

## CHAPTER I

### INTRODUCTION

#### 1.1 Research Background

Tourism is considered one of the most important tools in nurturing rural development and the most promising employment generator worldwide (WTTC, 2022). Tourism remains the largest service sector internationally and contributes to the global economy significantly (Hamzayini & Fernando, 2020; Manzoor et al., 2019; Rodríguez et al., 2020). In the statement of the Secretary-General of UNWTO in 2021, he said "Around the world, in countries at all development levels, many millions of jobs and businesses are dependent on a strong and thriving tourism sector. Tourism has also been a driving force in protecting natural and cultural heritage, preserving them for future generations to enjoy" (Pololikashvili, 2021 p1). Before the Corona Virus pandemic that attacked the globe, the international arrivals shot up by 7% with a total of 1,326 million tourists whilst Africa had an increase of 9% (UNWTO, 2018).

The deadly Corona Virus has drastically reduced the growth of Africa tourism from US\$ 65 million (+2%) in 2019 to US\$ 18 million (-75%) (UNWTO, 2020). There is a global scale of significant economic growth rate in tourism and it's seen as a basic right in westernized, developed countries whereas it's seen as a possible solution to poverty in some less developed countries (Page, 2019). World Bank study reports that Africa's economy is taking off with the tourism sector as a driving force (Christie et al., 2014). This means that, in the report of the United Nation in 2017, tourism in Africa has a strong growth not only in arrivals but also expenditures and revenues after Africa's continued growth in employment and trade since the 1990s (United Nations, 2017). Harrison (2000) argues that the tourism economy in Africa was developed by colonialists for colonialists.

As compared to high-income countries with a gross national income per capita of US\$12,536 or more which dominate the league tables of global tourism arrivals and receipts, Africa's share is described as 'a drop in the ocean' (Overseas Development Institute, 2006; TTCI, 2019; UNWTO & ILO, 2013). Ghana's tourism sector since 1970 is seen as a major potential growth and development. The effort to enable its development to materialize after the launch of the 1996-2010 plan (GTA, 2012). The current National Tourism Development Plan of Ghana 2013-2027, projects a rise quite rapidly from the 2010 level of 746,500 to 993,600 in 2013; with receipts of USD 1.5 billion in 2017; 2.5 billion in 2022; and 4.3 billion in 2027. The Bank of Ghana in 2018 reports that the Ghanaian tourism industry has added to the country's

economy, and the sector continues to show its potential as a key driver of growth (Bank Of Ghana, 2008). This demonstrates an achievement of GHS 75 million (US\$ 16.2 million) to the Ministry of Tourism, Arts and Culture (MoTAC) (Oxford Business Group, 2019).

While the travel and tourism business is generally resilient to shocks over time, it is less so in the short term (Avraham, 2016). Over the years, the business has been hampered by crises such as wars, terrorist attacks, natural disasters, epidemics, pandemics, and other situations that affect the safety and security of travellers (C. A. Adongo et al., 2021). Most disasters and crises are limited to certain regions, subregions, countries, and districts, triggering destination-specific reaction and recovery efforts. However, coronavirus disease 2019 (COVID-19) looks to be an exception. The new coronavirus pandemic has spread to nearly every corner of the globe, wreaking havoc on the travel and tourism industry (Gössling et al., 2021).

The tourism industry has been struck particularly hard as a result of the suspension of air travel, lockdowns, and social distancing rules implemented in many countries throughout the world, resulting in decreased tourism activity (Rogerson & Baum, 2020). COVID-19 has forced the closure of most of Africa's major tourist attractions as early as April 2020 (Rogerson & Baum, 2020). All remains of the tourism industry were shut down as a result of country-wide lockdowns, border and port closures, and the necessary social distancing regulations. COVID-19 uncovered some vulnerabilities and exposed gaps in the tourism value chain, in addition to being the cause of a serious economic downturn (Mensah & Boakye, 2021). Africa's recovery from the epidemic is expected to be particularly difficult due to the continent's high disease load, poor health infrastructure, and weak social institutions, all of which are required to combat the pandemic (Ataguba, 2020).

Tourism is another important area of the African economy that will take time to recover from the pandemic. By the end of April 2020, it was clear that the Tourism industry in Ghana was on the verge of collapsing. Due to the partial lockout and shutdown of tourism enterprises, Aduhene and Osei-Assibey (2021) estimated losses of around USD 171 million. According to the Ghana Tourism Federation (GHATOF), 752 vehicle rental employees in the Greater Accra region have lost their jobs (GHATOF, 2020)(GHATOF, 2020). GHATOF further stated that the industry as a whole has lost 800,000 employees (GHATOF, 2020). The call for the state to disperse stimulus packages reached a fever pitch at this point. To perhaps preserve the situation, the government declared that the domestic flying restriction would be lifted on May 1<sup>st</sup>, 2020.

Non-Ghanaians make up the majority of visitors to Ghana's tourist attractions. As a result of its over-reliance on foreign tourists, tourism in Ghana has taken a hit since the outbreak of the COVID-19 pandemic. This is due to the suspension of air travel, as well as the

implementation of lockdowns and social distancing procedures in numerous countries around the world. Indeed, all national parks, most tourist attractions, and the hospitality industry in Ghana were shut down, either as a result of government mandates or on the initiative of facility managers (Soliku et al., 2021).

According to earlier studies by Getz (2008), events are an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. Quinn (2009) and Patwardhan et al. (2019) note that events possibly originate even before the emergence of money, but its formation and acceptance certainly follow further development. Quinn (2009b) further added that several types of events have long existed as a significant part of human society, and were devised as forms of public display, civic ritual, and collective celebration. This event of leisure has always been considered recreational and considered very important as this has to do with human health and public welfare and is best left for individual consumption (Getz, 2009; Getz & Page, 2016)

Leisure studies are a distinct character with some researchers viewing them from an ontological perspective. This reflection has been coherent with well-being. Leisure, therefore, has historically and broadly been seen as a remedy to alienated labour and in a direction with well-lived life (Mansfield et al., 2020). The practice of leisure evokes good feelings in people. However, the interplay of leisure and wellbeing is numerously articulated as wellness, quality of life, happiness, meaning and purpose, life satisfaction, and more importantly as positive emotional experience (Gibson, 2018) whilst wellbeing is antonymous to worthwhileness, life satisfaction, positive mental health, mood enhancement, quality of life, resilience, self-determination, self-efficacy, and self-esteem (Huppert, 2017).

Understanding why visitors choose one particular event over another or what drives the attendees or participants to make such choices depends on community ties and bonds. The attributes of an event such as its purpose, location, and theme are important characteristics that influence the visitor's experience, offerings, and how the latter is managed through branding and marketing (Kruger & Saayman, 2019c). It is against this background that this study focused on examining and segmenting visitors' emotional solidarity with residents in enhancing motivation, satisfaction, and loyalty at leisure event enactment in Ghana.

Ghana hosts all types of events (e.g. festivals, funerals, exhibitions or trade shows, concerts, marriage receptions, sports, religious and political rallies, seminars, workshops, conferences, etc.) that fits Getz typology of planned events that build on event size and its functions (cultural celebrations, political and state functions, arts and entertainment, business and trade, educational and scientific, recreation and sports tournament and private events)

(Dolasinski et al., 2021; Getz, 2005). Most events in Ghana are local community events (local community festivals, cultural and art festivals, street parties, food festivals, marathons, etc.), Yam festivals, Kente festivals, palm festivals, Homowo festivals, Afahye festivals, Hogbetsotso festivals, etc., some are Hallmark events (traditional festivals, exhibition and fairs, sporting events and unique historical commemorations) such as Kwahu paragliding festival, and some major events (sports, state functions, international conferences) such as independence celebrations (Amenumey, 1998).

Satisfaction with one's leisure activities (Stodolska et al., 2020) is one of the subdomains that make up overall life satisfaction. Other subdomains include one's occupation, marriage, family, health, community, and education. Although a large body of research indicates that one's level of satisfaction with their leisure time is strongly related to many other aspects of their lives, it is not clear how individuals develop expectations of their level of satisfaction with their leisure time. The gap that exists between what people believe they deserve, anticipate, or strive for in their leisure time and what they experience can be interpreted as a function that determines the level of satisfaction they derive from their leisure activities (Stodolska et al., 2020). A variety of factors can have an effect on the degree to which an individual enjoys their leisure time. Differences in age, gender, nationality, occupation, degree of health, social status, and life role are some examples of these differences (Zhou et al., 2021).

Event management research is catching interest but studies have been focused on attributes of local events residence satisfaction (Almeida et al., 2019b; Mensah, 2013). Leisure event management research focus area is therefore lacking (Ryan and Deci, 2000a). Park and Park (2017), Getz and Page (2014), Saayman & Saayman (2014), Shipway et al. (2012), Carlos Martin et al. (2019a) and Park and Park (2016) however did systematic review research in the areas of event impact, destination tourism, marketing, sports, MICE industry, and management. Much attention is given to residents' emotional solidarity and its impact on satisfaction (Joo & Woosnam, 2019; Ribeiro et al., 2018; Simpson & Simpson, 2017; Stylidis et al., 2020a; Woosnam et al., 2017, 2018; Yozukmaz et al., 2020) whilst consideration of emotional solidarity in the area of visitor has been rarely used.

Patwardhan et al. (2020), Aleshinloye et al. (2020), and Woosnam, Dudensing, et al. (2015) identified some level of visitor emotional solidarity holistically. The researcher is poised to fill a gap relating to visitor/tourist emotional solidarity and the intention to revisit. Segmenting visitors or tourists to identify their emotional solidarity levels is essential expected to be an essential factor and worth considering in having an effective and efficient planning

and organisation of leisure activities in Ghana. This is a novel to introduce the examination of visitor group emotional solidarity at leisure events, especially in Ghana.

Residents play an important role by adding value to the processes of domestic leisure destinations, making it difficult to separate a place from its people (Dlomo & Ezeuduji, 2020; Stylidis et al., 2020a). Due to the complex nature of the bonding between the residents and tourists, there are the tendencies of visitors aim of learning about different cultures and traditions via several interactions. Such a relationship can aid in planning efforts which can decrease inconsistencies between visitors and residents thereby promoting and fostering good ties (Asmelash & Kumar, 2019; Romão et al., 2018). This means of visitor and residents' relationship can be termed emotional solidarity (Stylidis et al., 2020b). For effective and efficient planning, organisation, and development of leisure activities, a deep understanding of visitors' emotional solidarity with residents is essential (Joo & Woosnam, 2019).

Aspects of consumer (attendee) behaviour and consumer decision-making were analyzed in different studies (Al-Tarawneh, 2011; Baker & Crompton, 2000; Carlos Martin et al., 2019; Chen & Chen, 2010; Hsu et al., 2009; Moutinho, 2009; Sirakaya & Woodside, 2005). Event attendees make decisions to attend a one-off event type when they identify the need for attendance, the location information is known, the benefits the event can provide, their financial commitment (cost), and alternative event rating before finally deciding to attend (Kruger et al., 2012). In this vein, visitor behavioural, psychographic, and socio-demographic characteristics promote the need to attend an event (Kruger & Saayman, 2019c).

Event attendee choice decision factors were found in the studies of (Beh & Bruyere, 2007; Gokovali et al., 2007; Kerstetter et al., 2004; Kruger et al., 2010, 2012; Kruger & Saayman, 2010; Mehmetoglu, 2007). However, three distinct motives identify the need for event attendees' choice of event. They are lifestyle, comprehensive family destination, and affordability (Kruger et al., 2017). These motives for attending an event imply that events are to brand themselves as affordable, comprehensive family destinations (community attachment), keeping with core values of the family and overall lifestyle whilst introducing a change in daily routine. The emotional tie and attachment motive make attendees regard the event as part of their lives hence promoting repeat visits.

## **1.2 Problem formulation**

Generally, research on emotional solidarity has been applied extensively in social science disciplines in the fields of sociology (McKenzie et al., 2019; Montes & Paris Pombo, 2019), anthropology (Feldman & Mandache, 2019; Pickford, 2019), and family studies

(Baykara-Krumme & Fokkema, 2019; Leal et al., 2019). In the sphere of leisure tourism, emotional solidarity is fairly used (Hasani et al., 2016; Simpson & Simpson, 2017; Woosnam, Dudensing, et al., 2015; Woosnam, Shafer, et al., 2015). The empirical gap pertains to the dearth of research that directly examines the correlation between emotional solidarity and revisit intentions among visitors of Cultural events. Although there exists literature on the emotions of visitors and their intentions to revisit in the tourism and event industry, there is a lack of empirical research that specifically investigates the impact of emotional solidarity on the revisit intentions of cultural festival attendees at events in Ghana.

The absence of empirical evidence underscores the necessity of conducting a research to investigate the degree to which emotional solidarity, encountered by attendees at cultural events in Ghana, influences their inclination to attend these events again using primary data from a survey in Ghana. Comprehending the distinct emotional encounters and their impact on the intention to revisit is of paramount importance for event planners and destination supervisors in devising tactics that promote emotional bonding and stimulate recurrent visitation. Through the implementation of empirical research, scholars can augment the current corpus of knowledge and furnish valuable perspectives on the conduct of visitors and their decision-making mechanisms within the context of events in Ghana. However, emotional solidarity issues surrounding visitors or tourists in existing research is short-sighted where visitors are treated in a group of homogeneity with neglect of value system differences, culture, and social interactions that serves as an under-pining factor of peoples solidarity development (Stylidis et al., 2020b). There is a solid tourism theory and practice when the perceptions of visitors' relationship with residents are segmented. Very scarce if no theory study shared the segmentation of leisure visitors' emotional solidarity. Existing works to date largely grouped the examination of residents' emotional solidarity relationships with visitors (Joo et al., 2021; Seo et al., 2021; Suess et al., 2020; Woosnam et al., 2020).

The present study identifies a theoretical gap in the literature, specifically the lack of a comprehensive theoretical framework that integrates emotional solidarity, and revisit intentions within the context of cultural events in Ghana. Although various theoretical perspectives and models have been proposed to address visitor emotions, motivations, visitor behaviour, and revisit intentions in isolation, a comprehensive theoretical framework that specifically accounts for the interplay between these variables in the context of cultural events is currently lacking.

The absence of a theoretical framework underscores the necessity for a conceptual model that takes into account the interplay between emotional solidarity felt by attendees at

Ghanaian events and how it influences their intentions to revisit, as evaluated by their motivation and behaviour. The establishment of a framework would serve as a basis for comprehending the fundamental mechanisms and dynamics that impact the conduct of visitors and their decision-making procedures in the context of a cultural event. The formulation of a comprehensive theoretical framework enables researchers to steer their inquiries, posit conjectures, and make contributions to the progression of knowledge in the domain of event tourism. Additionally, the implementation of such a framework can function as a pragmatic instrument for event coordinators and destination administrators to formulate tactics to promote affective bonds, consequently amplifying the likelihood of return visits among attendees at cultural events, particularly in Ghana.

A limited study generally is conducted on leisure participation in Ghana as compared to other parts of the world (Adam, 2014; Adam et al., 2015; Yankholmes & Lin, 2012). The very scanty studies on leisure in the Ghanaian context are focused on digital leisure (Adam, 2019), and people with some level of disability (Adam, 2017, 2018; Adam, Boakye, et al., 2017; Adam, Kumi-Kyereme, et al., 2017). Geographically, these studies only focused on Kumasi and the University of Cape Coast. However, this cannot reflect the general situation of Ghana and hence would form the basis for National policy formations. The identification of this research gap and emphasis on the importance of emotional solidarity among visitors can facilitate the development of theoretical frameworks, practical guidelines, and management strategies that foster favourable visitor experiences, sustainable tourism practises, and enduring success in the tourism industry.

Considering visitors' emotional solidarity rather than that of residents in a particular context may be novel because visitors and residents often have different perspectives and experiences related to an event or place. Visitors may have different motivations for attending an event or visiting a particular location compared to residents who may have more familiarity with the area. Additionally, visitors may be more likely to have emotional responses to an event or place as they are experiencing something new and potentially exciting (Joo & Woosnam, 2019; Styliadis et al., 2020a).

Therefore, focusing on visitors' emotional solidarity can provide a unique perspective on how an event or place impacts people who are not necessarily familiar with it, and how their emotions may influence their behaviour, such as revisit intentions (Patwardhan et al., 2020b). Cultural festivals have the potential to evoke a sense of emotional solidarity among visitors through the provision of authentic cultural representation, shared values and identity, active participation and engagement, emotional storytelling, sensory stimulation, community

involvement, artistic performances, symbolism, and rituals. Festivals facilitate emotional bonding, a sense of unity, and a feeling of inclusion among attendees through the provision of immersive and meaningful experiences. The establishment of emotional connections between individuals and the festival engenders enduring recollections, favourable oral endorsements, and a more profound admiration for the culture, ultimately conferring advantages upon both the festival and the location.

It is however urgent to research into visitor emotional solidarity at cultural festival as this information can be useful in designing marketing strategies that target potential visitors or improving the overall experience for visitors, which can ultimately benefit the local economy. In general, the emotional connection that visitors establish with cultural events holds the promise of yielding favourable outcomes for the tourism sector. This includes heightening visitor contentment, cultivating patronage, distinguishing the locale, spurring economic activity, augmenting the destination's reputation, guide policy and planning decisions, and safeguarding cultural legacy. Hence, it is imperative for destinations to acknowledge the significance of cultural events in establishing affective bonds and exploit them to allure and retain tourists. However, it is also important to consider the emotional solidarity of residents in the context of the study to have a more comprehensive understanding of the emotions related to an event or place.

The novelty of visitors having emotional solidarity towards a cultural event and host community lies in the potential for positive outcomes for both the visitors and the community (Woosnam & Aleshinloye, 2018). When visitors feel a strong emotional connection to a cultural event or a host community, they are more likely to have positive attitudes towards the community and the event, and this can lead to increased satisfaction and a greater likelihood of revisiting the community or attending similar events in the future. Additionally, visitors with emotional solidarity towards a cultural event and host community may be more likely to engage with and support local businesses and cultural activities, which can have positive economic impacts on the community (Aleshinloye, 2015; Yozukmaz et al., 2020).

They may also be more likely to share their positive experiences with others, which can help to promote the event and the community to a wider audience. Furthermore, the emotional connection that visitors feel towards a cultural event or host community can also have positive impacts on the visitors themselves. It can enhance their personal growth and cultural understanding, and may also foster a sense of empathy and connection with people from different backgrounds and cultures. Therefore, investigating visitors' emotional solidarity towards a cultural event and host community can provide valuable insights into how these



factors influence visitor behaviour and the potential benefits for both the visitors and the community.

Studies within the African and Ghanaian contexts are conspicuously absent in terms of emotional solidarity at leisure activities. It is however believed that visitor segmentation into mini-groups will in a long way outdoor how individual bond levels contribute to the experience with one another and how the feeling of closeness can influence visitor choice and loyalty which is absent in the literature. The novelty therefore of the study is to ascertain the emotional solidarity of leisure event visitors, and segment visitors into mini groups with their motivation in pursuit of retention. This study, therefore, contributes to the theory of tourism through the establishment of visitor segments with their emotional solidarity levels with residents.

The main question is, how can segmentation of visitors' emotional solidarity enhance motivation, satisfaction, and loyalty at leisure enactment in Ghana? The subsidiary questions include:

1. To what extent do segment visitors' emotional solidarity levels and groups influence their relationship with motivation decisions in Ghana?
2. How can different visitor motivations with their behavioural and revisit intentions be investigated?
3. What are the Ghana Tourism Authority's plans or contributions to Leisure Event development in Ghana?
4. Which model can be proposed to match the combined effect of visitor emotional solidarity, motivation, and leisure attachment?

### **1.3 Research Objectives**

The main objective of the study is to examine segment visitors' emotional solidarity in enhancing motivation, satisfaction, and loyalty/retention at leisure enactment in Ghana. The specific objectives of the research are to:

1. Segment visitors' emotional solidarity levels and groups with their relationship to motivation decisions in Ghana.
2. Investigate the different visitor motivations with their behavioural and revisit intentions.
3. Outline the Ghana Tourism Authority's plans or contribution to Leisure Event development in Ghana.
4. Design a framework that matches the combined effect of visitor emotional solidarity, motivation, and leisure attachment.

The main aim of the study is to contribute both theoretically (to develop and improve the tourism marketing science and field) and empirically (to reshape and formulate a standard policy that governs the operations of event organisers and the tourism authority in Ghana) to develop a model that is possible of examining the segmenting visitor/tourist emotional solidarity towards Ghanaian leisure activity.

#### **1.4 Benefits/Significance of research**

The significance of this research lies in its benefits to various stakeholders and its contribution to the overall understanding of the relationship between visitor emotional solidarity, motivation, satisfaction, and loyalty/retention in the Ghanaian tourism sector. Its novelty has made it unique in shaping the future tourism sector.

For Event Organisers, the research provides a better understanding of the conditions that contribute to visitor satisfaction and loyalty/retention, which is crucial for event organisers in their efforts to attract and retain visitors. By gaining a better understanding of these factors, event organisers can make informed decisions about the design and implementation of leisure events, which can result in higher levels of visitor satisfaction and loyalty/retention. In addition, by understanding the different motivations of visitors and how they relate to emotional solidarity and loyalty/retention, event organisers can tailor their events to better meet the needs and expectations of different visitor segments. This can result in more effective and efficient use of resources, as well as higher levels of visitor satisfaction and loyalty/retention.

The significance of this research for the Ghana Tourism Authority lies in its contribution to the understanding of the relationship between visitor emotional solidarity, motivation, and leisure attachment in the Ghanaian tourism sector. This information is invaluable for policymaking decisions, as it provides a comprehensive view of the factors that contribute to visitor satisfaction and loyalty/retention in leisure events. With this information, the Ghana Tourism Authority can develop regulations and policies that promote the optimal conditions for leisure events, promoting visitor emotional solidarity, and enhancing visitor motivation. By doing so, the authority can help to create a more favourable environment for visitors, which can result in higher levels of visitor satisfaction and loyalty/retention. Besides, the research can inform the authority's plans and contributions to the development of the leisure sector in Ghana. By understanding the factors that contribute to visitor satisfaction and loyalty/retention, the authority can make informed decisions about how to allocate resources and support the growth of the leisure sector in Ghana.

For Festival Visitors, this research is of significant importance as it provides valuable information about the different factors that contribute to their emotional solidarity and motivation in leisure events. This information can inform visitors' decision-making about which events to attend, as they will have a better understanding of the conditions that contribute to their satisfaction and loyalty/retention. Also, by understanding the different motivations of visitors and how they relate to emotional solidarity and loyalty/retention, visitors can make more informed decisions about which events to attend, based on their individual motivations and interests. This can result in a more enjoyable and fulfilling leisure experience, which can lead to higher levels of satisfaction and loyalty/retention.

The general significance of this research lies in its contribution to the understanding of the complex relationship between visitor emotional solidarity, motivation, satisfaction, and loyalty/retention in the Ghanaian tourism sector. Understanding the factors that contribute to festival goers' attendees' happiness and loyalty/retention can assist event organisers, the Tourism Authority, and festival attendees' make better decisions in the future.

The study's examination of these factors and the development of a framework to match the combined effect of these factors provides a more nuanced understanding of this relationship, which can inform decision-making by stakeholders. For example, event organisers can use this information to design and implement events that meet the needs and expectations of visitors, which can result in higher levels of satisfaction and loyalty/retention. The Tourism Authority can use this information to develop regulations and policies that promote the optimal conditions for leisure events, which can help to enhance the overall health of the tourism industry and support the growth of the leisure sector in Ghana. Festival visitors can use this information to make more informed decisions about which events to attend, based on their individual motivations and interests, which can result in a more enjoyable and fulfilling leisure experience.

Thus, this research provides valuable insights into the relationship between visitor emotional solidarity, motivation, satisfaction, and loyalty/retention in the Ghanaian tourism sector, which can inform decision-making by stakeholders and help to promote the overall health and growth of the Ghanaian leisure industry. By doing so, the research has the potential to contribute to the long-term sustainability of the tourism industry in Ghana and enhance the overall quality of the visitor experience in leisure events.

### **1.4.1 Theoretical Benefits/Implications**

This research on "revitalizing revisit intentions: unravelling the nexus of emotional solidarity and leisure event experiences in Ghana" has numerous theoretical implications. The initial proposition posits that emotional solidarity is a pivotal factor in shaping the inclination of visitors to revisit events in Ghana. Comprehending the influence of affective bonds on the likelihood of revisiting a place yields significant knowledge regarding the conduct of visitors and can guide the development of tactics to augment revisit frequencies. The present study investigates the impact of emotional bonds among visitors, and how this may subsequently affect their intentions to revisit.

Additionally, the research underscores the importance of cultural gatherings in promoting emotional cohesion among attendees. Cultural events offer a distinctive setting for the establishment of emotional bonds, which are fuelled by the commemoration of cultural legacy, creative manifestations, and communal encounters. This comprehension can serve as a framework for event programming, marketing tactics, and destination branding endeavours to efficiently harness the potential of cultural events in cultivating affective bonds.

Additionally, the research highlights the significance of emotional solidarity in the context of visitor contentment and allegiance. The establishment of emotional bonds during events is a significant factor in enhancing visitor experiences, resulting in elevated levels of satisfaction. Visitors who experience satisfaction are inclined to display loyalty and demonstrate intentions to revisit. Comprehending the influence of emotional solidarity on visitor contentment and allegiance can aid event coordinators and destination supervisors in devising tactics that augment visitor encounters and cultivate enduring associations with visitors. The research additionally illuminates the dynamic relationship among the affective experiences of visitors, and their overall level of contentment. The comprehension of the intricate interplay among emotions, and visitor satisfaction enhances the understanding of visitor experiences and the determinants that impact them.

Finally, the research indirectly highlights the significance of upholding and maintaining cultural heritage and perpetuity. Through an examination of emotional solidarity and revisiting intentions at Ghanaian events, it can be inferred that cultural preservation endeavours hold great importance in upholding the genuineness and allure of said events. Theoretical implications underscore the significance of emotional bonds in promoting backing for cultural conservation and securing the perpetuation of cultural customs.

### **1.4.2 Practical Benefits/Implications**

This research also provides significant practical implications for event organisers and destination managers who aim to improve visitor experiences and guarantee the sustained prosperity of Ghanaian events. An important practical consideration is the necessity to augment emotional bonds between attendees and the occurrences. The organisers of events may prioritise the development of immersive and authentic experiences that elicit emotional responses and establish robust connections with attendees. Diverse methods can be utilised to attain this objective, including the integration of interactive exercises, narrative presentations, live exhibitions, and demonstrations of cultural practises. Through the creation of emotionally impactful experiences, event planners can establish enduring recollections and foster a sense of emotional camaraderie among attendees.

Tailoring visitor experiences according to their preferences and limitations is a pragmatic strategy for augmenting contentment and promoting recurrent visits. Diverse interests can be accommodated by event organisers through the provision of various event formats or themes. As an illustration, it is feasible for them to arrange tailored workshops or exclusive tours for individuals who desire a more comprehensive and participatory encounter. Furthermore, offering alternatives for varying durations enables individuals with restricted time constraints or those desiring a more comprehensive encounter to customise their visit accordingly. Organisers can enhance visitor satisfaction and the probability of repeat visits by catering to diverse preferences and limitations.

It is imperative to optimise marketing and communication strategies in order to proficiently communicate the emotional appeal of events in Ghana. Event planners and destination managers have the ability to create specific promotional strategies that emphasise the cultural importance, genuineness, and sentimental value linked to the events. The utilisation of social media platforms, travel blogs, and online review platforms can effectively expand the outreach and engagement of potential visitors. The utilisation of persuasive narratives, endorsements from past participants, and aesthetically pleasing materials can elicit affective responses and instil a feeling of eagerness, prompting potential attendees to engage in the scheduled activities.

Another practical implication is the promotion of collaboration and partnerships with local communities, businesses, and cultural organisations. Through the engagement of community stakeholders, organisers of events can augment the genuineness of the experience, bolster the regional economy, and generate supplementary points of interest. Collaborative endeavours may encompass the presentation of indigenous craftsmen, customary food

purveyors, and cultural demonstrations, in addition to involving local communities in the planning and implementation of events. Collaborations of this nature not only enhance the quality of the visitor's encounter but also cultivate a feeling of communal esteem and responsibility, resulting in heightened emotional unity and backing for the occasions. The implementation of sustainable event management practises is crucial for achieving enduring success.

It is imperative for event organisers to prioritise environmental and social responsibility by implementing measures aimed at reducing waste, conserving resources, and minimising the ecological footprint of the event. Furthermore, the promotion of cultural sensitivity and active involvement with the local community can enhance the social sustainability of the events. This may entail demonstrating deference towards indigenous practises and conventions, assimilating the viewpoints and outlooks of local populations, and executing endeavours that augment the welfare of the community. Ultimately, placing a high value on the contentment of visitors and actively seeking their input is crucial for ongoing enhancement. It is recommended that event organisers proactively solicit feedback from attendees in order to evaluate their emotional experiences, measure the event's success in mitigating leisure constraints, and pinpoint opportunities for enhancement. The feedback received has the potential to shape and guide future event planning, programming decisions, and visitor engagement strategies.

Event coordinators may employ various methods such as surveys, comment cards, or online feedback platforms to collect valuable insights that inform their endeavours in crafting emotionally satisfying experiences. Through the application of these pragmatic implications, organisers of events and managers of destinations can augment the quality of visitor experiences, cultivate affective unity, and guarantee the enduring prosperity and viability of events in Ghana. to the overall success of the project.

## **1.5 Structure of research**

The study contents of each chapter are organised as follows:

Chapter 1: Introduction. Through the description of the practice and theoretical background of emotional solidarity and revisit intentions with some understanding of behaviour and satisfaction.

Chapter2: Literature review, Conceptual Framework, and Hypothesis. Based on research problems, systematically combing and reviewing existing research results in the field of the core variables, theories, development of the conceptual framework and Hypothesis.

Chapter 3: Research Methodology. Based on systematic research on emotional solidarity, leisure constraints and revisiting intentions at Ghanaian events are constructed. The evaluation pertains to the methodology employed in the study, encompassing its structure, tools, and methodologies.

Chapter 4: Research Results, Findings, and Discussion 1). The outcome of the respondents (event visitors/tourists) are outlined and discussed. 2). Outcomes of the participants (policymakers of Ghana Tourism Authority) are outlined and discussed. Exploring the relationships of the variables following the objectives and the interview transcriptions to ascertain Government policy packages

Chapter 5: Conclusions, Implications, and Recommendations. To explain the significance of the research conclusions for academic research and business practice, and look forward to the direction of further research in the future.

As shown in figure 1.1:

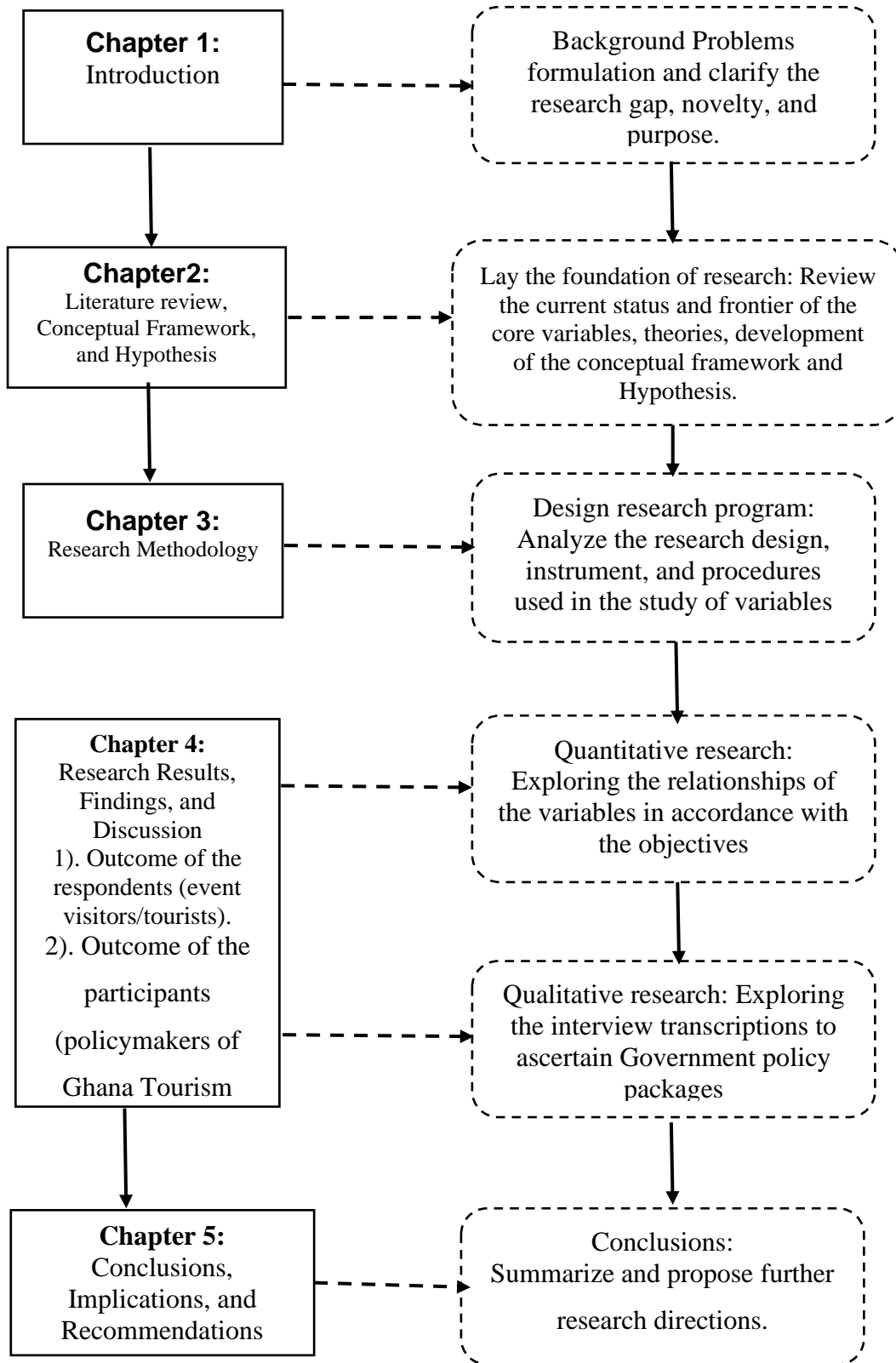


Figure 1.1 The structure of the research