that food services, transportation, tour guide performance and community interactions had positive effects, whereas accommodation had a negative effect on ITS. However, tourist satisfaction had a positive effect on BIs.*

Research limitations/implications – *The findings are limited to this sample and cannot be projected to other destinations. Future studies can examine other tour services like tourism information centres and retail travel agents in Elmina.*

Practical implications – *International tourists' stay in Elmina could be improved by providing competitive, insightful and memorable tours. Management of Elmina should constantly investigate the quality of tour services available to meet emerging needs of tourists.*

Originality/value – *To date, research into tour services, satisfaction and intentions of international tourists within city tourism as a foundation for future tourism development in Ghana has been overlooked. The findings provide an improved understanding of tour services, which will help Elmina's tourism management to design and offer innovative and quality tour services to tourists.*

Keywords *City tourism, Tour services, International tourist satisfaction, Behavioural intentions, Elmina, Ghana*

Paper type *Research paper*

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Introduction

Globally, city tourism has attracted researchers and practitioners in the last decades. These studies have acknowledged the socio-economic importance associated with this form of tourism (Ashworth and Page, 2011; Rogerson, 2012; Steinbrink *et al.*, 2011). IPK International (2016) confirmed that city tourism is increasingly becoming one of the fastest growing aspects of tourism worldwide, based on the projections made by the World Tourism Organization with an expected increase in the number of international arrivals worldwide to 1.8bn tourists up to the year 2030. According to Terzibasoglu (2016), city tourism serves as an incubator of innovation and technology, which enhance the promotion of images of cities. City tourism also plays an instrumental role in socio-economic, physical development, quality life and serves as a catalyst for city revitalisation and regeneration (Law, 2002). However, this form of tourism exists to generate income, create employments, stimulate foreign exchange through revenues and taxes and promote infrastructure

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investment by investors (Aksoz and Bac, 2012; UNWTO, 2012). The purpose of this study is to identify specific underlying factors that drive international tourists satisfaction and behavioural intention (BI) to patronise tourism sites in Elmina, Ghana. The following key research questions were formulated on the basis of the purpose of this study:

RQ1. What are the tour service effects of international tourist satisfaction (ITS) in Elmina?

RQ2. How ITS affects BIs in Elmina?

An attempt to answer these questions would provide results that would aid policy makers and city authorities in developing Elmina in ways that would benefit both the residents and tourists.

In addition, city tourism has become very important, as cities are emerging as the main economic engine of world economy (Cibinskiene and Snieskiene, 2015). Thus, governments, businesses, investors and other support institutions alike have shown much interest in developing destinations that would market and promote tourist sites of cities. According to the UNWTO (2014), the role of city tourism is mainly to support sustainable management by applying local resources, with the aim of developing tourism sites within cities. Importantly, the results of this research would again help service providers as well as city authorities to establish programmes and policies that can enhance the development of city tourism. Again, this research identifies the specific factors that influence international tourists satisfaction and their BIs. Furthermore, this study offers empirical evidence of specific factors that instigate international tourists' patronage of Elmina, thus providing more precise information for city tourism within context.

To date, no empirical study has focused on specific factors that influence international tourists in Elmina. In Ghanaian settings, few studies have been conducted on tourist satisfaction and future intentions (Adongo *et al.*, 2015; Frimpong *et al.*, 2015; Preko *et al.*, 2019); however, none of the studies have considered the influence of city-specific factors on ITS within Elmina. The study, therefore, fills a gap in city tourism literature and provides avenue to promote Elmina among world tourism destinations. This paper begins with the importance of city tourism, research questions and specific reasons for the study. The next section deals with literature review, with a focus on the characteristics of city tourism, internal and external factors influencing this form of tourism, the underpinning theory, background information about Ghana and Elmina and the study variables. A methodology section is provided, followed by data analysis and the discussion of findings section. The last section examines conclusion and implications. Finally, the study ends with the limitations and directions for future studies within and outside Ghana.

Literature review

City tourism

City tourism is regarded as one of the oldest and fastest growing form of tourism (Murillo *et al.*, 2013). It 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 and European Travel Commission, 2005). In this study context, city tourism entails attracting tourists to cities outside their usual residence for a short period, with the aim of giving them leisure that satisfies their tourism needs. Remarkably, city tourism brings about socio-economic, cultural and environmental growth to the area. The area can experience increase in the standard of living (Aksoz and Bac, 2012; Alvarez, 2010), increase in sales (accommodation, food, transport and 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 *et al.*, 2010). Despite the significant role of city tourism, some researchers (Gravari-Barbas and Sebastein, 2017; Islam, 2015; Koen and Postma, 2017) debated the

on-going effects of tourism on cities. It is 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), low quality of life for local residents due to increase in goods and services (Gravari-Barbas and Sebastein, 2017), overcrowding, improper tourist behaviour and transformation of residential places into tourism facilities (Koen and Postma, 2017). Tourism cities need to take critical steps in minimising the negative effects of tourism on the community, as tourism continues to serve as the main source of income of the residents in these cities.

Theory grounding the study

The theory of transaction-specific customer satisfaction (TSCS) (Parasuraman *et al.*, 1984; Teas, 1993) was used as the foundation for this study. The theory explains that an individual's satisfaction is derived from the function of the core product: accommodation, food services, souvenir shops, transportation, local community interaction, tour guide performance (TGP) and other services whose demand is stimulated by patronage of a tour (Herr *et al.*, 1991). Research into leisure travel establishes that transaction-specific satisfaction is a dimensional satisfaction considered as a tourist's evaluation of the transaction process with a product or service in relation to their desires, needs or goals (Agustin and Singh, 2005; Olsen and Johnson, 2003; Tuu and Olsen, 2010). Therefore, evaluation of satisfaction could be based on attributes and/or the sum total of product or service received. Björk and Kauppinen-Räsänen (2012) indicated that a tourist decision to recommend a tour to a particular destination, for example Elmina, to others can be determined by attribute-based or the overall experience of satisfaction encountered.

Undeniably, many research studies into tourism have applied the TSCS theory in explaining attributes accounting for tourist satisfaction. All these studies (Adongo *et al.*, 2015; Ali *et al.*, 2018; Amin *et al.*, 2013) argued that TSCS theory is applicable in studying tourist satisfaction. Further, the theory admits that satisfaction can be classified into transaction-specific satisfaction and overall satisfaction (Jones and Suh, 2000), which suggests that international tourists visiting Elmina can encounter specific and or overall satisfaction. The transaction-specific satisfaction is defined as the consumers' dissatisfaction or satisfaction with individual services encountered. Veloutsou *et al.* (2005) regarded the overall satisfaction as an aggregation of all encounters and experiences of previous transaction-specific satisfaction of a customer. This study proposed to examine both classifications to enhance the understanding of how service quality explains ITS. In this study, tourist satisfaction with accommodation, food services, souvenir shops, transportation, TGP and interactions constituted the transaction-specific satisfaction and its relationships with sellers (service quality). Thus, transaction-specific satisfaction with the particular sellers and overall satisfaction with the tourists are worthy of investigation.

Contextual background: tourism in Elmina, Ghana

According to the Cable News Network travel report, Ghana has been rated fourth among nineteen most interesting tourism destinations in the world (CNN Travel, 2019). The country is located on the Gulf of Guinea, a coastline in West Africa, only a few degrees north of the equator. It has a population of 28.83m (The Worldbank, 2017), with an area of 238,540 square km. Ghana possesses tourism assets that support tourism services such as infrastructure, which promote its hospitality industry. Ghana is endowed with the following forms of tourism: heritage, leisure, ecotourism, festival, urban or city and conference and business tourism, and beach resort tourism. The country is characterised with varieties of attractions including the world's largest man-made lake, the Lake Volta, the first castles built in the West African coast, forts, nature reserves, national parks, palaces and waterfalls. Besides, the following are some interesting destinations in the country: Cape Coast and Elmina Castles, Aburi Botanical Gardens, The Kumasi Zoological Gardens, The Kakum

National Park, Shai Hills Resource Reserve and Mole National Park, among others. Largely, travel and Tourism in 2018 contributed \$8.8 trillion to the global economy. In 2017, the total contribution of the sector to GDP amounted to USD 2,967.1m (World Travel and Tourism Council, 2017). Consequently, this study is of interest to Ghana because tourism has become the fourth highest income earner for the country after gold, cocoa and oil (myjoyonline, 2018).

Elmina is among cities that provide tourist attractions within Ghana. The city has latitude of 5°6'19.22"N and a longitude of 1°20'31.57"W or 5.105338 and -1.342103, respectively. It is a fishing community located on the South coast of Ghana in West Africa. Elmina is the first city for the first European settlement in West Africa, due to its beaches and the 536-year-old Portuguese castle that was built in 1482 for the transatlantic slave trade. Elmina has a population size of 144,705 residents (Ghana Statistical Service, 2014). The primary attractions of Elmina include the slave castle, the fort of Coenraadsburg, Dutch cemetery, Elmina Java Museum, beach resort, among others. The need for using Elmina is justified for a number of reasons. First, Elmina is one of the oldest historic destinations for tourists, has well-preserved heritage monument and recognised among the World Heritage sites in Ghana. Second, in the past five years, Elmina has seen continuous growth in the number of both domestic and international tourists. However, the cause of this increase is yet to be empirically established. For example, according to the Ghana tourism authority, in 2016 and 2017, Elmina had the highest number of international tourists, 111,297 and 108,954, respectively, as compared to other destinations within the country (Ghana Tourism Authority, 2018). Third, Elmina has been selected for upgradation 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). Fourth, to date, no empirical information has been identified on the factors that influence international tourists in Elmina. As a result of the dearth of information, the city-specific characteristics of Elmina are worth exploring in order to provide important information for planning and also to market Elmina as one of the unique destinations in Ghana, Africa, and the entire world. Fifth, the government of Ghana and other stakeholders perceive tourism to be important in Elmina, yet there is no evidence to support the belief that international tourists' satisfaction in the community is significant in creating opportunities to develop the city and the community.

Ghana's tourism sector is constantly growing both in infrastructure and in quality service delivery. However, this swift growth has adversely affected the services, as some service providers have begun to pay less attention to quality service (Barima, 2017). This has resulted into tourist dissatisfaction at some destinations within the country. According to Barima (2017), Ghana's hospitality industry needs to meet standards that would translate into satisfaction and also directly enhance the promotion of tourism in the country. Understanding tourist satisfaction is very significant in the tourism industry. The importance of tourist satisfaction is embedded in the fact that tour services at destinations determine tourist satisfaction (Murphy *et al.*, 2000), which then influences tourist's decision to return. Importantly, this research introduced the TSCS theory with the researcher's argument that evaluation of specific services and their responding satisfaction provide a better understanding for marketers to develop individual strategies that best fit the situation. Aggregate evaluation of tourist satisfaction enables overall strategy development. The combined approaches provide possible ways of designing marketing programmes to promote tourism in Elmina.

Tour services and tourist satisfaction

Accommodation The studies by Agyeiwaah *et al.* (2016) and Cong and Dam (2017) showed the positive effects of accommodation on tourist satisfaction. According to Khoo-Lattimore and Ekize (2014), tourists are mostly interested in quality accommodation, which includes

clean rooms, security, safety, room view and airy room. Accommodation plays a major role in decision making of tourists. [Murillo et al.'s \(2013\)](#) study confirmed the significant effects of accommodation on the success of city tourism. Similarly, [Kumar \(2010\)](#) pointed out that the accommodation is becoming a source of attraction to tourists. Therefore, the quality of accommodation may possibly influence the level of satisfaction of the tourists. For instance, the study of [Seydi and Laleh \(2014\)](#) concluded that tourists need quality and comfortable accommodation in order to rest or relax in a better way. Thus, it implies that service providers of the hotels, guest houses, apartments should provide quality services that guarantee tourism satisfaction in Elmina. Based on this information, the following hypothesis was formulated:

H1. Accommodation services have a positive effect on ITS.

Souvenir shopping Earlier studies ([Kong and Chang, 2016](#); [Lunyai and De Run, 2008](#)) pointed out that souvenir shopping plays a vital role in enhancing tourists' satisfaction. Bought items serve various purposes: memorabilia of the people, place and events, utility of purchased items in tourist country, collections and gifts, among others. It has also been argued that shopping activities form tourists' experiences and play important role in promoting city-specific tourism ([Henderson et al., 2011](#)). Souvenir shopping constitutes a motivating factor, provides a source of satisfaction and helps shape tour experiences ([Hu and Yu, 2007](#); [Timothy, 2005](#)). Based on this literature, the following hypothesis is formed:

H2. Souvenir shopping has a positive effect on ITS.

Food services According to [Hjalager and Richards \(2002\)](#) and [OECD \(2012\)](#), food is regarded as a key component of culture and continues to be an important product that attracts tourists. According to [Quan and Wang \(2004\)](#), food offers opportunity to tourists to have unforgettable and enjoyable tour, thus advancing tourist satisfaction. It is more profitable for service providers in the tourism industry to understand tourists' viewpoint of food and ensure that food served satisfies the tourist. Interestingly, [Kristensen's \(2017\)](#) study found out that food is no longer becoming a universal nutritional need, but food now provides opportunities to tourists to experience different cultures. Based on this literature, this study formulates the following hypothesis:

H3. Food services have a positive effect on ITS.

Community interaction One possible way of promoting city-specific tourism is to create a friendly interactive environment that guarantees positive relationship between hosts and tourists. Several studies on community interactions have provided empirical evidence of its positive effects on tourists' satisfaction ([Kastenholz et al., 2013](#); [Reisinger and Turner, 2003](#)). Results of these studies have brought a different understanding of the construct within the tourism literature. For example, [Reisinger and Turner \(2003\)](#) defined community interaction as a personal communication that takes place between the local people and the tourists. It is obvious that tourists would have interaction with the residents when they are purchasing products or accessing services. The study of [Andereck and Nyaupane \(2011\)](#) confirmed that frequent interaction between residents and tourists would result into a positive relationship between the two parties. Based on this viewpoint, it is possible that positive relationship between local community and the tourists in Elmina would result into tourist satisfaction. Hence, the following hypothesis is proposed:

H4. Community Interaction has a positive effect on ITS.

Transportation Prior studies have admitted that availability and suitability of effective transportation system lead to interesting experiences for tourists and, in the process, enhance their satisfaction and retention ([Parahoo et al., 2014](#)). It is also regarded as a key ingredient in tourism development, and it helps in the creation of new attractions to destinations ([Currie and Falconer, 2014](#)). [Chan et al. \(2015\)](#) argued that transportation services at destinations play an important role in the decision making of tourists. It means

that international tourists to Elmina would be satisfied when the transportation services and systems are effective and well managed. Although tourism studies earlier recognised the significant impact of transportation on decision making, satisfaction and tourism development, one key area that research on the continent has less investigated is the effects of ITS on city-specific factors. Hence, the following hypothesis is proposed:

H5. Transportation has a positive effect on ITS.

Tour guide performance TGP has been marked as the underlying factor that contributes to tourist satisfaction (Caber *et al.*, 2017a). Evaluation of the TGP serves as a means of determining tourist satisfaction (Chang, 2014). According to Wang *et al.* (2000), TGP has a predominant influence on tourism quality. This suggests that the tourists' ability to understand the culture, appreciate and acknowledge the importance of tour sites and the resultant happiness, comfort and satisfaction rest upon the tour guide. Huang *et al.* (2010) also referred to tour guides as frontline employees and core component of tour services expected to carry out important roles in shaping tourists' experience at their various destinations. Hence, the following hypothesis is proposed:

H6. TGP has a positive effect on ITS.

Satisfaction and behavioural intentions

Marketing literature explains satisfaction as a complex and an important concept that influences destination planning and decision to visit and revisit (Kozak and Rimmington, 2000; Yoon and Uysal, 2005). Usually, researchers define satisfaction in various ways, based on the research settings and other factors. For instance, Oliver (1997) defined satisfaction as consumer's assessment of attributes of a product or service that gives fulfilment. Lovelock and Wright (2002) considered it as an emotional reaction to a product or service, whereas Baker and Crompton (2000) denoted satisfaction as a cognitive evaluation of personal experience that is mentally related to personal expectation and actual receipt. Although there are different understandings of the concept, satisfaction represents a strong predictor of future intentions.

Satisfaction with a destination has been underscored (Nilplub *et al.*, 2016; Truong and King, 2009) due to its significant influence on tourism decision making. For instance, Chan *et al.* (2015) found out that tourists' satisfaction is explained by the tour services, which also have a direct positive impact on their intentions to repurchase the same tour. In light of this, city-specific satisfaction of Elmina can influence BI in patronising the same tour or recommending the destinations to other potential tourists. Although earlier studies examined the relevant factors of satisfaction in tourists' BI to visit, revisit or never visit a particular destination, the importance of touring Elmina is still understudied. The factors that account for international tourists' satisfaction and their intention must also be examined. Thus, the study examines the influence of tourists' satisfaction and their BI in Elmina, leading to the following hypothesis:

H7. International tourist satisfaction has positive effects on BI.

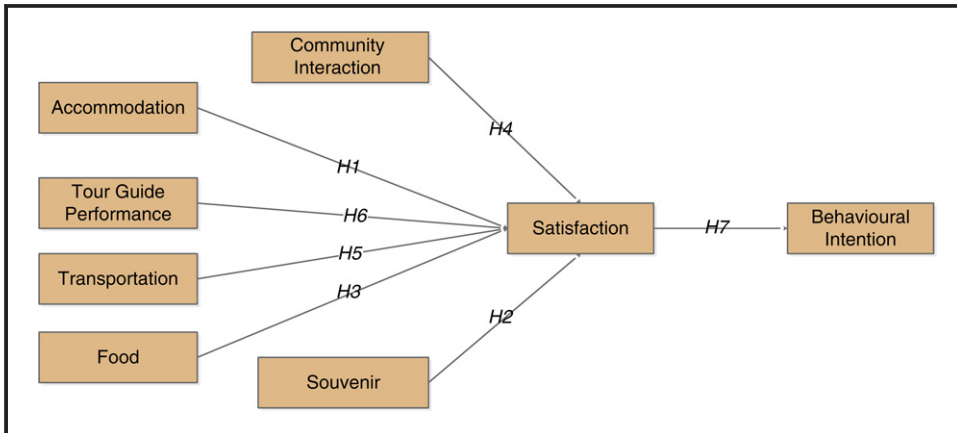
The proposed framework for this study is shown in Figure 1.

Methodology

Data collection and sampling

The research was carried out in Elmina, and a period of one year was used to gather data. The tourists were purposively sampled at the destination sites. International tourists who were ready and willing, after they were explained the purpose of the study, were sampled near and around the castle, the fort, beaches, resort, hotels and the souvenir markets. The purposive sampling method was used to include respondents, that is international tourists whose experiences and opinions would be most relevant in addressing the main objective of the study (Saunders *et al.*, 2000). To ensure credible data collection, a screening

Figure 1 Proposed conceptual model of international tourist satisfaction



question was used to avoid double sampling. Again, the participants were assured of anonymity and confidentiality (Wiles *et al.*, 2007). The determination of the sample size for the study was based on the proposed data analysis technique; confirmatory factor analysis (CFA) and structural equation modelling (SEM) were used in testing the hypotheses. Also, research of Hair *et al.* (2010) suggested that 100 participants is the practical minimum size for using SEM. Based on these propositions, this study considered a sample size above the minimum size threshold of 100 participants in order to conduct the CFA and SEM analyses. Out of 620 administered questionnaires, a usable sample size of 432, representing 69.7 per cent response rate, was, therefore, used.

Instrumentation and analysis

To investigate the factors influencing ITS, multiple-item measurement scales of tour services (TGP, food services and accommodation) were derived from previous studies. First, to measure TGP, the study adapted nine items (9) from Caber *et al.*'s (2017a) study, 13 items of tourist satisfaction were adapted from earlier studies (Qu and Ping, 1999; Quintal and Polczynski, 2010) and 4 items measuring tourists' BI were adapted from Zeithaml *et al.* (1996). The final questionnaire developed to measure the main constructs used a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

The Cronbach α and composite reliability analyses were used to check the level of reliability and the internal consistency of the instruments identified. Furthermore, the CFA was used to validate the factor structure of a set of items observed and also to test the hypotheses that relationships existed among the observed variables and their corresponding latent constructs used in this study. In each instance, all scale constructs were tested simultaneously in one confirmatory factor model. Each scale item only loaded on one factor to avoid cross-loading. These indices, χ^2 , root mean squared error of approximation (RMSEA), comparative fit index (CFI), Tucker–Lewis Index (TLI) and standardised root mean squared residual (SRMSR), as suggested by Anderson and Gerbing (1988) and Hu and Bentler (1999), were applied to evaluate the overall model fit (measurement and construct model).

Convergent and discriminant validity were established. The average variance extracted (AVE) was utilised to check the convergent validity, with a threshold exceeding 0.50 (Hair *et al.*, 2010). Discriminant validity was also tested to find out whether the latent constructs were distinct from one other. According to Fornell and Larcker (1981), the square root of a construct's AVE should be greater than the correlations between the constructs in the

model to establish the discriminant validity. All the AVE values of all the constructs presented in [Tables II–V](#) are greater than 0.50, demonstrating convergent and discriminant validity. Finally, the structural equation modelling analysis was used to test the relationships and confirm the hypotheses for the study.

Results

Demographics

The results of the demographics showed that majority of the participants were male (73.3 per cent), aged between 45 and 54 years (35.7 per cent) and married (36.22 per cent). Most of the tourists were from the USA (30.6 per cent); majority of the respondents had income between \$2,001 and \$5,000 (32.3 per cent) and most were self-employed (36.3 per cent); the tourists sampled for this survey had more of resort accommodation (50.3 per cent). Most of the participants were visiting Elmina for first time (40 per cent) (see [Table I](#)). The mean scores of composite constructs of the study are presented in [Tables II–IV](#). Accommodation recorded a composite mean value of (3.68), food services (3.71), souvenir shopping (4.42), transportation (4.11), local people interaction (3.51) TGP (3.78), ITS (3.65) and BI (4.35). From the composite mean values of the constructs, the three most important

Table I Demographic profile of participants		
<i>Variables</i>	<i>Descriptions</i>	<i>Percentage</i>
Gender	Male	73.3
	Female	26.7
Age	18–24	4.7
	25–34	7.6
	35–44	27.0
	45–54	35.7
	Above 55	25.0
Marital Status	Single	32.12
	Married	36.22
	Divorced	15.52
	Widowed	16.14
Nationality	America	30.6
	Europe	28.0
	Africa	10.0
	Asia	9.7
	Oceania	21.7
Income (US\$)	Less than 2,000	4.7
	2,001–5,000	32.3
	5,001–7,000	28.0
	7,001–9,000	17.0
	9,001–11,000	13.0
	More than 11,001	5.0
Occupation	Self-employed	36.3
	Government employees	25.0
	House wife	1.0
	Students	21.7
	Retired	16.0
Accommodation	Hotel	35.0
	Guest House	13.7
	Resort	50.3
	Others	1.0
Number of visitation	First time	40
	Second time	34
	More than two times	26

Table II Confirmatory factor analysis of accommodation, food service, souvenir and transport

Items	Factor loadings	AVE	Reliability	CR	Mean	SD
<i>Accommodation/lodge</i>		0.69		0.85	3.68	1.07
Types of amenities in rooms	0.78		0.81		4.01	1.13
Peaceful and quiet	0.77		0.82		3.76	1.05
Courtesy of staff	0.75		0.83		3.95	1.02
Safety and security provided	0.69		0.81		3.45	1.09
Room price	0.61		0.82		3.68	1.01
Room quality (physical facilities)	0.52		0.83		3.21	1.12
<i>Food services</i>		0.64		0.90	3.71	0.83
Variety of foods (local and foreign)	0.77		0.87		4.03	0.91
Cleanliness and hygiene of the place	0.65		0.86		3.58	1.02
Taste and quality of food	0.63		0.87		3.22	0.19
Food price	0.62		0.88		3.61	1.12
Dinning/restaurant personnel friendliness	0.54		0.87		4.10	0.91
<i>Souvenir shopping</i>		0.67		0.86	4.42	0.98
Merchandise price	0.75		0.83		4.65	1.56
Variety of merchandise	0.74		0.82		4.63	0.81
Quality of merchandise	0.67		0.83		3.81	0.54
Service of the sellers	0.63		0.84		4.23	1.03
Locally connected souvenir	0.55		0.85		4.76	0.97
<i>Transportation</i>		0.63		0.83	4.11	1.07
Safety (professionalism in driving)	0.68		0.79		4.73	1.21
Signposting of roads and other places of interest	0.65		0.88		3.75	1.04
Less traffic	0.64		0.78		3.56	1.03
Convenience	0.63		0.78		4.52	1.02
Friendly personnel	0.62		0.78		4.67	0.98
Feasible transportation fare	0.53		0.79		3.44	1.18

Table III Confirmatory factor analysis of interaction and tour guide performance

Items	Factor loadings	AVE	Reliability	CR	Mean	SD
<i>Local interaction</i>		0.62		0.86	3.51	0.80
Satisfied with level of interactions with sellers	0.72		0.823		3.52	1.23
Prefer the destination	0.64		0.731		3.93	1.04
Enjoy my stay in the community	0.62		0.718		3.81	1.11
Positive feeling towards the people of Elmina	0.57		0.823		3.33	1.44
Friendly interaction	0.53		0.719		3.76	1.16
<i>Tour guide performance</i>		0.66		0.87	3.78	1.16
Knowledgeable about destination history	0.78		0.85		4.39	1.27
Understand the culture of customers they are serving	0.75		0.62		3.46	1.33
Polite in their services	0.71		0.75		3.45	1.23
Sense of responsibility	0.69		0.79		3.35	1.23
Show passion for their work	0.67		0.76		3.68	1.09
Knowledgeable about the local people's style	0.64		0.68		3.62	1.14
Friendly in their services	0.62		0.82		4.45	0.89
Knowledgeable of tourist attractions	0.56		0.79		3.31	1.27
Good sense of humour	0.54		0.68		4.36	1.01

Notes: The square root of AVE of interaction = 0.79; the square root of AVE of tour guide performance = 0.81

Table IV Confirmatory factor analysis of behavioural intentions satisfaction

Items	Factor Loadings	AVE	Reliability	CR	Mean	SD
<i>Behavioural intentions</i>		0.60		0.83	4.35	0.85
Say positive things about this tour to other people	0.63		0.82		4.83	0.76
Go on tour that is even far from home	0.63		0.78		4.25	1.02
Continue to go on tour, even if my friends are not willing to join me	0.58		0.77		4.13	0.90
Encourage friends/relatives to go on tour	0.54		0.77		4.22	0.74
<i>Tourist satisfaction</i>		0.68		0.87	3.65	1.14
This experience is exactly what I need	0.78		0.85		3.89	1.57
Beach recreation experience	0.76		0.83		3.79	1.08
Have positive feelings regarding the place	0.76		0.88		4.02	1.23
Scenery of the place	0.75		0.69		3.78	1.21
Outdoor activities in general	0.74		0.85		3.55	1.23
My choice to purchase this tour was good one	0.73		0.84		3.67	0.89
Contact with nature (natural environs)	0.64		0.86		3.83	1.10
This trip was a pleasant visit	0.63		0.76		3.51	1.02
Satisfied with my decision to visit	0.63		0.82		3.03	1.45
Ecotourism programme	0.58		0.74		3.64	0.87
This trip was better than expected	0.57		0.79		3.46	0.82
The font, castle and its surrounding	0.56		0.86		3.74	1.16
Overall satisfaction	0.72		0.77		3.57	1.20

Notes: The square root of AVE of intentions = 0.77; the square root of AVE of satisfaction = 0.82

Table V Inter-factor correlations

Factors	Tour guide performance	Satisfaction	Interaction	Intentions
Tour guide performance	1.00	0.40**	0.47**	0.25*
Satisfaction	0.40**	1.00	0.58**	0.38*
Interaction	0.47**	0.58**	1.00	0.45*
Intentions	0.25*	0.38*	0.45*	1.00

Notes: * $p < 0.05$; ** $p < 0.01$

factors of tour services to influence ITS were souvenir shopping, transportation and food services in Elmina.

Measurement model analysis

The goodness of fit for the proposed model was strong (χ^2 , RMSEA, CFI, TLI and SRMSR) (Barrett, 2007; Hu and Bentler, 1999; Steiger, 2007). The loadings of the AVE were above the threshold of 0.5, as presented in Tables II–IV, and provided evidence of convergent validity (Fornell and Larcker, 1981). Earlier, the Cronbach α reliability analysis was conducted to establish internal consistency among the items as well as confirm the reliability of the items used for the study. The results of the Cronbach α and the composite reliability shown in Tables II–IV exceeded the cut-off point of 0.7 (Hair et al., 2010). Therefore, it is concluded that there is an internal consistency among the items used for the current study.

To satisfy the requirement of the discriminant validity, the square root of the construct's AVE should be greater than its inter-construct correlation (Fornell and Larcker, 1981). As shown in Table V, all the correlations among the construct obtained are less than 0.60 and the square roots of the AVEs in Tables III–IV are more than inter-correlation values. This shows that the constructs are distinct from one another. Thus, there is evidence of discriminative validity.

Structural equation modelling

Earlier, the results of the overall model fit indices, CFI, TLI, RMSEA and SRMR, presented were within the accepted threshold. In all, the estimated coefficient of determination

explained 56.23 per cent variation in international tourist behavioural intentions. Figure 2 presented the final results of the proposed model.

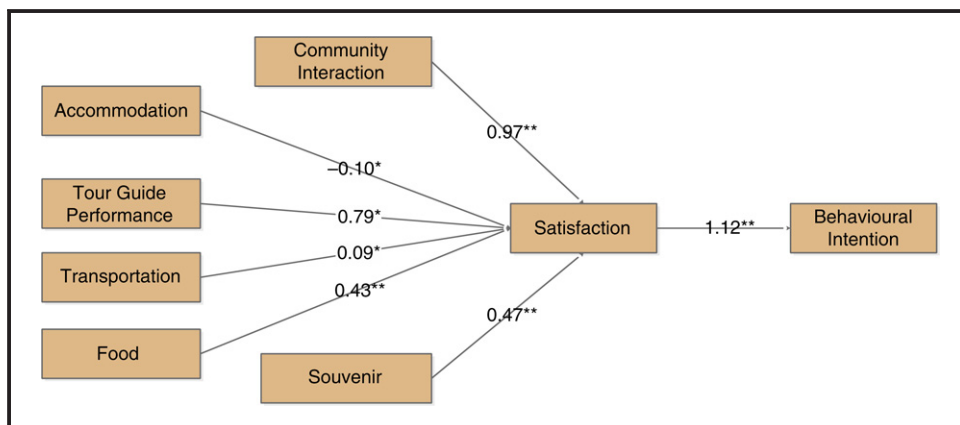
The results of the SEM provided support for H2–H7, whereas H1 was not supported. It was revealed that souvenir shopping has a positive effect on ITS ($\beta = 0.47, p < 0.05$), supporting H2; food services have a positive effect on ITS ($\beta = 0.43, p < 0.05$), supporting H3; local community interaction has a positive effect on ITS ($\beta = 0.97, p < 0.05$), supporting H4; transportation has a positive effect on ITS ($\beta = 0.09, p < 0.05$), supporting H5; TGP has a positive effect on ITS ($\beta = 0.79, p < 0.05$), supporting H6; tourist satisfaction has a positive effect on BI ($\beta = 1.12, p < 0.05$), supporting H7. H1 was not supported because the result indicated that accommodation services have a negative effect on ITS ($\beta = -0.10, p < 0.05$).

Discussion of findings

The aim of this study was to determine the factors that satisfy international tourists in Elmina, guided by the theory of TSCS. The study revealed that TGP, food services, transportation, souvenir shopping and local community interaction had positive effects on tourist satisfaction and supported suggestions of previous findings (Caber *et al.*, 2018; Kristensen, 2017). Identifying these factors can enable destination marketers to identify areas for improvement and also enhance relationship. Again, the study has revealed that accommodation had a negative effect on ITS, thus not supporting prior studies (Cong and Dam, 2017). The result obtained might be related to the kind of accommodation facilities and quality of services received by tourists against their expected services. It is established that accommodation and service delivery as a component of the core services should meet the basic needs of the tourists (Truong and King, 2009). Interestingly, accommodation services had a negative effect on ITS. This is crucial for marketers and destination practitioner to pay attention to this core service within context. However, souvenir shopping stood out among the identified tour services. A number of reasons might account for this. First, souvenirs play a very important role in tourism. They are regarded as items of memories of the people, place, events and gifts (Kong and Chang, 2016). Second, souvenirs serve as motivational factors, they provide a source of satisfaction and help shape tourists' experiences (Hu and Yu, 2007).

Indeed, the findings establish that the positive and significant effects of ITS on BI proposed in the conceptual model are in agreement (Chan *et al.*, 2015; Nilplub *et al.*, 2016). Yoon and Uysal (2005) confirmed that tour services in most research on leisure and tourism explain satisfaction, and satisfaction is the most predictor of future tourism. The study, therefore, provides evidence that tourist satisfaction will influence the BI of

Figure 2 Results of overall SEM model of international tourist satisfaction



international tourists visiting Elmina in the future, given that increased positive tourist satisfaction can influence and have practical implications for the future development of tourism of a city, specifically Elmina.

Conclusion and implications

In summary, research into factors that influence ITS and BI in Elmina is among the neglected areas in tourism marketing literature on the continent. This study contributes to the existing literature by exploring city-specific factors of satisfaction and their effect on BI. A conceptual model was also developed based on empirical findings to guide future city-specific studies of tourism marketing in developing countries. Using CFA, the research identified these significant tour services: food services, TGP, local community interaction, transportation, where souvenir shopping was considered as one of the most important indicators of ITS, which influence future intentions to visit or revisit Elmina. Finally, the study's findings attested that accommodation services had a negative influence on ITS, and it is regarded as a contribution that differentiates city-specific tourism research of [Cong and Dam \(2017\)](#), where accommodation had a positive effect on European tourists. In all, the results suggest that other city tourism destinations within context can take lessons from Elmina to guide their decision making.

The findings have implications as the results are compatible with the theory of TSCS ([Parasuraman et al., 1984](#)). The findings have extended the theoretical proof of the positive effects of ITS on BI of city-specific factors within context as one of the contributions of this paper. In addition, this study reaffirms that international tourists used tour services at destinations as the foundation for evaluating satisfaction and future intentions. Given these findings, it is important to align the identified factors that influence ITS to the current tourism activities and policies of Elmina. Practically, for the future development of Elmina as a tourist city among the well-known cities of destinations on the continent, government and other stakeholders should think of deploying modern strategies of sustaining best city tourism's practices. This could be done by building capacity of the city officials, 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) as well as enhancing professionalism of TGP. Likewise, the local people should be ready to build positive images of the city that would stick in the minds of tourists to attract more future tourists.

Limitations and area for future study

This study concentrated on only one tourist city, Elmina, thus imposing a limitation on the generalisation of the findings to other tourist cities in Ghana. The research only investigated a fraction of the tour services that significantly explain ITS. Furthermore, the use of cities other than Elmina might enhance conclusion on the effects of tour services on ITS and BI. Future studies can examine other tour services factors in and outside Elmina.

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