Ishmael Mensah

Professor · Hospitality & Tourism
University of Cape Coast

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PROFILE

Prof. Ishmael Mensah is a Professor of tourism and hospitality management at the University of Cape Coast. He holds a Ph.D. Tourism degree from the same university and is a Certified Hospitality Educator (CHE) by the American Hotel and Lodging Association as well as a Member of the Institute of Hospitality (MIH). Prof. Mensah also holds post-graduate certificates in Hospitality Administration as well as Event Planning & Tradeshow Management from Georgia State University where he was a fellow under the Ghana Tourism Capacity Development Initiative. He has published widely in high-ranking academic journals in the areas of environmental management in hotels, special events management, service quality and community-based tourism development. He is currently the Editor-In-Chief of the African Journal of Hospitality and Tourism Management.

RESEARCH

Interests	Tourism environmental management · hospitality service quality · destination marketing · special events management · environmental management · hotel · tourism · hospitality · African American · service quality
Areas	Sociology and Political Science · Marketing · Demography · Management, Monitoring, Policy and Law · Organizational Behavior and Human Resource Management · Transportation

RESEARCH SUMMARY

74	1,863	23	36	4.58	61%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 74 publications listed below, 2000–2025. Field-weighted impact is the mean over the 36 works scored for it; 1.00 is the world average for works of the same field, type and year. 22 of the 36 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Professor
Hospittality and Tourism Management, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

Phd
Hospitality and Tourism Management, University of Cape Coast, Cape Coast, Ghana

DISTINCTIONS, MEMBERSHIPS AND SERVICE

External Expert 2019–present
Hunan City University, Yiyang, China

MIH 2008–present
Institute of Hospitality, London, United Kingdom

PUBLICATIONS

Journal articles 45

1. Ebenezer N.K. Boateng, Gerald Atampugre, Patricia Solis, Simon Mariwah, **Ishmael Mensah**, Christine Furst, Benjamin K. Nyarko (2025). Smallholders' perspectives on sustainable agriculture intensification in Northern Ghana. *Sustainable Futures*. https://doi.org/10.1016/j.sftr.2025.101140
2. Ebenezer N. K. Boateng, Gerald Atampugre, Simon Mariwah, **Ishmael Mensah**, Fiifi Amoako Johnson, Christine Furst, Benjamin K. Nyarko (2024). Spatial and multivariate assessment of access to water for sustainable agriculture intensification in semi-arid Ghana. *PLOS Water*. https://doi.org/10.1371/journal.pwat.0000283
3. **I Mensah**, EF Amissah (2023). Factors influencing undergraduate hospitality students' intentions to choose careers in the hospitality industry. *Journal of Hospitality & Tourism Education*.
4. Emmanuel Twumasi Ampofo, Osman M. Karatepe, **Ishmael Mensah**, Maxwell Tabi Wilberforce (2023). The effect of employee recognition on restaurant employees' job embeddedness, knowledge sharing and service orientation: abusive supervision as a moderator. *International Journal of Contemporary Hospitality Management*. https://doi.org/10.1108/ijchm-01-2022-0036
5. **Ishmael Mensah** (2021). Competitiveness of Emerging. *Marketing Tourist Destinations in Emerging Economies: Towards Competitive and Sustainable Emerging Tourist Destinations*. https://books.google.com/books?hl=en&lr=&id=1XRREAAAQBAJ&oi=fnd&pg=PA68&dq=info:RxlbruzXO34J:scholar.google.com&ots=dV31GkF9Ue&sig=ILqpkAfRBz39APssXNJg-GwWteU
6. Dominic Owusu, **Ishmael K. Mensah**, Edem K. Amenumey, Rebecca Dei Mensah (2021). Effect of Strategic Orientation on Performance of Star-Rated Hotels in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v8i0.121
7. Eunice Fay Amissah, Sarah Blankson-Stiles-Ocran, **Ishmael Mensah** (2021). Emotional labour, emotional exhaustion and job satisfaction in the hospitality industry. *Journal of Hospitality and Tourism Insights*. https://doi.org/10.1108/jhti-10-2020-0196
8. Grace Anthony, **Ishmael Mensah**, Eunice Fay Amissah (2021). Factors Influencing Undergraduate Hospitality Students' Intentions to Choose Careers in the Hospitality Industry. *Journal of Hospitality & Tourism Education*. https://doi.org/10.1080/10963758.2021.1963754
9. **Ishmael Mensah** (2021). Factors Influencing Visitors' Perceptions of Beach Quality at the Kokrobite Beach in Ghana. *Tourism in Marine Environments*. https://www.ingentaconnect.com/content/cog/tme/2021/00000016/00000002/art00003
10. Grace Anthony, **Ishmael Mensah**, Eunice Fay Amissah (2021). Undergraduate hospitality students' perceptions of careers in the industry: The Ghanaian context. *Research in Hospitality Management*. https://doi.org/10.1080/22243534.2021.1917086
11. Stephen E. Hiamey, Edem K. Amenumey, **Ishmael Mensah** (2020). Critical success factors for food tourism destinations: A socio-cultural perspective. *International Journal of Tourism Research*. https://doi.org/10.1002/jtr.2402
12. **Ishmael Mensah**, Emmanuel Twumasi Ampofo (2020). Effects of managers' environmental attitudes on waste management practices in small hotels in Accra. *International Hospitality Review*. https://doi.org/10.1108/ihr-08-2020-0032
13. **Ishmael Mensah** (2020). Waste management practices of small hotels in Accra: An application of the waste management hierarchy model. *Journal of Global Business Insights*. https://doi.org/10.5038/2640-6489.5.1.1081
14. **Ishmael Mensah** (2019). 4. Owusu, D. (2019). Effect of corporate culture on organisational performance of star-rated hotels in Ghana. *African Journal of Hospitality and Tourism Management*.
15. Dominic Owusu, **Ishmael K. Mensah**, Edem K. Amenumey, Rebecca Dei Mensah (2019). Effect of Strategic Orientation on Performance of Star-Rated Hotels in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.2019.05

16. Grace Anthony, **Ishmael Mensah**, Edem Kwesi Amenumey (2019). Hospitality management competency requirements of the hospitality industry in Ghana. *African Journal of Hospitality and Tourism Management*. https://doi.org/10.47963/ajthm.v1i1.136

17. Eunice Fay Amissah, Abigail Opoku Mensah, **Ishmael Mensah**, Emmanuel Gamor (2019). Students' Perceptions of Careers in Ghana's Hospitality and Tourism Industry. *Journal of Hospitality & Tourism Education*. https://doi.org/10.1080/10963758.2019.1654884

18. **Ishmael Mensah**, Mensah, Rebecca Dei (2018). Effects Of Service Quality And Customer Satisfaction On Repurchase Intention In Restaurants On University Of Cape Coast Campus. *Social Science Open Access Repository (GESIS – Leibniz Institute for the Social Sciences)*. https://doi.org/10.5281/zenodo.1247542

19. **Ishmael Mensah** (2018). Taxi Service Quality And Satisfaction Among Commuters In The Accra Metropolitan Area. *Aussie-Sino Studies*. https://www.academia.edu/download/62523662/Taxi_service_quality20200329-19578-1kcl66t.pdf

20. Benjamin Appiah Osei, **Ishmael Mensah**, Edem Kwesi Amenumey (2018). Utilisation of social media by international tourists to Ghana. *Anatolia*. https://doi.org/10.1080/13032917.2018.1430044

21. **Ishmael Mensah** (2017). Benefits and challenges of community-based ecotourism in park-fringe communities: The case of Mesomagor of Kakum National Park, Ghana. *Tourism Review International*. https://www.ingentaconnect.com/content/cog/tri/2017/00000021/00000001/art00007

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23. Collins Adjei Mensah, **Ishmael Mensah**, O Adams (2017). Usage of green spaces at the university of cape coast by non-african foreign students. *Journal of Global Initiatives: Policy, Pedagogy, Perspective*. https://digitalcommons.kennesaw.edu/jgi/vol11/iss2/5/

24. **Ishmael Mensah** (2016). Effects of Socio-Demographic Characteristics and Perceived Benefits of Tourism on Community Participation in Tourism in the Mesomagor Area of the Kakum National Park, Ghana. *Athens Journal of Tourism*. https://doi.org/10.30958/ajt.3-3-3

25. **Ishmael Mensah**, EK Amenumey (2015). Service failures in 3-to 5-star hotels in Accra, Ghana. *Journal of Tourism and Hospitality Management*. https://www.academia.edu/download/83315335/555e961bd13a8.pdf

26. **Ishmael Mensah** (2015). The roots tourism experience of diaspora Africans: A focus on the Cape Coast and Elmina Castles. *Journal of Heritage Tourism*. https://doi.org/10.1080/1743873x.2014.990974

27. **Ishmael Mensah**, Emmanuel J. Blankson (2014). Commitment to Environmental Management in Hotels in Accra. *International Journal of Hospitality & Tourism Administration*. https://doi.org/10.1080/15256480.2014.901064

28. **Ishmael Mensah** (2014). Stakeholder pressure and hotel environmental performance in Accra, Ghana. *Management of Environmental Quality An International Journal*. https://doi.org/10.1108/meq-01-2013-0009

29. **Ishmael Mensah**, Adofo Ernest (2013). Community Participation in Ecotourism: The Case of Bobiri Forest Reserve and Butterfly Sanctuary in Ashanti Region of Ghana. *American Journal of Tourism Management*.

30. **Ishmael Mensah**, Emmanuel J. Blankson (2013). Determinants of hotels' environmental performance: Evidence from the hotel industry in Accra, Ghana. *Journal of Sustainable Tourism*. https://doi.org/10.1080/09669582.2013.776058

31. **Ishmael Mensah** (2013). Different Shades of Green: Environmental Management in Hotels in Accra. *International Journal of Tourism Research*. https://doi.org/10.1002/jtr.1939

32. **I Mensah** (2013). Hotel energy efficiency towards sustainable tourism. *Journal of Hotel & Business Management*. https://www.academia.edu/download/32796593/hotel_energy_efficiency.pdf

33. **Ishmael Mensah**, Rebecca Dei Mensah (2013). I ter atio al Tourists' E viro e tal Attitude towards Hotels in Accra. *International Journal of Academic Research in Business and Social Sciences*. https://www.academia.edu/download/32719407/

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36. **Ishmael Mensah** (2012). Environmental Performance of Hotels in Accra. *ENVIRONMENT*. https://ir.ucc.edu.gh/server/api/core/bitstreams/f7a572b1-7a77-48f8-a5d7-0f1c9d574fc2/content
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41. **Ishmael Mensah** (2007). Environmental management and sustainable tourism development: The case of hotels in Greater Accra Region (GAR) of Ghana. *Journal of Retail & Leisure Property*. https://doi.org/10.1057/palgrave.rlp.5100039
42. **Ishmael Mensah** (2005). Environmental management practices among hotels in the greater Accra region. *International Journal of Hospitality Management*. https://doi.org/10.1016/j.ijhm.2005.02.003
43. **Ishmael Mensah** (2004). Environmental management practices in US hotels. *Online Search Report. Retrieved on April*. https://www.academia.edu/download/32719394/ENVIRONMENTAL_MANAGEMENT_PRACTICES_IN_US_HOTELS2.pdf
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45. **Ishmael Mensah** (2004). The economic multiplier effect of trade shows and conventions, a case study of the Georgia World Congress Centre. *Frontiers of Southeast CHRIE Hospitality and Tourism Research*.

Books 1

1. Kaitano Dube, **Ishmael Mensah**, Lazarus Chapungu (2023). COVID-19, Tourist Destinations and Prospects for Recovery. https://doi.org/10.1007/978-3-031-24655-5

Book chapters 18

1. **Ishmael Mensah** (2023). African Diaspora Tourism: Concepts, Issues, and Prospects beyond Slavery-Oriented Heritage. *Cultural heritage and tourism in Africa*. https://doi.org/10.4324/9781003153955-11/african-diaspora-tourism-emmanuel-akwasi-adu-ampong-ishmael-mensah
2. Lazarus Chapungu, Kaitano Dube, **Ishmael Mensah** (2023). African Tourism Destinations in the Post-COVID-19 Era: Conclusions, Recommendations and Implications. *COVID-19, Tourist Destinations and Prospects for Recovery*. https://doi.org/10.1007/978-3-031-24655-5_14
3. **Ishmael Mensah**, Kaitano Dube, Lazarus Chapungu (2023). Impact of COVID-19 on Tourism and Prospects of Recovery: An African Perspective. *COVID-19, Tourist Destinations and Prospects for Recovery*. https://doi.org/10.1007/978-3-031-24655-5_1
4. Philip Ebo Quansah, Mary Moore, **Ishmael Mensah** (2023). Impacts of COVID-19 on Emerging Tourist Destinations and Recovery Strategies in Ghana. *COVID-19, Tourist Destinations and Prospects for Recovery*. https://doi.org/10.1007/978-3-031-24655-5_10

5. **Ishmael Mensah** (2022). Conclusion: Implications of Current Developments for Sustainable Community-Based Tourism Development. *Prospects and Challenges of Community-Based Tourism and Changing Demographics*.
6. **Ishmael Mensah**, E Afenyo-Agbe (2022). Introduction: Community-Based Tourism and Community Development: The Prospects, Challenges and Trends. *Prospects and Challenges of Community-Based Tourism and Changing Demographics*. https://scholar.google.com/scholar?cluster=5223009236759588681&hl=en&oi=scholarr
7. **Ishmael Mensah** (2022). Smiling vs. Frowning Faces: Community Participation for Sustainable Tourism in Ghanaian Communities. *Prospects and Challenges of Community-Based Tourism and Changing Demographics*. https://www.igi-global.com/chapter/smiling-vs-frowning-faces/289263
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9. Emmanuel Gamor, **Ishmael Mensah** (2021). Competitiveness of Emerging Economies as Tourist Destinations. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-83711-2_4
10. **Ishmael Mensah** (2021). Homecoming Events and Diaspora Tourism Promotion in Emerging Economies: The Case of the Year of Return 2019 Campaign in Ghana. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-83711-2_10
11. **Ishmael Mensah** (2021). Marketing Emerging Tourist Destinations During Crisis and Pandemics. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-83711-2_13
12. **Ishmael Mensah**, Mohd Raziff Jamaluddin, Vanessa Gaffar, Gina Alcoriza, Kandappan Balasubramanian, S. Mostafa Rasoolimanesh (2021). Nature and Scope of Destination Marketing in Emerging Economies. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-83711-2_1
13. Ewoenam Afenyo-Agbe, **Ishmael Mensah** (2021). Principles, Benefits, and Barriers to Community-Based Tourism. *Advances in hospitality, tourism and the services industry (AHTSI) book series*. https://doi.org/10.4018/978-1-7998-7335-8.ch001
14. Ama Amponsaa Birch Freeman, **Ishmael Mensah**, Kwabena Barima Antwi (2021). Smiling vs. Frowning Faces. *Advances in hospitality, tourism and the services industry (AHTSI) book series*. https://doi.org/10.4018/978-1-7998-7335-8.ch004
15. **Ishmael Mensah** (2013). How green are hotels in Accra? Environmental management practices and initiatives in tourist accommodation. *Millennium development goals as instruments for development in Africa*.
16. **ISHMAEL MENSAH** (2010). Environmental Performance of Tourism Enterprise in Ghana: A Case Study of Hotels in the Greater Accra Region (GAR). *Tourism Enterprises and Sustainable Development*. https://doi.org/10.4324/9780203873588-17/environmental-performance-tourism-enterprise-ghana-case-study-hotels-greater-accra-region-gar-ishmael-mensah
17. **Ishmael Mensah** (2009). Environmental performance of tourism businesses, a case study of hotels in the GAR. *Tourism enterprises and sustainable development - international perspectives on responses to the sustainability agenda*. https://scholar.google.com/scholar?cluster=13043707637474860910&hl=en&oi=scholarr
18. **Ishmael Mensah**, E Amissah (2009). The prospects and challenges of positioning Ghana as a preferred African American Tourist Destination. *Marketing Innovations for Sustainable Destinations*. https://scholar.google.com/scholar?cluster=8077463125794850 8&hl=en&oi=scholarr

Conference papers 1

1. **Ishmael Mensah** (2018). Residents' Perspectives on the Environmental Impacts of Urban Tourism in Cape Coast: Implications for Sustainable Tourism Development. *China-Africa Urban Development Forum 2017*. https://www.researchgate.net/profile/Ishmael-Mensah/publication/321397790_RESIDENTS'_PERSPECTIVES_ON_THE_ENVIRONMENTAL_IMPACTS_OF_URBAN_TOURISM_IN_CAPE_COAST_IMPLICATIONS_FOR_SUSTAINABLE_URBAN_DEVELOPMENT/links/5c1a29a9299bf12be38a693d/RESIDENTS-PERSPECTIVES-ON-THE-ENVIRONMENTAL-IMPACTS-OF-URBAN-TOURISM-IN-CAPE-COAST-IMPLICATIONS-FOR-SUSTAINABLE-URBAN-DEVELOPMENT.pdf

Reports 9

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2. **Ishmael Mensah** (2021). Marketing tourist destinations in emerging economies: Towards competitive and sustainable emerging tourist destinations. *Springer Nature*. https://books.google.com/books?hl=en&lr=&id=1XRREAAAQBAJ&oi=fnd&pg=PR5&dq=info:MnR55nJPlysJ:scholar.google.com&ots=dV31GkF9Ug&sig=2asIYJluKLptwY3JjqbOR49jo0I
3. **Ishmael Mensah**, E Afenyo-Agbe (2021). Prospects and challenges of community-based tourism and changing demographics. *IGI Global*. https://books.google.com/books?hl=en&lr=&id=OuREEAAAQBAJ&oi=fnd&pg=PR1&dq=info:QXi01xmGfu0J:scholar.google.com&ots=-U1ZD7Hv-7&sig=Ux71ephEVsWAren5_81KiaG76FI
4. **Ishmael Mensah** (2019). Environmental management concepts and practices for the hospitality industry. *Cambridge scholars publishing*. https://books.google.com/books?hl=en&lr=&id=XtGmDwAAQBAJ&oi=fnd&pg=PR7&dq=info:vtt31GbAELQJ:scholar.google.com&ots=sqSBfhDMCO&sig=HtdR-dfvYx0inwmx24h1Kp9vo60
5. **Ishmael Mensah**, Mensah, Rebecca Dei (2018). Effects Of Service Quality And Customer Satisfaction On Repurchase Intention In Restaurants On University Of Cape Coast Campus. *Munich Personal RePEc Archive (Ludwig Maximilian University of Munich)*. https://doi.org/10.5281/zenodo.1247541
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7. **Ishmael Mensah**, R Dei Mensah (2013). Management of tourism and hospitality services. *Xlibris Corporation*. https://www.academia.edu/download/48343813/Management_of_Tourism_and_Hospitality_Se20160826-7465-bz6xbo.pdf
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9. **Ishmael Mensah**, FE Amuquandoh (2000). The meal experience of customers of grade 3 restaurants in Sekondi-Takoradi. *University of Cape Coast*. https://ir.ucc.edu.gh/items/4b4462b2-7b1e-4be8-b1c4-07b622268487