

Ghana – Culture Smart!

The Essential Guide to Customs & Culture

By Ian Utley

Home to the historic Ashanti empire, Ghana was the first African country to achieve independence. Known as the "Gateway to Africa," it is a stable democracy that welcomes around a million visitors a year, who invariably come away with glowing reports of a fertile land and tropical beauty. It is the Ghanaian people, however, who make the biggest impression. Their genuine hospitality and love of peace means Ghana is among the friendliest and safest countries in Africa. They are respectful toward each other, strong followers of tradition, and have deep familial and communal values. Visitors are warmly welcomed but are expected to be sympathetic to local customs and beliefs, and to follow certain codes of conduct.

Culture Smart! Ghana describes the complexities and nuances of Ghanaian society with clarity and humor, and offers the reader an opportunity to get to know Ghanaians on their own terms, and to enjoy all that this beautiful country has to offer! Akwaaba!

***Culture Smart!* guides are created to help travelers have a more meaningful and successful time abroad through a better understanding of the local culture. Chapters on values, attitudes, customs, and daily life will help you make the most of your visit, while tips on etiquette and communication will help you navigate unfamiliar situations and avoid faux pas.**

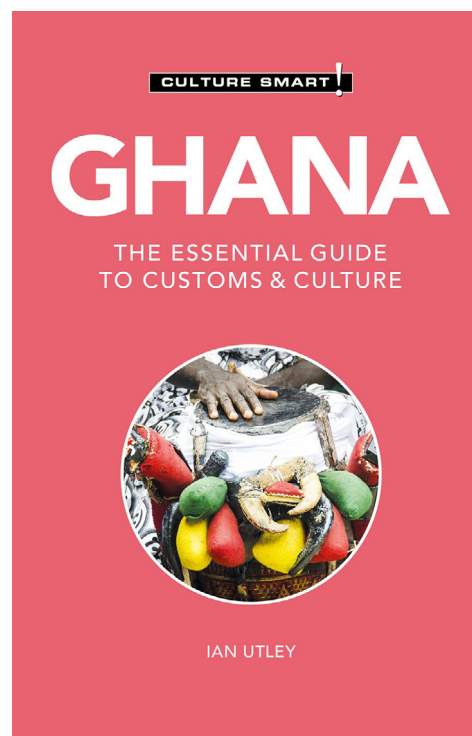
Ian Utley studied at the University of Wales and trained as a teacher at Bishop Grosseteste University College, Lincoln. He worked in education in Ghana for many years, published a book for learners of the Twi language, was a columnist for the Ghanaian newspaper *Weekend World*, and was an advisor to the Ministry of Tourism and Diasporan Relations in Accra. He also organized cultural, ecotourism, and language-learning activities for foreigners. Now back in Britain, he works as a library manager in his native Lincolnshire.

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CULTURE SMART!



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