

CHAPTER V

CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the study presents the conclusions, implications, and recommendations based on the analysis results of the research findings. These sections explain the meaning of the results and suggest practical applications that can be derived from them.

1.2 Conclusions

5.2.1 Emotional solidarity and intrinsic motivation

The findings indicate that emotional solidarity is directly associated with individuals' levels of intrinsic motivation, highlighting the significance of emotional attachment in shaping individuals' engagement in leisure pursuits. Emotional solidarity refers to the strong emotional connection and attachment that individuals feel towards a particular leisure activity. This emotional bond goes beyond mere interest or enjoyment; it represents a deep and meaningful connection that individuals establish with the activity. The study findings suggest that individuals who have a strong emotional attachment to a specific leisure activity are more likely to experience higher levels of intrinsic motivation. The direct relationship between emotional solidarity and intrinsic motivation highlights the importance of emotional factors in fostering individuals' engagement in leisure activities. When individuals feel emotionally connected to a particular leisure activity, they are more likely to find it inherently rewarding, enjoyable, and satisfying. Their emotional attachment serves as a source of motivation that drives them to engage in the activity for the sake of personal fulfillment, pleasure, and self-expression.

5.2.2 Intrinsic motivation and behaviour

The findings of this study underscore the significant role of intrinsic motivation in shaping behaviour within the context of leisure activities. The results provide compelling evidence that intrinsic motivation has a notable and positive influence on individuals' behaviour. The study findings indicate that when individuals are intrinsically motivated, they are more likely to exhibit certain behaviour during their leisure experiences. This suggests that their internal drive and genuine interest in the activity contribute to a greater willingness to actively participate, explore new challenges, and fully immerse themselves in the leisure environment. By being intrinsically motivated, individuals derive personal satisfaction, fulfilment, and enjoyment from their leisure pursuits. This positive emotional state enhances their overall experience and encourages them to engage in behaviour that align with their

intrinsic motivations. They may seek out novel experiences, invest effort and energy in their activities, and exhibit a greater sense of commitment and persistence. The influence of intrinsic motivation on behaviour is particularly noteworthy because it signifies the genuine and self-determined nature of individuals' engagement in leisure activities.

5.2.3 Behaviour and revisit intentions

The study concludes that a significant positive relationship between behaviour and revisit intention exist, suggesting that individuals who engage in a particular leisure activity are more likely to intend to revisit that activity in the future. This conclusion resonates with previous research that has identified a positive relationship between behaviour and intention to engage in leisure activities. The study's scope was restricted to a particular demographic and a particular form of recreational pursuit, potentially constraining the applicability of the results. Additionally, other factors such as satisfaction with the activity and the quality of the experience may also influence revisit intention. Despite these limitations, the findings highlight the importance of providing quality experiences to encourage repeat participation in leisure activities.

5.2.4 Emotional solidarity and behaviour through intrinsic motivation

The findings of the analysis disclose a significant indirect effect of emotional solidarity on behaviour via intrinsic motivation, providing valuable insights for the topic of reviving intentions to return to leisure event experiences in Ghana. In the context of this study, emotional solidarity refers to the emotional connection and support felt by individuals during these events. The study investigates how emotional solidarity influences the behaviour of individuals and, consequently, their intentions to return to the leisure events. Higher levels of emotional solidarity are associated with increased intrinsic motivation, according to the positive coefficient observed in the analysis. This suggests that when individuals sense a strong emotional connection and receive social support during their leisure event experiences, they are more likely to be intrinsically motivated to engage in behaviours related to those events.

5.2.5 Intrinsic motivation and revisit intentions through behaviour

This finding has important implications for understanding the factors that influence individuals' propensity to return to a particular leisure event or similar events in the future. Intrinsic motivation, as defined by the study, refers to the internal drive and pleasure that individuals derive from engaging in an activity for its intrinsic value, as opposed to being motivated by external rewards or pressures. The significant indirect effect of intrinsic motivation on revisiting intentions via behaviour suggests that the level of intrinsic motivation

can influence an individual's likelihood of repeating a leisure activity. Their observable behaviours throughout the event partially mediate this effect. These actions, such as actively investigating the event, participating in a variety of activities, interacting with others, and completely immersing themselves in the experience, contribute to their overall happiness and satisfaction. The relationship between intrinsic motivation, behaviour, and revisit intentions suggests that individuals who are intrinsically motivated are more likely to demonstrate positive behaviours during the leisure event, which in turn encourages the desire to revisit the event in the future.

5.2.6 Emotional solidarity and revisit intention through intrinsic motivation and behaviour

The study supports the hypothesis that emotional solidarity indirectly influences revisit intentions through intrinsic motivation and behaviour. The findings suggest that emotional solidarity has an important role in shaping tourist behaviour and can indirectly influence revisit intentions through the mediating variables of intrinsic motivation and behaviour. The study's findings contribute to the existing literature on the complex relationships between emotional solidarity and tourist behaviour. However, the lack of control for extraneous variables and the limited sample population may affect the generalizability of the findings. Nevertheless, the study's findings have practical implications for service providers in designing effective strategies for enhancing tourist satisfaction, loyalty, and revisit intentions.

5.2.7 Ghana Tourism Authority's plans or contribution to Leisure Event development in Ghana

Based on the findings and discussions presented, it can be concluded that the cultural tourism sector in Ghana has significant potential for growth and development. The government's commitment to developing the sector is evident through the implementation of policies and initiatives aimed at improving the competitiveness of Ghana's cultural tourism. However, there are still challenges that need to be addressed, such as the need for better infrastructure and funding, as well as the need for effective policy monitoring and evaluation. The proposed plans by the Ghana Tourism Authority show promise in addressing some of these challenges and further enhancing the attractiveness and competitiveness of Ghana's cultural tourism sector.

1.3 Implications

The findings of emotional solidarity and intrinsic motivation have important implications for different audiences.

- For policy makers, these findings suggest that promoting emotional solidarity towards leisure activities can increase individuals' intrinsic motivation to participate in these activities. This can lead to a more engaged and fulfilled population, which can have positive effects on mental and physical health.
- For users of the research results or business persons, this study highlights the importance of developing emotional attachment to leisure activities as a way to increase enjoyment and satisfaction. This can lead to a more fulfilling and rewarding leisure experience, which can positively impact overall well-being.
- For future researchers interested in conducting further research, this study highlights the need to investigate the role of emotional solidarity in other contexts and populations. Future research can examine how emotional solidarity impacts leisure participation among different age groups, cultures, and socio-economic backgrounds.
- For people who are solving problems in the field or following up on the research results, this study suggests that promoting emotional attachment to leisure activities can be an effective strategy to increase participation and engagement.
- Practitioners can develop programs that promote emotional solidarity towards leisure activities and provide opportunities for individuals to develop a sense of connection and attachment to these activities.

Besides, the findings of this study have significant implications for understanding the relationship between intrinsic motivation and behaviour within the context of leisure activities. These implications can be valuable for various stakeholders:

- For policy makers: The findings of this study have important implications for policy makers. Promoting emotional solidarity towards leisure activities can have a positive impact on individuals' intrinsic motivation to participate in these activities. Policy makers can consider implementing initiatives and policies that foster emotional connections and a sense of community within leisure contexts. By creating supportive environments that promote emotional solidarity, policy makers can enhance individuals' engagement, well-being, and overall satisfaction with leisure activities.
- For users of research results or business persons: For individuals and businesses in the leisure industry, this study highlights the importance of developing emotional

attachment to leisure activities. By fostering emotional connections and creating meaningful experiences, businesses can increase enjoyment and satisfaction among their customers. Understanding the role of emotional solidarity in shaping behaviour and revisit intentions can guide businesses in designing engaging leisure experiences that meet the needs and desires of their target audience. This, in turn, can lead to increased customer loyalty and positive word-of-mouth recommendations.

- For future researchers: The findings of this study emphasize the need for further research on the role of emotional solidarity in different contexts and populations. Future researchers can explore how emotional solidarity impacts leisure participation among diverse age groups, cultures, and socio-economic backgrounds. Additionally, investigating the long-term effects of emotional solidarity on behaviour and revisit intentions can provide valuable insights for understanding the sustainability and impact of emotional connections in leisure settings.
- For problem solvers and practitioners: Practitioners and problem solvers in the leisure industry can leverage the findings of this study to enhance participation and engagement. Promoting emotional attachment to leisure activities can be an effective strategy to increase participation and create a sense of connection among individuals. Practitioners can develop programs and initiatives that foster emotional solidarity, providing opportunities for individuals to develop a strong sense of attachment and connection to these activities. By creating inclusive and engaging environments, practitioners can enhance individuals' overall leisure experiences and satisfaction.

The study's findings regarding the relationship between behaviour and revisit intentions have important implications for various stakeholders.

- Firstly, for policy makers, these findings highlight the importance of creating an environment that encourages individuals to engage in leisure activities and fosters their intentions to revisit. Policy makers can consider implementing initiatives that enhance the quality of leisure experiences, such as improving facilities and customer service. By prioritizing customer satisfaction and ensuring a positive and enjoyable atmosphere, policy makers can increase the likelihood of individuals intending to revisit and participate in the same leisure activities in the future.
- Secondly, for users of research results or business persons in the leisure industry, the findings emphasize the significance of delivering high-quality experiences. By focusing

on providing exceptional customer experiences, ensuring customer satisfaction, and offering unique and engaging activities, businesses can increase the likelihood of customers intending to revisit. By prioritizing the quality of the leisure experience, businesses can build customer loyalty, generate positive word-of-mouth, and ultimately drive their long-term success.

- For future researchers, these findings open avenues for further exploration. Researchers can investigate additional factors that may influence revisit intentions in the context of leisure activities, such as satisfaction, perceived value, and the influence of social interactions. Conducting studies across different demographic groups and leisure contexts can provide valuable insights into the generalizability of these findings and contribute to a deeper understanding of the relationship between behaviour and revisit intentions.
- Finally, practitioners in the leisure industry can utilize these findings to design strategies that encourage repeat participation. By focusing on providing high-quality experiences, practitioners can create an environment that not only satisfies customers' immediate needs but also generates a desire to revisit. This can involve continuous improvement of facilities, offering personalized services, and creating memorable experiences that leave a lasting impression on customers.

The implications of the findings regarding emotional solidarity, behaviour, and intrinsic motivation have relevance for a variety of stakeholders involved in leisure event experiences.

- First, these findings emphasise for policymakers the significance of cultivating emotional connections and social support within leisure events. By establishing an environment that fosters emotional solidarity, policymakers can increase the intrinsic motivation of individuals, resulting in more positive and engaged behaviour during these events. This can contribute to a more gratifying and pleasurable experience for participants and increase their likelihood of returning in the future to similar leisure events.
- The study also emphasises the importance of cultivating emotional attachment and social support among participants for users of research results and businesspeople in the leisure event industry. Recognising the impact of emotional solidarity on intrinsic motivation and subsequent behaviour, businesses can concentrate on fostering an inclusive and encouraging environment at events. This can be accomplished in a number of ways, including by encouraging social interactions, facilitating meaningful

connections between participants, and fostering a sense of belonging. By nurturing emotional solidarity, companies can improve the overall experience for participants, resulting in greater satisfaction and a greater likelihood of return.

- The findings emphasise the need for future researchers to further investigate the role of affective solidarity in various contexts and populations. Investigating how emotional solidarity influences behaviour and intrinsic motivation in a variety of contexts can provide a deeper understanding of its effects. Future research can also investigate the specific mechanisms by which emotional solidarity operates, such as the roles of emotional proximity, empathy, and shared experiences. This research can contribute to the development of targeted interventions and strategies intended to promote emotional solidarity at leisure events.
- Lastly, for practitioners and event planners, the findings highlight the significance of designing experiences that foster emotional connection and support among participants. Practitioners can create a more engaging and memorable experience for participants by implementing elements that foster emotional solidarity, such as collaborative activities, group discussions, and interaction opportunities. Not only can this increase intrinsic motivation and positive behaviour during the event, but it can also increase the likelihood that participants will return to similar events in the future.

The significance of the findings regarding emotional solidarity, behaviour, and intrinsic motivation holds implications for diverse stakeholders engaged in leisure event experiences.

- The findings of this study underscore the significance of promoting emotional connections and social support within leisure events for policy makers. Policy makers have the potential to augment individuals' intrinsic motivation and foster more positive and engaging behaviours during events by establishing an environment that fosters emotional solidarity. This phenomenon has the potential to enhance participants' satisfaction and enjoyment, thereby fostering their inclination to engage in similar leisure activities in subsequent instances.
- Additionally, the study highlights the significance of fostering emotional connection and social assistance among participants for individuals utilising research findings or individuals involved in the leisure event sector. Acknowledging the impact of emotional solidarity on intrinsic motivation and subsequent behaviour, organisations can prioritise the establishment of an inclusive and supportive environment during their events. This objective can be attained through diverse strategies, including fostering

social interactions, facilitating meaningful connections among participants, and cultivating a sense of belonging. By cultivating emotional cohesion, enterprises have the potential to augment the overall engagement for individuals, resulting in increased contentment and a heightened probability of repeat patronage.

- The present study underscores the importance of conducting additional research to examine the role of emotional solidarity across various contexts and populations. Examining the influence of emotional solidarity on behaviour and intrinsic motivation in various contexts can yield a more comprehensive comprehension of its effects. Subsequent investigations may further explore the precise mechanisms by which emotional solidarity functions, including the influence of emotional proximity, empathy, and communal encounters. This research has the potential to make valuable contributions to the advancement of targeted interventions and strategies that are designed to promote emotional solidarity within leisure events.

The implications of the findings on emotional solidarity, intrinsic motivation, and behaviour in relation to revisit intentions are significant for various stakeholders in the tourism industry.

- For service providers and destination managers, the study highlights the importance of fostering emotional solidarity among tourists. By creating an environment that promotes positive emotional connections and support between tourists and residents, service providers can enhance intrinsic motivation and positive behaviours during the tourism experience. This, in turn, can increase the likelihood of tourists intending to revisit the destination in the future. Service providers can focus on developing programs and initiatives that facilitate emotional connections, such as community engagement activities, cultural exchange programs, and personalized experiences that allow tourists to interact and connect with the local community.
- The findings emphasize the role of intrinsic motivation as a mediator between emotional solidarity and revisit intentions. Service providers can design experiences and offerings that tap into tourists' intrinsic motivations, such as providing opportunities for personal growth, autonomy, and skill development. By aligning the tourism activities with tourists' intrinsic motivations, service providers can create more meaningful and enjoyable experiences, ultimately increasing revisit intentions.
- Furthermore, the study's findings have implications for marketers and destination branding. Emotional solidarity can be leveraged as a unique selling point and a key

aspect of the destination's brand identity. Highlighting the emotional connections and support that tourist can experience during their visit can differentiate the destination from competitors and attract visitors who value these aspects. Marketers can focus on communicating the emotional benefits of the destination, showcasing testimonials and stories that highlight the emotional bonds formed between tourists and the local community.

- For researchers, the study opens avenues for further exploration of the relationships between emotional solidarity, intrinsic motivation, behaviour, and revisit intentions in different contexts and populations. Future research can delve into the specific mechanisms through which emotional solidarity influences intrinsic motivation and behaviour, as well as the potential moderating factors that may influence these relationships. Additionally, researchers can explore the long-term effects of emotional solidarity on revisit intentions, considering factors such as memory formation, post-visit reflection, and word-of-mouth communication.

The implications of the findings on the Ghana Tourism Authority's plans/ contribution to Leisure Event development in Ghana are multifaceted and can be addressed to various stakeholders.

- For policymakers, the study highlights the importance of policy development and monitoring in the cultural tourism sector. Policymakers must prioritize the development of policies that support the growth and sustainability of the sector.
- Additionally, policymakers should ensure effective monitoring and evaluation mechanisms are in place to track the implementation of policies and make necessary adjustments to ensure their success.
- The study offers significant insights into the current state of cultural tourism in Ghana and its potential for expansion, which can be of great value to those who utilise research findings.
- The findings can be used to inform investment decisions and strategic planning in the cultural tourism industry.

1.4 Recommendations

Given that emotional solidarity has a significant indirect effect on intrinsic motivation through leisure constraint,

- policymakers and stakeholders in the leisure industry should consider the role of emotional solidarity and leisure constraints in promoting intrinsic motivation for leisure activities. Addressing practical barriers such as cost, time, and accessibility can help to reduce leisure constraints and increase intrinsic motivation.
- Future researchers should consider using more objective measures to further understand the relationship between emotional solidarity, leisure constraints, and motivation in leisure activities.
- It is also recommended that stakeholders use these findings to tailor their marketing strategies and create emotionally appealing experiences that foster a sense of community and attachment around their leisure activities.
- Additionally, it is important to consider the potential impact of cultural and individual differences on these relationships.

Based on the findings related to intrinsic motivation and behaviour, the following recommendations can be made for policymakers, stakeholders in the leisure industry, future researchers, and practitioners:

- Policymakers and stakeholders should recognize the importance of intrinsic motivation in promoting desirable behaviours during leisure activities. They should focus on creating an environment that supports and enhances intrinsic motivation, such as providing opportunities for personal growth, autonomy, and skill development. This can be achieved through the design of engaging and challenging activities, as well as the provision of resources and support that encourage individuals to pursue their own interests and goals.
- Future researchers should further explore the mechanisms through which intrinsic motivation influences behaviour in different leisure contexts. This can be done by investigating specific factors that enhance intrinsic motivation, such as the role of autonomy, competence, and relatedness, and how they interact with different types of leisure activities. Additionally, researchers can examine the impact of intrinsic motivation on various dimensions of behaviour, including participation levels, effort, and persistence.
- Stakeholders in the leisure industry should leverage the understanding of intrinsic motivation to design and promote activities that foster engagement and positive behaviours. They can tailor their offerings to align with individuals' intrinsic motivations, ensuring that the activities are meaningful, enjoyable, and provide a sense

of personal satisfaction. By creating experiences that tap into individuals' intrinsic motivation, stakeholders can enhance the overall quality and appeal of their leisure offerings.

- Practitioners should consider implementing strategies to support and nurture intrinsic motivation in their programs and services. This can include providing opportunities for individuals to set their own goals, make choices, and have a sense of control over their leisure experiences. Moreover, practitioners should focus on providing feedback, encouragement, and recognition to reinforce individuals' intrinsic motivation and promote continued engagement and positive behaviours.
- Policymakers, stakeholders, researchers, and practitioners should collaborate to create an inclusive and supportive environment that fosters intrinsic motivation and positive behaviours in leisure activities. This can be achieved through partnerships, knowledge sharing, and the development of best practices that prioritize the intrinsic needs and motivations of individuals. By working together, they can create a holistic and enriching leisure experience that promotes overall well-being and satisfaction.

Given that behaviour and revisit intentions are directly linked, the following recommendations are made:

- Policymakers and stakeholders should focus on creating a positive and engaging environment that encourages desirable behaviours during leisure activities. This can be achieved by providing clear guidelines, incentives, and supportive structures that promote active participation and exploration. Additionally, efforts should be made to enhance the overall quality and variety of leisure offerings, ensuring they are aligned with individuals' preferences and interests.
- Stakeholders in the leisure industry should prioritize the delivery of high-quality and enjoyable experiences that leave a positive impression on participants. This can be achieved through attention to details, such as providing excellent customer service, maintaining clean and well-maintained facilities, and offering a diverse range of activities. By creating memorable and satisfying experiences, stakeholders can increase the likelihood of individuals intending to revisit and recommend their leisure offerings.
- Future researchers should delve further into understanding the underlying factors that influence behaviour and revisit intentions in different leisure contexts. This can involve investigating additional variables, such as satisfaction, perceived value, and social influences, to gain a more comprehensive understanding of the relationships between

behaviour and revisit intentions. Additionally, research can explore the impact of specific interventions or strategies aimed at promoting desired behaviours and repeat visitation.

- Practitioners should focus on building a strong customer relationship and fostering a sense of loyalty among participants. This can be achieved through personalized communication, loyalty programs, and ongoing engagement with customers. Additionally, practitioners should actively seek feedback and implement improvements based on customer suggestions to ensure continuous enhancement of their offerings.
- Policymakers, stakeholders, researchers, and practitioners should collaborate to develop effective marketing and promotional strategies that highlight the benefits of repeat visitation. This can involve showcasing testimonials, success stories, and positive experiences of returning visitors to encourage others to revisit. Furthermore, efforts should be made to create a sense of community and belonging among participants, fostering a supportive and inclusive environment that encourages repeat visitation.
- These recommendations emphasize the importance of promoting positive behaviours and cultivating revisit intentions in the leisure industry. By creating a supportive environment, delivering high-quality experiences, and engaging with participants, policymakers, stakeholders, researchers, and practitioners can enhance the overall appeal and success of leisure activities, leading to increased revisit intentions and sustained engagement in the long term.

Based on the findings related to emotional solidarity, behaviour, and intrinsic motivation, the following recommendations can be made for policymakers, stakeholders in the leisure industry, future researchers, and practitioners:

- Policymakers and stakeholders should recognize the importance of emotional solidarity in promoting positive behaviour and intrinsic motivation in leisure activities. Efforts should be made to create an environment that fosters emotional connections and a sense of community among participants. This can include organizing social events, facilitating networking opportunities, and encouraging interactions between participants. By enhancing emotional solidarity, policymakers and stakeholders can create a more enjoyable and engaging leisure experience.
- Stakeholders in the leisure industry should incorporate strategies that promote intrinsic motivation and positive behaviour among participants. This can involve providing

opportunities for autonomy, competence, and relatedness within the leisure activities. Encouraging participants to set personal goals, offering challenges and opportunities for skill development, and recognizing individual achievements can enhance intrinsic motivation and lead to more positive and desirable behaviours during leisure experiences.

- Future researchers should delve deeper into understanding the mechanisms through which emotional solidarity influences behaviour via intrinsic motivation. Exploring additional variables such as self-efficacy, self-determination, and enjoyment can provide a more comprehensive understanding of the relationship. Furthermore, research can investigate the effectiveness of interventions aimed at enhancing emotional solidarity and intrinsic motivation, providing practical insights for policymakers and stakeholders in the leisure industry.
- Practitioners should consider incorporating elements that foster emotional solidarity into their leisure activities. This can include creating opportunities for participants to connect and share experiences, providing platforms for social interaction, and facilitating supportive and inclusive environments. By nurturing emotional solidarity, practitioners can enhance participants' intrinsic motivation and promote positive behaviour, leading to a more enjoyable and fulfilling leisure experience.
- Policymakers, stakeholders, researchers, and practitioners should collaborate to develop guidelines and best practices for incorporating emotional solidarity and intrinsic motivation into leisure activities. This can involve sharing knowledge, exchanging experiences, and developing training programs for practitioners. By working together, the leisure industry can create a more cohesive and effective approach to enhancing emotional solidarity, intrinsic motivation, and positive behaviour in leisure activities.
- These recommendations emphasize the importance of emotional solidarity and intrinsic motivation in promoting positive behaviour and enhancing the overall leisure experience. By incorporating strategies that foster emotional connections and intrinsic motivation, policymakers, stakeholders, researchers, and practitioners can create a more engaging, fulfilling, and enjoyable environment for participants in leisure activities.

On the basis of the findings regarding intrinsic motivation, behaviour, and intention to return, the following suggestions can be made for policymakers, leisure industry stakeholders, future researchers, and practitioners:

- The primary objective of policymakers and stakeholders should be to increase intrinsic motivation in leisure activities. This can be accomplished by fostering the autonomy, competence, and relatedness of each individual. Individuals' intrinsic motivation can be increased by providing a variety of activities that appeal to various interests and skill levels, providing opportunities for personal growth and challenge, and nurturing positive social interactions. In addition, policymakers can provide resources and support to organisations that promote intrinsic motivation in leisure activities.
- The stakeholders in the leisure industry should design and develop activities that align with the intrinsic motivations of individuals. By understanding the diverse requirements and interests of participants, stakeholders can design personally meaningful and gratifying experiences. This may entail providing a variety of options, allowing for individual choice and customization, and perpetually soliciting participant feedback to enhance the relevance and quality of the activities. By appealing to the intrinsic motivations of individuals, stakeholders can increase the likelihood of repeat visits and positive intentions to return.
- Future researchers should investigate further the fundamental mechanisms and factors that influence the relationship between intrinsic motivation, behaviour, and intention to revisit. This can include investigating the mediating or moderating role of additional variables such as satisfaction, perceived value, and emotional experiences. Additionally, research can investigate the longitudinal effects of intrinsic motivation on behaviour and revisit intentions to provide a more complete understanding of the long-term impact.
- Practitioners should consider implementing strategies that promote and sustain the intrinsic motivation of individuals throughout their leisure time. This may entail providing clear objectives and feedback, creating opportunities for skill development and mastery, nurturing a sense of challenge and enthusiasm, and providing opportunities for social interaction and support. By enhancing intrinsic motivation, practitioners can influence the behaviour of individuals and increase the likelihood that they will intend to return.

- Policymakers, stakeholders, researchers, and practitioners should work together to develop educational programmes and resources that raise awareness of the significance of intrinsic motivation and its influence on behaviour and revisit intentions. This may include training programmes for leisure industry professionals, participant awareness campaigns, and the dissemination of best practises and successes. The industry can create a more engaging and sustainable leisure experience by collectively promoting the comprehension and application of intrinsic motivation in leisure activities.
- These recommendations emphasise the significance of intrinsic motivation in influencing driving behaviour and recreational return intentions. By prioritising and cultivating intrinsic motivation, policymakers, stakeholders, researchers, and practitioners can create a more meaningful and pleasant leisure experience that encourages repeat visits and long-term participation.

Based on the findings related to emotional solidarity, intrinsic motivation, behaviours, and revisit intentions, the following recommendations made:

- Policymakers and stakeholders should recognize the importance of emotional solidarity in fostering revisit intentions through intrinsic motivation and behaviours. They should prioritize creating an environment that promotes emotional connections and a sense of community among participants in leisure activities. This can be achieved through the development of programs, events, and initiatives that facilitate social interactions, encourage collaboration, and cultivate a supportive and inclusive atmosphere. By fostering emotional solidarity, policymakers and stakeholders can enhance participants' intrinsic motivation and positively influence their behaviours, ultimately leading to increased revisit intentions.
- Stakeholders in the leisure industry should incorporate strategies to cultivate emotional solidarity in their offerings. This can involve designing experiences that encourage social bonding, such as group activities, team-building exercises, and community events. Stakeholders should also emphasize the importance of emotional connections and provide opportunities for participants to share their experiences, stories, and feedback. By fostering emotional solidarity, stakeholders can enhance participants' intrinsic motivation, promote positive behaviours, and increase the likelihood of revisit intentions.
- Future researchers should further explore the mechanisms through which emotional solidarity influences intrinsic motivation, behaviour, and revisit intentions. This can

include investigating the role of specific emotional factors, such as empathy, trust, and a sense of belonging, in mediating or moderating these relationships. Additionally, researchers can explore the impact of emotional solidarity across different contexts, populations, and cultural settings. By expanding the knowledge base in this area, future research can provide a deeper understanding of the dynamics between emotional solidarity, intrinsic motivation, behaviour, and revisit intentions.

- Practitioners should prioritize creating emotionally engaging and meaningful experiences that foster a sense of solidarity and connection among participants. This can involve incorporating storytelling, interactive elements, and personalization into leisure activities to evoke emotional responses. Practitioners should also encourage participant feedback and actively listen to their needs and preferences to continuously improve the emotional quality of the experiences. By focusing on emotional solidarity, practitioners can enhance participants' intrinsic motivation, stimulate positive behaviour, and ultimately increase revisit intentions.
- Policymakers, stakeholders, researchers, and practitioners should collaborate to develop guidelines and best practices for incorporating emotional solidarity into leisure activities. This can involve sharing success stories, organizing workshops or conferences, and establishing networks for knowledge exchange. By fostering collaboration and knowledge sharing, the industry can collectively enhance the emotional quality of leisure experiences and create environments that promote revisit intentions through intrinsic motivation and behaviour.
- These recommendations highlight the significance of emotional solidarity in influencing revisit intentions through intrinsic motivation and behaviour. By incorporating strategies that promote emotional connections and solidarity, policymakers, stakeholders, researchers, and practitioners can create more meaningful and engaging leisure experiences that foster participants' intrinsic motivation, drive positive behaviour, and increase the likelihood of revisit intentions.

Based on the findings on the Ghana Tourism Authority's plans and contributions to leisure event development in Ghana, the following recommendations can be made for policymakers and stakeholders:

- Policymakers should prioritize policy development and monitoring in the cultural tourism sector. Building on the insights from the study, policymakers should work towards creating policies that support the growth, development, and sustainability of

leisure events in Ghana. These policies should address areas such as infrastructure development, resource allocation, promotion and marketing, and community engagement. By implementing effective policies, policymakers can create an enabling environment for the successful development of leisure events.

- Policymakers should establish robust monitoring and evaluation mechanisms to track the implementation of cultural tourism policies. Regular monitoring and evaluation will enable policymakers to assess the effectiveness of policies, identify areas for improvement, and make necessary adjustments to ensure the success of leisure event development initiatives. This will contribute to the continuous improvement and refinement of policies to meet the evolving needs of the industry.
- Stakeholders in the cultural tourism industry should utilize the research findings to inform their investment decisions and strategic planning. The insights from the study can guide stakeholders in identifying areas of opportunity and potential growth within the leisure event sector. By leveraging the findings, stakeholders can make informed decisions regarding resource allocation, product development, marketing strategies, and partnerships, ultimately contributing to the overall success and sustainability of leisure events in Ghana.
- Collaboration and knowledge sharing among stakeholders is crucial for the effective development of leisure events. Policymakers, industry practitioners, and researchers should establish platforms for information exchange, dialogue, and collaboration. This can include organizing workshops, conferences, and networking events where stakeholders can share best practices, lessons learned, and innovative ideas. By fostering collaboration, stakeholders can collectively contribute to the continuous improvement and advancement of leisure event development in Ghana.
- The recommendations highlight the importance of policy development, monitoring, and collaboration among stakeholders in the cultural tourism sector. By implementing effective policies, tracking their implementation, and leveraging research findings, policymakers and stakeholders can create an enabling environment for the successful development of leisure events in Ghana. These efforts will contribute to the growth, sustainability, and economic impact of the cultural tourism industry in the country.

5.5 Suggestions for Future Research

Future researchers interested in conducting further research can explore the potential impact of other factors on leisure participation and revisit intentions, such as competition and

switching costs. They can also investigate the influence of different cultural contexts and demographics on individuals' leisure participation and revisit intentions. Additionally, future research can consider the use of longitudinal and experimental designs to establish causal relationships between variables and to control for extraneous variables that may influence the results.

5.6 Limitations of the Research

The study's limitations include potential bias and other threats to internal validity; however, these limitations were considered when interpreting the results. The study used a relatively small sample size, which may limit the generalizability of the findings to larger populations. The study relied on self-report measures to assess emotional solidarity, leisure constraints, motivation, and behaviour. This may have introduced social desirability bias and measurement error into the results.

Also, the study did not control for extraneous variables such as cultural differences, travel experience, and personal preferences. This may have influenced the results. The study used a cross-sectional design, which means that causality cannot be inferred from the results. Longitudinal studies may provide more insight into the temporal relationships between the variables. Finally, the study focused on emotional solidarity, leisure constraints, motivation, and behaviour as predictors of revisit intentions, and did not explore other potentially important factors such as competition and switching costs.

Finally, for future researchers interested in conducting further research, the study provides a foundation for exploring other aspects of cultural tourism in Ghana. Areas such as the impact of cultural tourism on local communities, the role of technology in promoting cultural tourism, and the potential of cultural tourism to promote sustainable development.