

SECOND TERM WEEKLY LESSON NOTES

WEEK 11

Date: 22 nd JULY, 2022	DAY:	Subject: Social Studies
Duration:		Strand: Socio-Economic Development
Class: B7	Class Size:	Sub Strand: Tourism
Content Standard: B7.5.3.1. Demonstrate knowledge on how tourism and leisure promote national development		Indicator: B7.5.3.1.1. Examine the role of tourism and leisure in socio- economic development of Ghana
		Lesson: 1 OF 2
Performance Indicator: Learners can discuss how to promote Tourism in Ghana.		Core Competencies: CP 5.1: CC 8.1: CC 8.1: CC 9.1: CP 5.2: CC 7.2: CC 8.1:
References: Social Studies Curriculum Pg. 22-23		
Phase/Duration	Learners Activities	Resources
PHASE 1: STARTER	<p>Revise with learners to review their understanding in the previous lesson.</p> <p>Share performance indicators with learners.</p>	
PHASE 2: NEW LEARNING	<p>Guide learners to discuss how to promote Tourism in Ghana.</p> <ol style="list-style-type: none"> 1. Educating the populace, <i>Ghanaians should be educated on the importance and value of leisure. The Ghana Tourism Board should partner other stakeholders such as hoteliers, the media and NGO's to encourage local tourism.</i> 2. Publicizing Ghana's tourism potentials to the outside world. <i>The Ministry of Tourism should organize musical shows, seminars and produce magazines and brochures on tourist attractions in Ghana for distribution through her foreign embassies abroad.</i> 3. Integrating tourism studies into the school syllabus. <i>We must integrate tourism into the school curriculum at all levels of education to encourage students to show interest in tourism.</i> 4. Beautifying and maintaining tourism sites. <i>To promote tourism, tourist sites such as castles, game reserves must be well maintained. The tourist sites must be beautified and kept clean.</i> 5. Providing adequate security. <i>There is the need to provide tourists adequate security to encourage people to show interest in tourism.</i> 6. Reducing entry fees to tourism sites. <i>Fees collected at entry points at tourist sceneries should be reduced to make visits to such Projected places affordable.</i> 7. Training tourism personnel. 	Pictures and Charts

Tour guides, waiters and waitresses should be trained for the tourism industry.

8. Providing tourism facilities such as restaurants and hotels.

The government should build more tourism facilities such as hotels, restaurants, cinema houses, hospitals and roads in areas having sceneries.

Have learners research on the economic Importance or Benefits of Tourism to Ghana's Development

1. Source of employment.

The tourism industry employs over 115,000 people in Ghana. Tourism workers include tourist guides, hoteliers, waiters, fashion designers, musicians and craftsmen.

2. Source of foreign exchange:

Tourism is a big foreign exchange earner for the country. In 2003, Ghana's tourism earnings reached \$600 million dollars.

3. Provision of infrastructure.

Tourism encourages the improvement of infrastructure of the country. The infrastructure includes roads, railways, telephone facilities, hotels, restaurants, electricity and water,

4. Cultural preservation.

Tourism helps us preserve our cultural heritage through festivals, enstoolment of chiefs, puberty rites and traditional music and dance e.g. Pan African Festival (PANAFEST).

5. Source of income or revenue.

Tourism serves as a source of revenue to the government in the form of income tax. Tourism also provides income for Ghanaians employed in hotels, restaurants and nightclubs

6. Conservation of natural resources.

Tourism helps us to conserve or protect our natural resources such as forests, wildlife and water bodies e.g. Kakum Forest, elephants at Mole and waterfalls at Kintampo.

7. Growth of local craft industries.

Tourism has led to the growth of local craft industries such as wood carving, textiles, straws and leather.

8. Projection of Ghana's image abroad.

Tourism has projected Ghana abroad as the gateway to Africa and place with the friendliest people. This has made the country popular overseas.

Assessment

- 1. State six economic Importance or Benefits of Tourism to Ghana's Development.**
- 2. Enumerate five ways of promoting Tourism in Ghana.**

PHASE 3: REFLECTION	Use peer discussion and effective questioning to find out from learners what they have learnt during the lesson. Take feedback from learners and summarize the lesson.	
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Class: B7	Class Size:	Sub Strand: Tourism
Content Standard: B7.5.3.1. Demonstrate knowledge on how tourism and leisure promote national development	Indicator: B7.5.3.1.1. Examine the role of tourism and leisure in socio- economic development of Ghana	Lesson: 2 OF 2
Performance Indicator: • Learners can discuss the problems facing the Tourism Industry in Ghana.		Core Competencies: CP 5.1: CC 8.1: CC 8.1: CC 9.1: CP 5.2: CC 7.2: CC 8.1:
References: Social Studies Curriculum Pg. 22-23		
Phase/Duration	Learners Activities	Resources
PHASE 1: STARTER	Revise with learners to review their understanding in the previous lesson. Share performance indicators with learners.	
PHASE 2: NEW LEARNING	Guide learners to discuss the problems facing the Tourism Industry in Ghana. 1. <i>Problem of external competition.</i> <i>Ghana faces stiff competition from sister African countries such as Senegal, Egypt and Kenya which have a well-developed tourism industry.</i> 2. <i>Problem of low domestic patronage.</i> <i>Many Ghanaians do not show interest in tourism and appreciate the value of leisure and therefore do not patronize or contribute to the industry.</i> 3. <i>Problem of frequent changes of government.</i> <i>Frequent changes in the political leadership of the country affect tourism.</i> 4. <i>Problem of publicity.</i> <i>The Ghanaian media has done little to market our tourism potentials in and outside Ghana.</i> 5. <i>Problem of inadequate capital.</i> <i>Ghana lacks adequate capital to develop tourism. Most often, Ghana relies on foreign financial assistance which is not readily available.</i> 6. <i>Problem of inadequate skilled workers.</i> <i>Ghana does not have adequate skilled workers such as tour guides, waitresses and travel and tour operators. She often relies on foreign-trained workers which is expensive.</i> 7. <i>Problem of inadequate facilities.</i> <i>Tourism centers in Ghana are not linked with proper roads, electricity and water. This makes such centers inaccessible and unattractive to tourists</i> Guide learners to discuss reasons or factors that favor the Growth of Tourism in Ghana	Pictures and Charts

	<ul style="list-style-type: none"> • Modern physical development. Ghana has modern physical features which attract tourists. Some of these features are the Akosombo Dam and Kpong hydro-electric station. • Attractive and beautiful scenery. Ghana also has beautiful scenes such as beaches, hotels and natural features (i.e. forests, water bodies and wildlife). These beautiful sceneries serve as recreational grounds for most people. • Preservation of nature. Ghana has preserved her natural habitat for plant and animal species. Places with such habitat attract many people (tourists) e.g. Kakum National Park and Paga Crocodile Pond. • Preservation of historical sites. Ghana has preserved historical sites such as Okomfo Anokye's Sword site, forts and castles in Accra and Cape Coast. Such historical sites attract many people. • Celebration of culture. The celebration of cultural festivals such as PANAFEST, Adaekese, Odwira, Homowo and Hogbetsotso encourages many people to visit places in Ghana. • Construction of recreational centers. The Government has built recreational facilities to promote tourism. Some of these centers are the National Cultural Centre in Kumasi and the National theatre in Accra. <p><u>Assessment</u></p> <ol style="list-style-type: none"> 1. State five reasons or factors that favor the Growth of Tourism in Ghana. 2. Mention any five problems facing the Tourism Industry in Ghana. 	
<p>PHASE 3: REFLECTION</p>	<p>Use peer discussion and effective questioning to find out from learners what they have learnt during the lesson.</p> <p>Take feedback from learners and summarize the lesson.</p>	