

## ARE BACKPACKERS A HOMOGENEOUS SEGMENT? A STUDY OF BACKPACKERS' MOTIVATIONS IN THE CAPE COAST-ELMINA CONURBATION, GHANA

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*The purpose of the study was to assess whether or not backpackers are homogeneous, using those who visited the Cape Coast-Elmina conurbation, Ghana. Questionnaire was used to collect data from 200 backpackers in Cape Coast and Elmina. The factor analysis, one-way analysis of variance (ANOVA), independent samples t-test, and descriptive statistical analysis were employed in the discussion of the data. The study revealed that backpackers who visited the Cape Coast-Elmina conurbation were mostly young international students. Six (6) main push-pull related factors, including historical/cultural attractions, service delivery, ecological attractions, heritage, escape, and adventure were found to have explained backpackers' motivation for visiting Ghana. There was sufficient evidence to conclude that backpackers are not the same, in relation to their background characteristics and motivations to travel. It is recommended that local travel intermediaries focus attention on packaging tailored tours that will sell the country's historical, cultural and ecological attractions to backpackers.*

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**Keywords:** *Motivations; Backpacker; Factor; Cape Coast; Elmina*

JEL Classification: *L83, M1, O1*

### INTRODUCTION

The 'backpacker' or 'budget traveller' market is one of the important segments of the tourism trade. Over the past decade, backpackers have shifted out from the policy shadows and the confines of the travel and tourism trade into global interest (Richards & Wilson, 2005). Rogerson (2005) argues that the contemporary backpacker is viewed as an

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imperative and growing element of international tourism and in some countries, such as Australia and Canada they are a key component of domestic tourism. According to Ateljevic and Doorne (2004), backpackers are tourism's biggest spending visitors. Research has also shown that on an individual basis, backpackers spend up to four (4) times more than mainstream Japanese tourists in Australia (Ateljevic & Doorne, 2004). Cheaper flights and favourable exchange rates have encouraged the remarkable growth of this market with more than 400,000 backpackers expected to visit Australia in 2002 (Ateljevic & Doorne, 2004). According to the Ghana Museums and Monuments Board [GMMB] (2011), international student arrivals in only Cape Coast and Elmina, stood at 3,073 between the months of September and October, 2010, an indication that youth travellers are increasingly visiting the area.

For their part, Richards and Wilson (2005) noted that even though youth and students make up an important segment of the backpacker market, today's archetypal backpacker is likely to be in his/her late twenties, young and a career professional. Moreover, as the backpacker on the average stays considerably longer than the long-haul international tourist, the former's average expenditure matches and in many cases even exceeds the latter's (Richards & Wilson, 2004). Since the 1970s, long-haul backpacker tourism has grown progressively and has come to constitute a specific segment of the international tourism market (Wilson, 1997; Hampton, 1998). Research has addressed this phenomenon from its very beginnings (Cohen, 1982). For Brenner and Fricke (2007), the growing interest in backpacker tourism can be attributed to its rapid territorial growth and its significant socio-economic impact on various destinations. According to David and Wilson (2005), the growing popularity of backpacking, the emergent diverse profile of backpackers coupled with the fact that they prefer locally produced goods and services, and have a comparatively longer duration of stay indicate that this form of tourism has the potential for growth.

Cohen (2003) recommends that future researches should move away from assuming that backpacking is a "homogeneous phenomenon" and review its diverse manifestations in terms of differences in age, sex, origin, and particular subcultures. In addition, Uriely, Yonay, and Simchai (2002), Ateljevic and Doorne (2005), Hecht and Martin (2006) and Maoz (2007) assert that backpackers may not be a homogeneous a group as they have been believed to be. They argue that like all people, they may vary among other things in nationalities, age, sex, motivations,

organization of trips and life cycle status. It is against this background that the study seeks to assess the motivations of backpackers in the Cape Coast-Elmina conurbation. Specifically the study seeks to: Describe the background characteristics of backpackers; examine backpackers' motivations for travelling to Ghana and explore the differences in travel motivations among the background characteristics of backpackers. The study is expected to make some contributions to the existing literature, policy and practice.

## **THEORETICAL FRAMEWORK**

Motivations are forces (intrinsic or extrinsic) that drive tourists to move from their places of residence to places out their homes in order to satisfy a need. Travel motivations have received great attention in tourism research because of the number of motivation theories that have been advanced so far to explain the forces that put the tourist on the 'move'. Maslow's (1943) theory of needs, Gray's (1970) sunlusts and wanderlusts typology, Dann (1977, 1981) and Crompton (1979) push-pull framework, Iso-Ahola's (1982) Optimal Arousal Theory and Godfrey (2011) have all been used in many scholarly materials to explain travel motivations. Many have, however, critiqued these motivational theories, arguing that some are a little simplistic in the explanation of tourists' motivations for travelling. Nevertheless, for the purposes of this research, the push-pull model by Dann (1981) was adapted to guide this study.

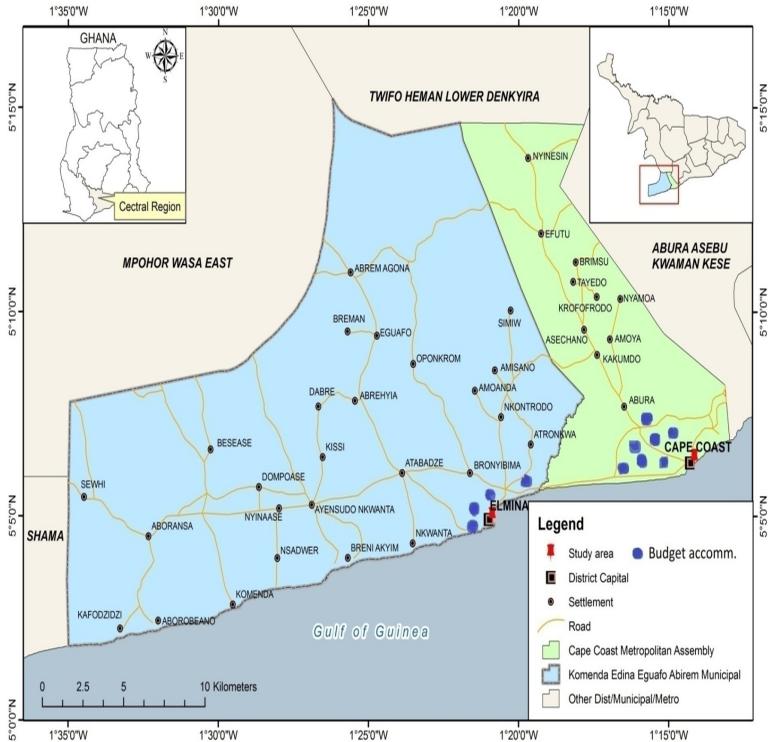
The push-pull framework or model by Dann (1977) provides a useful approach for examining tourists' motivations for travelling (Dann, 1977; Crompton, 1979). To Dann, tourists are pushed by internal forces (escape, prestige, relaxation) and pulled by external forces (such as the destination attributes). In short, push motives can be used to explain the desire to travel while pull motives help to explain the destination choice (Dann, 1977; Crompton, 1979; Goossens, 2000). Baloglu and Uysal (1996) found that backpackers may be pushed to leave home in order to get away from an unhappy relationship and be pulled because they wish to see the country's scenery or enjoy a climatic condition. In relation to push forces, Niggel and Benson (2007) reveal that backpackers are motivated by discoveries of novelty, gaining broad knowledge about the world, escape from everyday work, social interaction, as well as having good times with friends. They identified the pull factors to comprise native culture, adventure opportunities, climate, friendliness of the host,

beautiful beaches, available facilities and services, as well as the history of the host country. In examining the motivations that drive backpackers to visit the Cape Coast-Elmina conurbation, Ghana, the push-pull model by Dann (1981) was found appropriate as a theoretical guide for the study.

## **RESEARCH SETTING**

Elmina, which is located in the Komenda Edina Eguafó Abrem (KEEA) district, is about 6 km west of Cape Coast. On the other hand, Cape Coast is located in the Cape Coast Metropolis. These two towns are both located along the coastline and are bordered by Twifo Heman Lower Denkyira, Mpohor Wasa East and Shama districts in the Central Region of Ghana (Figure 1). Geographically, they can be described as a 'conurbation', given that the two towns have gradually joint in terms of settlement and development.

The Cape Coast-Elmina conurbation was selected as the study area because of the following reasons: The Central Region of Ghana holds and receives the highest number of attractions and tourist arrivals respectively. The region is endowed with a diversity of attractions including historical, ecological and cultural attractions. Within the Central Region, the Cape Coast-Elmina conurbation attracts a greater number of tourists because of the three (3) main United Nations, Educational, Scientific and Cultural Organization (UNESCO) world heritage sites, namely; Cape Coast castle, Elmina castle and Fort St. Jago. Festivals and other events also account for tourist arrivals in the area. The conurbation is also home to many hotels, restaurants, nightlife and other entertainment grounds for tourists.



**Figure 1:** Map of Cape Coast-Elmina conurbation  
 Source: Remote Sensing and Cartographic Unit, University Cape Coast, 2012.

## RESEARCH METHODOLOGY

The data was collected from inbound backpackers in the Cape Coast-Elmina conurbation through the use of questionnaire. The questions in the instrument were developed based on a review of related literature (Dann, 1977, 1981; Crompton, 1979; Pearce, 1990; Ryan & Moshin, 1999; Scheyvens, 2002; Niggel & Benson, 2007). However, since tourism studies are unique in terms of cultural and geopolitical landscapes, needed modifications were made in order to make the instrument reflect the objectives of the study and also situate the research within the local circumstance, which is Ghana. The instrument consisted of three (3) main

modules. Module 1 examined some push items that motivated the respondents to travel to Ghana while Module 2 examined the pull variables that motivated the respondents to visit Ghana. A 5-point Likert scale ranging from “Strongly agree” to “Strongly disagree” was used to measure their motivations for travelling to Ghana. Module 3 touched on the background characteristics of the respondents, such as sex, age, marital status, level of education, continent of origin, and profession.

A sampling frame of all 22 budget accommodation facilities was obtained from the office of the Ghana Tourism Authority (GTA) in Cape Coast. Using the lottery method of the simple random sampling technique, 11 budget accommodation facilities were selected from Cape Coast and Elmina. The data were collected between September and November, 2012 through self-administered questionnaire using three research assistants and the researcher. In all, 200 instruments were administered through systematic sampling technique. To achieve this, the respondents were selected at every fourth interval on their arrival at the reception in the selected budget hotels. Those who declined participating were replaced before the next count.

The data analysis was mainly carried out with the use of the SPSS version 16. Factor analysis employing the varimax rotation was used to determine the main orthogonal dimensions that motivated backpackers to travel to the Cape Coast-Elmina conurbation, Ghana. The ANOVA and t-test were used to explore the differences in motivations across the background characteristics of the respondents.

## **RESULTS**

### **Background characteristics of respondents**

The study found more females (72.3 %) than males (27.7%) in the study. The majority (75.0%) of backpackers who visited the Cape Coast-Elmina area were between the age cohort of 20-29 while 15.2 % were below 20 years. The average age was found to be 23 years among all backpackers. More unmarried (84.2%) than married (15.8%) respondents were established in the study. Those who had attained secondary/high school qualification (34.8%) were at par with degree holders (34.8%) representing the majority. It was noticed that a little more than half (57.6%) of the respondents were students followed by technicians

(22.8%). Backpackers who claimed they were in their 'gap year' represented 13.6%.

The study also identified the continents from which backpackers came to the Cape Coast-Elmina area. Most of the respondents (74.5%) originated from Europe, followed by Australians (12.5%), North Americans (10.3%) and Africans (1.6%).

### **Main factors that account for backpackers' motivations to visit Ghana**

The exploratory factor analysis (FA), employing the varimax rotation, was used to examine the major underlying components that motivated backpackers to visit Ghana. The FA was performed on 38 variables and the output is presented in Table 1. As a prelude to employing FA in this study, the sampling adequacy and the factorability of the data were examined to ensure that all assumptions were met for the FA. For this study, the Bartlett's test of sphericity was found to be significant ( $p=0.00$ ) while the KMO index of 0.781 confirmed the suitability of the data for FA. Table 1 also contains the eigenvalues and factor loadings. A recommendation is made for the inspection of a correlation matrix of 0.3 or more while factors with eigenvalues of 1.0+ are retained for further investigation (Pallant, 2005). Moreover, the Cronbach's alpha coefficient was used to test the reliability of the scale used, and the extent to which the items actually contribute in explaining a factor. Pallant (2005) recommends a Cronbach's alpha coefficient of more than 0.7 for appropriateness.

The Principal Component Analysis (PCA), employing the varimax rotation, reduced the 38 variables to 6 main underlying dimensions which accounted for backpackers' motivations to visit Ghana. The six (6) uncorrelated factor solutions together explained 55.9% of the total variance. The factors, however, contributed differently to the explanation of the total variance, which are as follows:

A pull motivational factor, which was Factor 1, labelled as historical/cultural attractions, consisted of issues pertaining to old towns and forts, slave routes and history, art and craft, ethnic groups, music and dance, clothing, and museums. This factor explained 8.14 (22.6%) of the total variance.

**Table 1.** Factors that account for backpackers' motivation to travel

<b>Factors</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>% of variance Explained</b>	<b>Cronbach's alpha</b>
<b>I Historical/cultural attractions</b>				
Old towns and villages	0.71			
Slave route history	0.68			
Arts and craft	0.66			
Different ethnic groups	0.64	8.14	22.61	0.79
Good music and dance	0.61			
Clothing (kente, fugu)	0.59			
Museums	0.58			
<b>II Heritage motivation</b>				
Trace my route to Ghana	0.89			
Learn about my heritage	0.87	3.75	10.43	0.87
Find out my historical background	0.86			
<b>III Service delivery</b>				
Well trained restaurant & hotel staff	0.71			
Hygienic facilities	0.69			
Good service delivery	0.68	2.45	6.81	0.80
Prompt service delivery	0.67			
Clean environment	0.66			
<b>IV Ecological heritage</b>				

Greenery	0.79			
Wildlife and birds	0.76			
Mountainous areas	0.65	2.38	6.61	0.83
Beautiful parks and scenery	0.64			
<b>V Escape</b>				
Get away from home	0.76			
Get a break from everyday job	0.69			
Do something about my boredom	0.69	1.79	4.98	0.74
Relieve stress and tension	0.64			
<b>VI Adventure</b>				
Experience unfamiliar destination	0.76			
Discover something new	0.75			
Do something challenging	0.71	1.60	4.45	0.72
Get close to nature	0.52			
Total variance explained				55.89

Bartlett's test of sphericity (Approx. Chi-square) = 3441.151, alpha value = 0.00, Kaiser-Meyer-Olkin (KMO) Measure of Sample Adequacy = 0.781

Factor 2 measured heritage motivation. Heritage motivations formed part of the push motivational factors that accounted for backpackers' visit to Ghana. It suggests that there was an internal desire to patronize the country's heritage resources, which were evident in tracing routes to Ghana, learning about individual heritage, and finding out historical backgrounds. Together, they explained 3.75 (10.4%) of the total variance. Factor 3 (pull factor) measured service delivery, which includes well-trained restaurant staff, hygienic facilities, good and prompt service delivery, and environmental cleanliness. Factor loadings ranged from a low of 0.66 to a high of 0.71. Factor 3 accounted for 2.45 (6.8%) of the

total variance explained. Factor 4 (pull factor) constituted ecological heritage which consisted of greenery, wildlife and birds, mountainous areas, beautiful parks and scenery, and conducive weather conditions. This dimension explained 2.38 (6.6%) of the total variance. Factor 5 more or less tapped into another push factor which is 'escape'. For this factor, getting away from home, break from routine job, doing something about boredom, and relieving stress and tension were the variables that loaded on it. This factor explained 1.79 (4.9%) of the total variance. Lastly, Factor 6 (push factor) explained 1.60 (4.5%) of the total variance. This factor also consists of experiencing unfamiliar destination, discovering something new, doing something challenging, and getting close to nature.

### **The effect of background characteristics on push motivational factors**

Table 2 examines the extent to which push motivational factors (escape, adventure and heritage tourism) vary across the background characteristics of backpackers. The t-test and ANOVA were used to test for differences in push motivations among the background characteristics. The Fisher's least significant difference (LSD) method, one of the post-hoc procedures (Pallant, 2005) was carried out to identify where differences exist among the various groups. Moreover, the existence of significant difference was determined by comparing the p-values (0.05).

The t-test was conducted to compare the push-motivations' scores for males and females. With respect to the motivations for escapism ( $p=0.82$ ;  $t=0.23$ ) and heritage ( $p=0.63$ ;  $t=0.64$ ), there were no significant differences between male and female backpackers. Both males and females were indifferent about escapism and heritage reasons being a reason for coming to Ghana. In contrast, the independent-samples t-test indicates significant differences in the motivation for adventure among males ( $M=1.50$ ,  $SD=0.55$ ) and females [ $M=1.26$ ,  $SD=0.42$ ;  $t(182)= 3.21$ ,  $p=0.00$ ]. Unlike the female backpackers who conceded that the desire for adventure spurred them to come to Ghana, their male colleagues were uncertain.

**Table 2.** Push motivational factors by background characteristics

Background characteristics	N	Escape	Adventure	Heritage motivation
<b>Sex</b>				
Male	51	1.642	1.500	2.044
Female	133	1.626	1.258	1.991
		<i>p</i> =0.819	<i>p</i> =0.002	<i>p</i> =0.625
		<i>t</i> =0.230	<i>t</i> =3.207	<i>t</i> =0.637
<b>Marital status</b>				
Unmarried	155	1.634	1.568	2.041
Married	29	1.672	1.164	1.991
		<i>p</i> =0.660	<i>p</i> =0.011	<i>p</i> =0.628
		<i>t</i> =0.449	<i>t</i> =2.649	<i>t</i> =0.486
<b>Age</b>				
<20	28	1.598	1.491	2.125
20-29	139	1.637	1.293*	1.991
30-39	14	1.643	1.561*	1.893
40 +	3	1.583	2.000	2.083
		<i>p</i> =0.972	<i>p</i> =0.007	<i>p</i> =0.495
		<i>F</i> =0.078	<i>F</i> =4.210	<i>F</i> =0.800
<b>Level of education</b>				
Basic/primary	3	1.167	1.167	1.667
Secondary/high School	64	1.621*	1.387	2.047
Diploma	34	1.631*	1.441	2.015

Degree	64	1.111	1.261	1.977
Postgraduate	19	1.447*	1.145	2.000
		<i>p</i> =0.052	<i>p</i> =0.112	<i>p</i> =0.745
		F=2.401	F=1.901	F=0.487
<b>Main profession</b>				
Student	106	1.592	1.532	1.991
Sales/Marketing	6	1.667	1.692	2.417
Educator	5	1.750	1.750	2.050
Post-student year	gap 25	1.760	1.500	2.180
Technicians	42	1.631	1.614	1.875
		<i>p</i> =0.569	<i>p</i> =0.130	<i>p</i> =0.063
		F=0.894	F=1.805	F=2.512
<b>Continent of origin</b>				
North America	19	1.829	1.211	1.961*
Europe	137	1.631	1.365	2.037
Asia	2	1.575	1.250	1.625
Africa	3	1.500	1.000	1.000*
Australia	23	1.500	1.229	2.022
		<i>p</i> =0.123	<i>p</i> =0.337	<i>p</i> =0.008
		F=1.838	F=1.145	F=3.599

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*Scale: 1-1.49 = Agree, 1.50-2.49 = Neutral, 2.50-3 = Disagree, Sig. level at ≤0.05, Post-hoc test\**

Marital status influenced respondents' desire for adventure tourism. The independent-samples t-test shows significant differences in the motivation for adventure tourism among unmarried backpackers

( $M=1.57$ ,  $SD=0.43$ ) and married backpackers [ $M=1.16$ ;  $t(167)= 2.65$ ,  $p=0.01$ ]. Whereas unmarried backpackers were uncertain about having interest in adventure, married ones conceded that the quest for adventure was a motivation for their visit. On the other hand, there were no differences between unmarried and married backpackers when it came to the desire for escape ( $p=0.66$ ;  $t=0.45$ ) and heritage ( $p=0.63$ ;  $t=0.49$ ) since both groups were unsure.

A one-way between groups analysis of variance was conducted to explore the impact of age on the push motivational factors. Subjects were divided into four (4) groups according to their age (Group 1: less than 20; Group 2: 20-29; Group 3: 30-39; Group 4: 40 and above). There was a statistically significant difference at  $p\leq 0.05$  level in the motivation for adventure for the four age groups [ $F(3,180)= 4.21$ ,  $p=0.00$ ]. The post-hoc comparison using Fisher's least significant difference (LSD) test indicates that the mean scores for Group 2 ( $M=1.29$ ,  $SD=0.44$ ) was significantly different from Group 3 ( $M=1.56$ ,  $SD=0.36$ ). Group 1 ( $M=1.49$ ,  $SD=0.53$ ) and Group 4 ( $M=2.00$ ,  $SD=1.00$ ) did not show any significant differences. It is explainable that younger backpackers below age 20 and between the ages of 20-29 would probably be more willing and interested in undertaking adventure related activities than older ones especially those who are 30 years or more. On the contrary, respondents across the various age groupings did not show significant differences in the motivation for escape ( $p=0.97$ ;  $F=0.08$ ) and heritage ( $p=0.49$ ;  $F=0.80$ ) since groups were unresolved.

The levels of education attained by backpackers had impact on their desire to escape to Ghana. Subjects were divided into five (5) groups according to their educational qualifications (Group 1: Basic/primary education; Group 2: Secondary/high school; Group 3: Diploma; Group 4: Degree; Group 5: Postgraduate). There was a statistically significant difference at  $p\leq 0.05$  level in the motivation for escape among the five groups [ $F(4,179)= 2.40$ ,  $p=0.05$ ]. The post-hoc comparison using LSD test shows that the mean scores for Group 2 ( $M=1.62$ ,  $SD=0.44$ ), Group 3 ( $M=1.63$ ,  $SD=0.34$ ) and Group 5 ( $M=1.45$ ,  $SD=0.37$ ) were significantly different from one another. Group 1 ( $M=1.17$ ,  $SD=0.29$ ) and Group 4 ( $M=1.11$ ,  $SD=0.38$ ) did not differ significantly from each other since both groups agreed their reason for the visit was to escape from boredom or everyday life. Contrary to that, backpackers' quest for adventure ( $p=0.11$ ;  $F=1.90$ ) and heritage ( $p=0.75$ ;  $F=0.49$ ) in Ghana did not differ among the

levels of education since those for adventure wholly agreed and those for heritage tourism were in doubt.

The occupational careers of respondents had no impact on their motivation for escape, adventure and heritage. There were no significant disparities in the desire for escape ( $p=0.57$ ;  $F=0.89$ ), adventure ( $p=0.13$ ;  $F=1.81$ ) and heritage ( $p=0.06$ ;  $F=2.51$ ) across all the professions of backpackers. Thus, respondents across the professions captured were ambivalent about escape, adventure and quest for heritage being motivations for visiting Ghana.

More to the point, continent of origin (Group 1: North America, Group 2: Europe, Group 3: Asia, Group 4: Africa, Group 5: Australia) had an impact on respondents' motivation for heritage tourism. There was a statistically significant difference at  $p \leq 0.05$  level in the motivation for heritage among the five groups [ $F(4,179) = 3.59$ ,  $p=0.00$ ]. Post-hoc comparison with the LSD test indicates that the mean scores for Group 1 ( $M=1.96$ ,  $SD=0.65$ ) was significantly different from that of Group 4 ( $M=1.00$ ,  $SD=0.00$ ). While subjects from Africa agreed that heritage tourism was a reason for visiting the country, their counterparts from North America were indifferent. Groups 2 ( $M=2.04$ ,  $SD=0.48$ ), 3 ( $M=1.63$ ,  $SD=0.88$ ) and 5 ( $M=2.02$ ,  $SD=0.47$ ) did not show any significant disparities with regard to the motivation for heritage tourism. These groups were all neutral about the quest for heritage in Ghana. There were, however, no established significant differences in the motivations for escape ( $p=0.12$ ;  $F=1.84$ ) and adventure ( $p=0.34$ ;  $F=1.15$ ) among the continents from which backpackers came. Whereas respondents from all continents admitted that adventure was a motivation for visiting, they were not sure about escaping from home.

### **The effect of background characteristics on pull motivational factors**

Table 3 examines the extent to which pull motivational factors also differ by the same background characteristics of backpackers. The t-test and ANOVA were used again to test for differences among the background characteristics based on mean responses. The main pull variables include historical/cultural and ecological attractions as well as service delivery.

The motivation for historical/cultural ( $p=0.09$ ;  $t=0.92$ ) and ecological ( $p=0.87$ ;  $t=0.18$ ) attractions, as well as services ( $p=0.97$ ;  $t=0.46$ ) did not

differ among backpackers' sex. Both males and females were neutral about the fact that these pull factors attracted them to the country. Similarly, the motivation for historical/cultural ( $p=0.39$ ;  $t=0.85$ ) and ecological ( $p=0.32$ ;  $t=0.99$ ) attractions as well as services ( $p=0.22$ ;  $t=1.24$ ) did not vary significantly among backpackers' marital status. Both unmarried and married respondents were uncertain about the rationale for all pull factors.

A one-way between groups analysis of variance was conducted to explore the impact of age on pull motivational factors. There was a statistically significant difference at  $p \leq 0.05$  level in the motivation for ecological heritage among the four (4) age groups [ $F(3, 180) = 3.48$ ,  $p=0.02$ ]. A post-hoc comparison shows significant differences in the mean scores of respondents between the ages 30-39 ( $M=1.33$ ,  $SD=0.46$ ) and 40 years plus ( $M=2.07$ ,  $SD=1.00$ ). While respondents between the ages of 30-39 agreed, those aged 40 years and above were unresolved about the country's ecological attractions being their motivation for visiting. Respondents who were less than 20 years ( $M=1.85$ ,  $SD=0.55$ ) and those between 20-29 years ( $M=1.59$ ,  $SD=0.57$ ) did not show any significant contrast since some levels of uncertainties were obvious as regards Ghana's ecological attractions. Conversely, there were no significant differences among the motivation for historical/cultural attractions ( $p=0.70$ ;  $F=0.48$ ) and service delivery ( $p=0.06$ ;  $F=1.50$ ) across the age categories.

Furthermore, a statistically significant difference in the motivation for ecological heritage among the levels of education [ $F(4,179) = 2.52$ ,  $p=0.04$ ]. The post-hoc LSD indicates significant differences in the mean scores of respondents with diploma ( $M=1.74$ ,  $SD=0.59$ ) and postgraduate qualifications ( $M=1.25$ ,  $SD=0.36$ ). While those with diploma qualifications were indifferent, their counterparts with postgraduate qualifications agreed that ecological attractions were part of their motivation for visiting Ghana. Backpackers who had attained basic ( $M=1.67$ ,  $SD=1.15$ ), secondary ( $M=1.60$ ,  $SD=0.56$ ) and degree qualifications ( $M=1.68$ ,  $SD=0.58$ ) did not differ significantly from those with diploma. As to the motivation for historical/cultural attractions ( $p=0.11$ ;  $F=1.92$ ) and service delivery ( $p=0.08$ ;  $F=2.11$ ) in the country, no significant differences were noticeable among the educational levels of respondents. Whereas all backpackers, irrespective of their educational qualifications, conceded that historical/cultural attractions were a reason

for visiting Ghana, they were undecided about service delivery in the country.

**Table 3.** Pull motivational factors by background characteristics

Background characteristics	N	Historical/ Cultural	Services Delivery	Ecological Attractions
<b>Sex</b>				
Male	51	1.585	1.828	1.631
Female	133	1.465	1.825	1.615
		<i>p</i> =0.093 <i>t</i> =0.918	<i>p</i> =0.973 <i>t</i> =0.463	<i>p</i> =0.865 <i>t</i> =0.175
<b>Marital status</b>				
Unmarried	155	1.509	1.848	1.637
Married	29	1.543	1.707	1.524
		<i>p</i> =0.396 <i>t</i> =0.851	<i>p</i> =0.215 <i>t</i> =1.244	<i>p</i> =0.322 <i>t</i> =0.993
<b>Age</b>				
<20	28	1.505	1.768	1.850
20-29	139	1.509	1.871	1.593
30-39	14	1.667	1.564	1.329*
40 +	3	1.571	1.583	2.067*
		<i>p</i> =0.700 F=0.475	<i>p</i> =0.061 F=1.504	<i>p</i> =0.017 F=3.483
<b>Level of education</b>				
Basic/primary	3	1.143	1.883	1.667
Secondary/high school	64	1.467	1.750	1.603

Diploma	34	1.318	1.927	1.735*
Degree	64	1.329	1.902	1.681
Postgraduate	19	1.346	1.763	1.253*
		<i>p=0.108</i>	<i>p=0.081</i>	<i>p=0.043</i>
		F=1.924	F=2.113	F=2.524
<b>Profession/occupation</b>				
Student	106	1.442*	1.788	1.576
Sales/Marketing	6	1.691*	2.167	1.633
Educator	5	1.486	2.100	1.800
Post-student gap year	25	1.471	2.060	1.792
Technicians	42	1.478*	1.756	1.633
		<i>p=0.012</i>	<i>p=0.113</i>	<i>p=0.332</i>
		F=3.044	F=1.167	F=1.157
<b>Continent of origin</b>				
North America	19	1.594	2.031	1.381*
Europe	137	1.504	1.836	1.623
Asia	2	1.642	1.625	2.300*
Africa	3	1.586	1.867	1.000*
Australia	23	1.603	1.696	1.809
		<i>p=0.569</i>	<i>p=0.098</i>	<i>p=0.019</i>
		F=0.735	F=1.987	F=3.039

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*Scale: 1-1.49 = Agree, 1.50-2.49 = Neutral, 2.50-3 = Disagree, Sig. level at  $\leq 0.05$ , Post-hoc test\**

The occupational careers of backpackers had some influence on their desire for the country's historical/cultural attractions. At  $p \leq 0.05$  level, there was a statistically significant difference in the motivation for the country's historical/cultural attractions among the occupational careers of backpackers [F(4,179)= 3.04,  $p=0.01$ ]. The post-hoc LSD indicated

significant disparities in the mean scores of students ( $M=1.44$ ,  $SD=0.41$ ), marketing personnel ( $M=1.69$ ,  $SD=0.43$ ) and technicians ( $M=1.48$ ,  $SD=0.44$ ). There were no significant differences in the mean scores of educators ( $M=1.49$ ,  $SD=0.45$ ) and post-student 'gap years' ( $M=1.47$ ,  $SD=0.47$ ) given that both groups agreed that historical/cultural attractions were reasons for coming to Ghana. Respondents' occupational careers did not have any impact on their motivations for service delivery ( $p=0.11$ ;  $F=1.17$ ) and ecological heritage ( $p=0.33$ ;  $F=1.16$ ).

The continents from which backpackers originated had an influence on their desire for ecological heritage [ $F(4, 179)= 3.04$ ,  $p=0.02$ ]. The Fisher's LSD suggests that backpackers from North America ( $M=1.38$ ,  $SD=0.52$ ), Asia ( $M=2.30$ ,  $SD=0.14$ ) and Africa ( $M=1.00$ ,  $SD=0.00$ ) differed significantly while Europeans ( $M=1.62$ ,  $SD=0.57$ ) and Australians ( $M=1.81$ ,  $SD=0.59$ ) did not show significant differences. The Europeans and Australians were unresolved about visiting for ecological reasons. Conversely, there were no significant differences recorded in the motivations for service delivery ( $p=0.09$ ;  $F=1.99$ ) and historical/cultural attractions ( $p=0.57$ ;  $F=0.74$ ) in the country across the continents of origin.

## **DISCUSSION**

According to Leslie and Wilson (2005), backpackers are gradually shifting from being a homogeneous segment comprising youngsters to a segment with diverse profiles. This claim was evident in results of the background characteristics of backpackers in the Cape Coast-Elmina area.

The motivation to travel to any destination could be influenced by push or pull factors (Godfrey, 2011). This study, therefore, took into cognizance the push/pull motivational factors that inspired respondents to travel to a Ghana. In all, six (6) main factors accounted for backpackers' motivations to visit Ghana. They include historical/cultural attractions, heritage motivation, service delivery, ecological attractions, escapism and adventure tourism.

The factor on historical/cultural attractions, which is a pull factor, turnout to be the highest explained variance followed by heritage tourism (push factor). This result is very obvious because historical and cultural attractions capture a significant proportion of Ghana's attraction base. The study, therefore, reinforces Welk's (2006) position that the interests of backpackers lie in historic monuments and cultures of other people. The third factor that emerged from the analysis was the motivation for service

delivery in the area. Cape Coast and Elmina hold and provide a significant percentage of tourism facilities and services respectively in the country. For their part, Niggel and Benson (2007) consider services and facilities at the destination as pull motivational factors for various categories of visitors. Further, the fourth motivational factor constituted the interest in the ecological heritage of the country, which served as a pull force. Ghana is endowed with natural resources ranging from unique water bodies, national parks, ramsar sites, wetlands to mountains. Activities, such as camping, hiking, hunting, swimming, biking, kayaking, and safari watching could be undertaken in the country. Factor five, which tapped into escapism was one of the push factors that motivated backpackers to travel to Ghana. The issue of taking breaks from jobs back at home is quite common among the reasons why most backpackers and other tourists adduce for travelling. According to Jarvis and Peel (2010), one motivation for backpackers is the desire to escape from life at home. These breaks give them the opportunity to refresh their minds, and engage in non-routine forms of lifestyle. Last but not least factor comprised the travel for adventure. For Elsrud (2001), Cloke and Perkins (2002) and Cater (2002), thrill-seeking and risk taking certainly seem to have become a central part of backpacking as growing numbers of backpackers develop interest for destinations or take up more dangerous activities in established destinations.

The study tried to explore the differences in motivations across the various background characteristics of backpackers in Ghana. Beginning with the push factors (escape, adventure, heritage), the motivation for adventure in the country received varied opinions among males and females. It was found that while female backpackers conceded that they had the motivation to engage in adventure related activities in Ghana, their male counterparts were indifferent. In effect, female backpackers are becoming more adventurous than male counterparts. Additionally, the motivation for adventure and escapism differed by age and level of education respectively. However, the various background variables, except for continent of origin, were found not to have had any effect on the choice of heritage tourism in the country.

As regards pull factors, variations were noticed in the motivation for ecological heritage and cultural attractions among some background characteristics. The motivation for ecological attractions in the country differed among the age categories. While those in the 30-39 years agreed to visiting Ghana for ecological reasons, those below 29 years and those

40 years plus were unsure. Similarly, the levels of education attained by respondents and the continent from which they came influenced the motivation for ecological heritage in the country. Godfrey (2011) recognized that motivations may differ across continent of origin, regions and countries but for this study, this claim only manifested in the motivation for ecological heritage. In addition, unlike escape, adventure, heritage, historical/cultural, and ecological motivations, respondents across all background characteristics seemed to be uncertain about the quality of services rendered to them in the country.

Differences in responses among various background characteristics were related to specific push and pull motivational factors, and not across all factors. In short, there is sufficient evidence to assert that some motivational factors are influenced by backpackers' background variables.

## **CONCLUSIONS**

The purpose of the study was to assess whether or not backpackers are a homogeneous group. To this end, 200 backpackers were sampled through a survey. Dann's (1981) model was used as the theoretical underpinning for the research. The study found that backpackers were motivated by a mix of pull factors (Service delivery, ecological, and historical/cultural attractions) and push factors (heritage tourism, escapism, and adventure tourism).

Secondly, it was found that per their background characteristics and motivations for travel, backpackers who visit the Cape Coast-Elmina conurbation are not homogeneous, since the study indicated that the background characteristics of backpackers have an effect on their motivations for travelling. The examinations of motivations among backpackers in the existing literature (Richards & Wilson, 2004; Leslie & Wilson, 2005; Hannam & Ateljevic, 2008) have seldom provided empirical information as regards the differences in motivations in relation to background characteristics; hence, this finding is a contribution to literature.

## **RESEARCH IMPLICATIONS**

The fact that backpackers who travel to the Cape Coast-Elmina area are young students suggests that they travel on limited budgets.

Therefore, the GTA should formally recognize and incorporate hostel facilities into the accommodation sub-sector in the country, and also regularize monitoring activities in these facilities in order to maintain quality standards.

Since the study showed that backpackers visit Ghana because of the historical and ecological attractions, it is recommended that government pays special attention to the development of these sites in order to increase backpackers' visitation to the country. Particularly, accessibility to these attractions, which is a problem, could be improved by government. It is also recommended that local travel intermediaries focus attention on packaging tailored tours that would sell the country's historical, cultural, and ecological attractions to backpackers.

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