



VISITOR'S PERCEPTIONS AND SATISFACTION AT RATTRAY PARK IN KUMASI, GHANA

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Abstract

Parks have great value such as being an attraction for leisure and recreation which contributes positively to travel for tourism and the economy. The realization of this potential however, hinges mostly on facilities, management, and visitors. This research was conducted in the Rattray Park in Kumasi (Ghana). The main aim was to ascertain the attributes which influence the overall visit to the park. Data were sourced from park visitors employing the use of questionnaire administration, and observation in the park facility. Summarized and numerically coded survey data were placed in a Statistical Product for Service Solutions (SPSS) software version 23. Basic statistical analysis, such as descriptive statistics, frequencies, percentages, and cross-tabulations were used to analyze users' demographic characteristics and personal information, knowledge and awareness, including perception and satisfaction with physical features at the park. Results indicate that tourists' perception of accessibility to the park was positive and visitors were mostly satisfied. Meanwhile, from the aspects of tourism products, attractions and management, patrons had a negative perception which indicates that these two aspects needed a lot of improvement. It is recommended that, rehabilitation and maintenance of facilities at the park should be enhanced to put it in proper condition, while management needed to pay more attention to customer care through smart service provision.

Keywords: Rattray Park, Perception, Recreation, Satisfaction, Tourism

Introduction

Recreation is an important aspect of human life. The fast-paced and ever demanding nature of work in the modern world calls for a work-life balance to involving leisure. This has made the provision of public spaces a priority for local authorities across the world. In some instances, private investors partner with government agencies to create and operate such spaces or in some instances run such spaces as private business entities. The extent to which these recreational parks serve their intended purpose and how visitors to these parks perceive and are satisfied with them is vital not only to local authorities in improving these spaces, but also to the sustenance of such spaces especially when such spaces are funded by the public purse (Liu, 2021; Veitch, *et al.*, 2021; Abdelhamid, & Elfakharany, 2020; Knierbein, 2020; Rabinowitz, 2018; Viderman & Knierbein,

2018). It is therefore imperative to establish how the patrons of such spaces evaluate the services provided in these recreational parks.

The study of visitor perception has increasingly become an important matter since quality service delivery and visitor satisfaction are of concern to destination managers in order to improve the standard of their destination to help attract more visitors, increase repeat visits and generate higher revenues (Veitch, *et al.*, 2021; Kanwel *et al.*, 2019; Marinao, 2017). Visitor choice and conduct is one of the foremost requirements of numerous destination managers, since visitors take into consideration different components such as facilities, nearby attractions and openness before choosing their destination. Local attractions, openness, spaces for exercise and occasions are a few of the variables that make visitors go to a specific

recreational park (Carmona, 2021; Collado, Staats, Corraliza, & Hartig, 2017). Perception is not exclusively a result of media instruments since it can also be the result of a few individual encounters (Carmona, 2021; Dickinson & Hobbs, 2018).

According to Marinao (2017), there is a connection between visitor fulfilment and visitor's choice to re-experience a product. If a visitor is fulfilled, he or she is more likely to re-experience the product or tell his/her friends and family (Marinao, 2017). Visitor facilities are imperative to the visitors to any destination if their needs and demands are to be met (Carmona, 2021). Selected settings in service quality such as physical and built facilities play a substantial part in finding out the visitors' satisfaction (Ahmad, Ahmad, & Papastathopoulos, 2019; Başarangil, 2018; Marinao, 2017). To gain visitor loyalty, recreational parks require facilities that fulfil visitor expectations. Fulfillment is one of the foremost topics in tourism since understanding visitors' fulfillment could be a crucial component in the survival of any attraction and it as well carries a component of visitor choice to prescribe the destination to others or to return to the site (Başarangil, 2018). The study of existing facilities and services gives the premise for proposal and advancement in overhauling the physical works in any tourism recreation site (Gador, 2019; Jim & Chan, 2016). Overall, customer satisfaction is vital to growth, profitability, market share, and return on investment. Since facilities play an important function in increasing the visitors' satisfaction it is important that managers give attention to how visitors view and are satisfied with these (Gador, 2019; Rahimi & Kozak, 2017). The present study, thus, examines the perception of visitors and their level of satisfaction with facilities at the Rattray Park in Ghana (a recreational park in Kumasi, the regional capital of the Ashanti Region of Ghana). The specific objectives are firstly, to ascertain the perception of visitors and their satisfaction levels with regard to tourism facilities at the park, and secondly, to assess the main park attributes which influence the overall visits to the park.

Literature Review

Recreation in Ghana

In March 1890, the colonial government led by Sir W. Brandford-Griffith established Aburi Botanical Garden as a comfortable habitat for colonial officers to recuperate, away from the sweltering coastal climate of Accra. This garden has served as a destination to Ghanaians and foreigners over the years with many attractions such as the Bush House, the Rock Garden, the Pergola and School of Horticulture. The Aburi Botanical Garden is an excellent place for picnic activities and avitourism.

Recreation is a fundamental aspect of human life. It comes in many shapes and forms depending on individual, group or societal preferences. Recreational engagements can be communal or single, dynamic or detached, outside or inside, sound or hurtful, and valuable to society or otherwise (Csikszentmihalyi, 2020; Glover, 2018; Clarke & Critcher, 2016). A vital area of recreational ecstasy is assigned as pastimes which are exercises done for joy on a customary premise (Csikszentmihalyi, 2020). A list of commonplace exercises may well be almost unending, counting most human exercises (Bloom, 2017), a number of cases being reading, playing or tuning in to music, observing motion pictures or TV, gardening, sports and travel. Public spaces such as parks and shorelines are fundamental settings for numerous recreational exercises especially for those that favour outdoor recreational activities (Costa et al., 2019).

The tourism industry has recognized that various visitors are especially pulled in by recreational offerings. In order to bolster recreational activities, the government has taken a keen interest in the creation, upkeep, and organization of such spaces, and aggregate businesses have also made services available. In Ghana for instance, many different types of recreational sporting activities such as football, biking, surfing, playing golf, horseback riding, rock climbing, paragliding, and weightlifting abound (Radebe & Irurah, 2016). Recreational parks however, have exceptional values like being an interest for amusement and preoccupation and also contribute to tourism and economic growth. By extension, urban

recreational parks have social, natural, instructive and well-being benefits to urban dwellers. In many cases, especially in developing countries, urban recreational parks are underutilized due to the destitute organizations offices and spaces they have (Ali, 2017).

Visitor Perception and Experience

Perception is a process of sensory cues and relevant past experiences organized to give a structured and meaningful description of a particular situation (Cretu *et al.*, 2021; Qiong, 2017). Perception is also regarded as the view someone captures about something that is influenced by the received information and the interpretation of such information (Cretu *et al.*, 2021; Nurlena, 2016). Perception of alternative entertainment and a mixture of tourism destinations is conditioned by three important elements, notably; personal experiences, tastes, and other people's stories (Cretu *et al.*, 2021; Marinao, 2017). Before travelling, tourists, for instance, study the areas or attractions that will be in their destination by considering a variety of existing alternatives so that they can make the proper choice. In doing so, visitors consider attractions that will serve their purpose (Twain, 2020). They collect information from a variety of sources and check to see how the information suits their preferences. The search continues where the information received is still not suited to the preference of the potential visitor (Bocci & Costa, 2017). From examining such data, the perception of tourist areas or tourist attractions are formed. Twain (2020) says that this is a process someone passes through in selecting, organizing and deciphering data to create a meaningful picture. In other words, it can be said that perception helps people in selecting and translating the data into something significant (Cretu *et al.*, 2021).

Perception is the means by which individuals select, organize, and decipher information in order to form a consistent picture (Cretu *et al.*, 2021; Twain, 2020; Li, Crowe, Leifer, Zou, & Schoof, 2019). Perception could be a self-formulation of considerations, suppositions, and concepts learned in our everyday lives. The goal choice is significantly impacted by the tourists'

thought processes, demeanours, and perceptions. Similarly, perception is the method by which the sensations are chosen, coordinated, and translated (Li, et al., 2019; Solomon, 2001). Hu, Teichert, Liu, Li, and Gundyreva (2019) looked at visitor recognition and encounters and contend that positive visitor perception involves a combination of encounters both past and present, based on social enhancements and the friendliness of nearby individuals as well as the neighbourhood and hospitality facilities. Based on a tourists' state of mind and recognition of what they have experienced, they construct their fulfilment or disappointment of their experience. Tourist perception is built by many attributes, but for the purposes of this study, visitors' perception and satisfaction were taken into consideration (Polas, Saha, & Tabash, 2021).

Visitor Satisfaction

Satisfaction is a measure of how products and services supplied meet or surpass customer expectations (Daskalaki, Voutsas, Boutsouki, & Hatzithomas, 2020; Hu, *et al.* 2019). Satisfaction is considered as an important performance indicator of a successful business operation. In a competitive tourism industry, client satisfaction is understood as the main differentiator and increasingly becomes the key constituent of business strategy (Almeida-Santana, & Moreno-Gil, 2018; Hu, *et al.*, 2019; Marinao, 2017; Wang, Tran, & Tran, 2017). Visitor satisfaction refers to the enthusiastic state of visitors after the introduction to the opportunity or involvement (Mortarzavi, 2021; Daskalaki, *et al.*, 2020). The fulfilment estimation centres fundamentally on the disconfirmation or otherwise of expectation and the needs of the customer is the key determinant of fulfilment (Alrwajfah, *et al.*, 2019; Hu *et al.*, 2019; Liu *et al.*, 2021). This position was bolstered by Liu *et al.* (2021) who thought that the degree to which an item or benefit satisfies a person's wants is critical in deciding the individual's sentiments of delight. Be that, as it may, "Attribute satisfaction" is the person's appraisal of the degree to which a product's execution is seen to have touched or

surpassed wants and desires (Daskalaki, *et al.*, 2020; Frech, 2018).

Tourist' satisfaction has been one of the focal areas of tourism research for more than four decades (Mortazavi, 2021; Daskalaki, *et al.*, 2020; Guo, Barnes, & Jia, 2017). A relationship between general fulfilment and intention to make a repeat visit has been noted (Hassan & Soliman, 2021; Hu, Teichert, Liu, Li, & Gundyreva, 2019; Almeida-Santana, & Moreno-Gil, 2018; Hsu & Swanson, 2017). Adam *et al.* (2019 p. 67) posit that, "client fulfilment may be a post-purchase demeanour shaped through a mental comparison of the product and service quality that a client anticipated to get from an exchange" (Kim *et al.*, 2019, p. 240). To know tourists' satisfaction which is a key factor to tourists' perception about a destination, some attributes need be taken into consideration, measured and analysed (Adam, *et al.*, 2019). These attributes may include accessibility, attractions, perceived quality, activities and events and perceived value of the destination (Daskalaki, *et al.*, 2020; Kavunkil Haneef, 2017; Wang, *et al.*, 2017).

Visitor satisfaction with Urban Parks

Urban parks are characterized and portrayed as open space ranges, generally overwhelmed by vegetation and water, and for the most part saved for open use. Urban parks are generally bigger but can also have the shape of little 'pocket parks'. Urban parks are ordinarily locally characterized as 'parks' (Kerishnan, & Maruthaveeran, 2021; Song, & Shim, 2021; Mak, & Jim, 2019; Wood, Harsant, Dallimer, Cronin de Chavez, McEachan, & Hassall, 2018; Engström, & Gren, 2017; Taylor, & Hochuli, 2017). They may be parks in cities and other joined places which offer amusement and green spaces to inhabitants and guests to the municipality. The plan operation and maintenance are as a rule done by the government, ordinarily at the local level, but may sometimes be contracted out to a park conservancy. Normal characteristics of metropolitan parks incorporate play areas, gardens, climbing, bolstering and wellness trails or tracks, sports arenas and yards, open consolation stations and outing facilities

depending on the desired budget and characteristic highlights (Brosnan, Barnett, & Keating, 2020; Hiatt, 2016).

Parks can be divided broadly into two; dynamic entertainment and detached amusement (Eldridge, Burrowes, & Spauster, 2019). Dynamic entertainment is that which has an urban character and requires genuine enhancement. It frequently calls for agreeable or group movement, counting play areas, ball fields, swimming pools, exercise rooms, and skate parks. Detached amusement on the other hand, is a low concentrated amusement which emphasizes the open-space angle and permits for the conservation of normal territories. It ordinarily includes a low level of improvement, such as rustic picnic areas, seats and trails. Urban parks provide benefits such as wellbeing, social cohesion, tourism, biodiversity conservation, air quality and carbon sequestration as well as general cooling of temperatures (Engström, *et al.*, 2017; Mak, *et al.*, 2019; Mullenbach, Mowen, & Brasier, 2021; Song, *et al.*, 2021; Taylor *et al.*, 2017; Wood *et al.*, 2018). Well-maintained parks contribute greatly to the value of a neighbourhood. The restoration of poorly maintained parks can therefore provide a focus for urban regeneration (Kim, Newman, & Jiang, 2020; Alrwajfah, Almeida-García, *et al.*, 2019; Chan, Hu, & Fan, 2019; Jordan, Miglilč, Todorović, & Marič, 2017).

In Ghana, notable urban parks include the Rattray Park in Kumasi and The Afua Sutherland Park in Accra. The Rattray Park in Kumasi which attracts an average of 150 patrons daily (KMA, Annual Report, 2017). The Park is comprised of several attractions which include "A lake and two dry fountains, a cafeteria currently non-operational, open car safari, walking safari, VIP guest room, lovers' benches sited under colourful avenue trees and hedges which provide a conducive atmosphere for relaxation, an ultra-modern lawn and colourful ornamental plants, providing hi-tech scenery and a panoramic view, a mini golf course sited in the south-western part of the park, children's park sited behind the golf course and historical statues of the past Ashanti kings as well as the statue of Captain Rattray which is sited at the

main entrance to the park” (Koli et al., 2020, pg. 57).

Methodology

Study Area

Rattray Park is located at Nhyiaeso in Kumasi – in the Greater Ashanti Region. It covers a total area of about 10.6 hectares. The Park shares boundaries with the Golden Tulip Hotel to the east, Vienna City Hotel to the south, the Royal Golf Park to the west and Ghana Water Company to the north. The project was executed by the Kumasi Metropolitan Assembly and was inaugurated on the 19th of June, 2015. The Park was established to revive the city’s fading image as the Garden City of West Africa. It is named after a Scottish man called Captain Robert Sutherland Rattray. Captain Rattray was an early Africanist and student of Ashanti. He was one of the early writers on Oware (local Ashanti game) and on Ashanti gold weights. The Indian born Scottish man joined the Gold Coast Customs Service in 1906 and later became the Commissioner for Ashanti. A glider accident just before his retirement later led to his demise in 1938. The spot of the incident is said to be the location of the Rattray Park today (Koli et al., 2020). The patronage of the park peaks in March, April and December during the Independence, Easter and Christmas festivities. The data for the study were collected using a questionnaire. In order to answer the research objectives, a quantitative approach (using a questionnaire) was employed. It was designed for the collection of data regarding the visitors’ perception and satisfaction with the tourism facilities at the Rattray Park (an urban recreational park in Kumasi), The questionnaire was pre-tested on actual participants at the park in order to ensure readability, clarity, and to ensure the questions were not ambiguous.

The three sections of the questionnaire pertain to knowledge and awareness levels, perceptions and satisfaction, and profiles of respondents. Knowledge and awareness questions explored respondents’ general knowledge of the park and awareness regarding the importance of the park. In terms of perception and satisfaction,

respondents were asked to state their overall view of the park by associating different satisfaction levels with the existence of the parks’ facilities. The last set of questions in the questionnaire pertained to the respondents’ socio-economic and demographic characteristics.

A combination of systematic and convenience sampling approaches was adopted. The open nature and free movement in the park meant that a strictly random approach was difficult so a convenience sampling approach was used. However, in order to avoid bias in selection, each fourth person was selected to ensure some degree of scientific randomization. Visitors who were sixteen years or above were chosen for inclusion in the survey.

Data collection was carried out during the independence holiday weekend period. During the one week of data collection, approximately 150 visitors were contacted and agreed to participate in the research by responding to a questionnaire.

Summarized and numerically coded survey data were fed into the Statistical Product and Service Solutions (SPSS) software version 23. Later, statistical analyses, such as descriptive statistics, frequencies, percentages, and cross-tabulations were used to analyse users’ demographic characteristics including, knowledge and awareness, perception and satisfaction levels with physical features at the park. Statistical significance tests tools including the Chi-square statistic were employed to assess the relationship between various variables such as the relationships between perception of safety, gender, age groups, and satisfaction.

Results

Demographic Characteristics of Respondents

As indicated in Table 1, out of 150 respondents sampled, 68 were males, representing 45 percent whilst 82 were females, representing 55 percent. Age is one of the variables used in profiling tourists. With regard to age, as indicated in Table 1, almost half (45%) of the respondents were under the age of 25 and 28 percent were between the ages of 25 and 34 years while the minority (27%) were above age 35.

Table 1: Demographic characteristics of respondents

Variable	Categories	Frequency	Percentage
Age	16-24	67	45
	25-34	42	28
	35-44	29	19
	45-54	5	3
	55+	7	5
Gender	Male	68	45
	Female	82	55
Educational status	No formal education	2	1
	Basic level education	25	17
	High school	70	47
	Tertiary	53	35
Marital status	Never married	81	54
	Married with children	50	34
	Married	14	9
	Divorced	5	3
Occupation	Teaching	19	13
	Health personal	11	7
	Security personal	13	9
	Others	104	71
Net monthly income	Less than GHC 200	8	5
	Between GHC 200 and 600	39	26
	Between GHC 600 and 1000	31	21
	More than GHC 1000	72	48

Source: Field survey data (2020)

Table 2: Visitors' satisfaction with Rattray Park

Tourism products	Mean (5-point Likert Scale)	Standard Deviation
Amenities	2.71	.511
Accessibility	3.09	.541
Park management	2.65	.695

Source: Field survey data (2020)

From the table above visitors are moderately satisfied with the amenities, accessibility, and with how the management are running the park.

Table 3: Visitors' perception of amenities in Rattray Park

Amenities	Very unsatisfactory (%)	Unsatisfactory (%)	Satisfactory (%)	Very satisfactory (%)	perception
Fountain	8%	8.7%	60%	23.3%	Positive
Parking lots	8.7%	16.7%	62%	12.7%	Positive
Toilets	2.7%	12%	68.7%	16.7%	Positive
WI-FI	34.7%	38%	24%	3.3%	Negative
Restaurant	17.3%	43.3%	32.7%	6.7%	Negative
Children's Playground	6.7	6.7	44.7	42%	Positive

Source: Field survey data (2020)

While visitors had a positive view of the park generally, they considered the restaurant facilities and services to be below standard as indicated in Table 3 above.

Table 4: Visitors' perception of accessibility to Rattray Park

Accessibility	Very poor (%)	Poor (%)	Good (%)	Very good (%)	Perception
Ease of reaching the park	4	4.7	54	37.3	Positive
Availability of transportation to the park	6	9.3	53.3	31.3	Positive
Directional signposts to the park	15	28	42	14	Positive
Condition of roads leading to the park	2.7	5.3	35.3	53.7	Positive

Source: Field survey data (2020)

Table 5: Visitors' perception of tourism organization (Management) in the park

Tourism organization	Very poor (%)	Poor (%)	Good (%)	Very Good (%)	perception
Promotion through the media	16.7	34.7	37.2	11.3	Negative
Security system	11.3	17.3	40	31.3	Positive
Access to information centre	8.7	32	50	9.3	Positive
Service and hospitality	14	19.3	50	16.7	Positive
Handling complaints	12	28.7	47.3	12	Positive
Ability to convey information	8.7	25.3	52	14	positive

Source: field survey data (2020)

From Table 5, the addition of very poor + poor is considered negative while good + very good is considered positive.

Table 6: Tourism products, restrictions and level of awareness vis- à-vis gender of Respondents

Sex	Categories	Total	Mean	Chi-Square	SD	P-value
Amenities						
Gender	Male	68	2.71	24.26	.511	.084
	Female	82				
Accessibility						
	Male	68	3.09	11.422	.541	.408
	Female	82				
Tourism Organisation						
	Male	68	2.65	27.007	.695	.171
	Female	82				
Restrictions						
	Male	68	2.63	12.358	.671	.652
	Female	82				
Level of awareness						
	Male	68	2.74	6.17	.707	.722
	Female	82				

Source: Field survey data (2020) *SD: Standard Deviation

Table 6 shows the cross tabulation of gender with the tourism products, restrictions and level of awareness. From the table the p-value is higher than the significance level. Gender has no significant relationship with the tourism products, restrictions and the level of awareness.

Table 7 shows the cross tabulation of education with the tourism products, restrictions and level of awareness. From Table 7, there was no significant relationship between the level of education of respondents and the tourism products.

Table 7: Cross-tabulation of respondents' level of education with tourism products.

Education	Categories	Total	Mean	Chi-Square	SD	P-value
What is the highest level of education that you have attained?	Amenities					
	No formal education	2	2.71	38.796	.511	.826
	Basic level education	25				
	High/ Secondary school	70				
	Tertiary education	53				
	Accessibility					
	No formal education	2	3.09	27.871	.541	.731
	Basic level education	25				
	High/ Secondary level	70				
	Tertiary education	53				
	Tourism organization					
	No formal education	2	2.65	51.293	.695	.853
	Basic level education	25				
	High/ Secondary school	70				
	Tertiary education	53				
	Restrictions					
	No formal education	2	2.63	51.134	.671	.245
	Basic level education	25				
	High/ Secondary school	70				
	Tertiary education	53				
Level of Awareness						
No formal education	2	2.74	33.844	.707	.171	
Basic level education	25					
High/ Secondary	70					
Tertiary education	53					

Source: Field survey data (2020)

Table 8: Respondents net income with the tourism products, restriction and level of awareness

Net Income	Categories	Total	Mean	Chi-Square	SD	P-value
What is your approximate net month income	Amenities					
	Less than GHC 200	8	2.71	45.731	.511	.320
	Between GHC 600 and 1000	31				
	Between GHC 200 and GHC 600	39				
	More than 1000	42				
	Accessibility					
	Less than GHC 200	8	3.09	29.565	.541	.488
	Between GHC 600 and 1000	31				
	Between GHC 200 and 600	39				
	More than GHC 1000	42				
	Tourism organization					
	Less than GHC 200	8	2.65	69.393	.695	.190
	Between GHC 600 and 1000	31				
	Between GHC 200 and 600	39				
	More than 1000	42				
	Restrictions					
	Less than GHC 200	8	2.63	43.066	.671	.554
	Between GHC 600 and 1000	31				
	Between GHC 200 and 600	39				
	More than 1000	42				
Level of awareness						
Less than GHC 1000	8	2.74	36.143	.707	.112	
Between GHC 600 and 1000	31					
Between GHC 200 and 600	39					
More than GHC 1000	42					

Source: Fieldwork survey data (2020)

Table 8 shows the cross tabulation of respondent's net income with the tourism products, restrictions and level of awareness. From the table, there was no significant relationship between the net income of respondents and the various tourism products hence the p-value is higher than the significance level which is 0.05.

Table 9 shows the cross tabulation of satisfaction levels of visitors with the tourism products, restrictions and level of awareness. From the table the p-value is lower than the significance level. This means that there is a relationship between satisfaction and the tourism products as well as restrictions and the level of awareness.

Table 9: Satisfaction of visitors with the tourism products, restrictions and their level of awareness of the park.

Categories	Frequency	Mean	Chi-Square	SD	P-value
Amenities					
Satisfactory	85	2.71	78.549	.511	.004
Neutral/ Do not know	18				
Somewhat dissatisfactory	22				
Very satisfactory	25				
Accessibility					
Satisfactory	85	3.09	58.977	.541	.004
Neutral/ do not know	18				
Somewhat dissatisfactory	22				
Very satisfactory	25				
Tourism organisation					
Satisfactory	85	2.65	110.447	.695	.000
Neutral/ Do not know	18				
Somewhat dissatisfactory	22				
Very satisfactory	25				
Restrictions					
Satisfactory	85	2.63	70.896	.671	.008
Neutral/ do not know	18				
Somewhat dissatisfactory	22				
Very satisfactory	25				
Level of awareness					
Satisfactory	85	2.74	39.661	.707	.005
Neutral/ Do not know	18				
Somewhat dissatisfactory	22				
Very satisfactory	25				

Source: Fieldwork survey data (2020)

Discussion

Respondents' Demographics

Results as shown in Table 1 reveal further differences between the distributions of visitors across five major age categories. The minimum age of the entire survey sample is 15 years and the maximum being 72 years; the mean age of the sample was 28.99 years. The result appeared the prevailing age of respondents were basically more youthful grown-ups, matured between 15 and 34, approximately 73% of the total, followed by the 35 to 54 age group, representing 22.6%. The least group at 4.7%, comprised those of 55 or over. The

results show that majority of the respondents were the youth which implies that they do not only come there for relaxation but also for organised programmes at the park.

Of the entire number, the extent of female respondents was as it were marginally higher than the extent of male respondents as female were about (55%) compared to male who were (45%). Female individuals were more likely to participate in this research. This can be attributed to the fact that most of the female normally come to the park with their children.

When asked what their highest level of educational attainment was, close to 47% of respondents stated that they had completed senior high/secondary school, followed by graduands from tertiary institutions which was 35% with approximately 17% also stating that they had attained basic level education with a little over 1% indicating they had no formal education. The results therefore showed most respondents have attained high school education and above. It is a common norm among many, that recreational parks were meant as places for leisure but with the increase in respondents' educational level as indicated in this study, they are now considered, to serve multiple functions including serving as educational centres in line with the findings of Ghani *et al.* (2017).

Data regarding respondent's occupation were, prior to data analysis, separated into four major categories: teaching, health personnel, security personnel and others. About 71% of respondents fell under the category of other and about 13%, 9% and 7% representing teaching, security and health personnel respectively.

Visitor Information and Experience

Respondents were asked to state their sources of information about Rattray Park. In this regard, 47 respondents indicated that they heard of the park from radio/TV, 44 also stated that they had their information from friends and family with 8 respondents and a person stating they got their information through internet and print media respectively. Radio/TV had attained the highest as a result of joint programmes organised by the park management and the radio stations which increased the rate at which advertisement of the park was done. Information from friends and family was deemed more advantageous as respondents were more likely to recommend and also revisit the park which is in tandem with the findings of Nurlena (2016) who stated that tourists learn the information obtained either from advertisements or from friends and relatives.

During the survey, it was found out that majority of the respondents were visiting the park for their second time. Those who had

visited the park five times or more were the least. The frequency of visits to the park was noted to be decreasing and it was thought that, the park management should introduce more facilities to increase repeat visits to the park. This agrees with Hu, *et al.*, (2019) and Ghani *et al.*, (2017) who emphasised that in order to build the tourism industry there should be new opportunities for growth in every destination. Information on the size of the group one was traveling in was also asked. From the chart, respondents stated that they were in a group between 4 and 8 followed by a group of 3 or less representing 42% and 40% respectively. Majority of the respondents also stated that they were willing to stay in the park for 3 to 7 hours. Most of the respondents come to the park with their friends or relatives.

Perception and Satisfaction

A Likert scale with four answer stages (very bad, bad, good, very good) was utilized herein. If the percentage of 'bad' + 'very bad' responses are higher than that of 'good' + 'very good' responses, the visitors' perception is then considered as negative. Likewise, if the percentage of 'bad' + 'very bad' responses are lower than that of 'good' + 'very good' responses, the visitors' perception is considered as positive. In Table 2, results of the mean perception, values characteristics of the three tourism products were shown. Respondents were asked to rate how they perceived the various tourism products on the four-point Likert type scale (1=very bad and 4=very good). On the scale, visitors' mean level of perception of Accessibility is 3.09 which is significantly higher than the perception of Amenities and Tourism management which is 2.71 and 2.65 respectively. The results show that, the tourism products at the park are rated good and above on the Likert scale. Since the scale is rated 2 and above the perception of the various tourism products is perceived positive. Majority of the respondents have positive perception. Table 3 shows the physical condition and uniqueness of the park. The respondents' perceived most of the amenities as positive which is as a result of it being in a good state.

The fountain is perceived positive since it was the first of its kind in the metropolis and the country as a whole. Parking is also perceived positive due to the broad parking lots and it was very easy to find. The toilet facility was also perceived positive as a result of the neatness and the availability of water in the various washrooms. The children's playground recorded the highest positive perception of the total amenities. In the case of the Wi-Fi and the restaurants, visitors perceived both as negative, which is as a result of the inactivity of the two amenities (Costa, et al. 2019). This result is in line with Carmona (2021), and Costa, et al. (2019) who stated that, although there is an increase in urban recreation area, there is also evidence that some people do not respond well and thus give negative feedback such as, lack of facilities, maintenance and sometimes too crowded at certain times.

In Table 4, it can be seen that accessibility was perceived positively by the respondents. There are several reasons for this. Thus, the location is not far away from their residence, all the roads to the location were tarred, and also cheap in transportation. This can be attributed to the fact that the majority of the respondents lived in Kumasi and its environs.

From Table 5 it can be seen that almost all the points were perceived positively with the exception of promotion through the media which was perceived negatively. Security system recorded the highest percentage of perception which is because the security had received training in guiding and maintaining the safety of the visitors. The most frequently rated elements in order of importance were services and hospitality, information centre, ability to convey information and handling tourist complaints. Security had the highest population and this is in agreement with the findings of Zehrer *et al* (2016) and Başarangel (2018) who stated that safety is the first criteria that is chosen by visitors to determine their satisfaction level in recreational parks.

Tables 6 to 8 in the previous section show the cross tabulation of the various tourism products and the demographic characteristics of the respondents which investigated the relationship between the tourism products restrictions and

level of awareness. The chi-square statistic calculated showed high figures above the 0.05 significance level. The values above the 0.05 significance level indicates that there is no significant relationship between the tourism products, restrictions, and the level of awareness.

In Table 9, the significance level of the amenities, accessibility, tourism organization, restrictions, and level of awareness are .004, .004, .000, .008, and .005 respectively. This shows that there is a significant relationship between the tourism product, restrictions, and level of awareness and their satisfaction level. Hence, Gador (2019) and Almeida-Santana, et al., (2018) postulate that there is a significant link between customer satisfaction and behavioural intention. Since visitors who are satisfied after consumption of tourism products are more likely to repeat the visit. This is in agreement with Almeida-Santana, *et al.* (2018) who mentioned that satisfied visitors will repeat their visitation and recommend the site to others. The results also agree with the findings of Gador, (2019), he mentioned that, there is a connection between visitor fulfilment and visitor's choice to re-experience the product. If a traveller is fulfilled, he or she is more likely to re-experience the product or tell his/her allies and family. The results also conflict with the findings of Başarangel (2018) who stated that satisfaction of a customer often fails to determine customer retention. Even though the overall experience is slightly acceptable, some factors assessed shows dissatisfactory results.

Conclusion

Urban Parks are generally underutilized which includes the park under study, consequently, attendance is noted to be poor. There seems to be a relationship between park facilities, maintenance and the number of people visiting the park because parks with more facilities and activities tend to attract more users and achieve their intended objective. From all aspects, the overall tourists' perception of accessibility to the Rattray Park is positive which means that the accessibility is good and visitors are satisfied. Meanwhile, from the aspects of

tourism products, attractions and tourism organization portrayed more negative perception which indicates that these two aspects need a lot of improvement. The majority of the respondents stated that they are satisfied with the various tourism products. It can be indicated that the overall attribute to the park is the accessibility and these visitors did not find a difficulty in getting to the park, the roads to the location were very good and also cheap in transportation.

Based on the findings of the study the following recommendations were proffered to

enable optimal utilization and improve the development plan of the park in Kumasi City. Firstly, a package or reward system for loyal customers will help with repeat visitation and encourage word of mouth. It is also vital that the facilities at the park are kept in good shape for visitors since the study found that patrons were not satisfied with some amenities. Thirdly, there should be a provision of active cafeteria and/or restaurant services which help to increase the economic multiplier effect in the park.

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