

UNIVERSITY OF GHANA

**SUSTAINABLE TOURISM DEVELOPMENT IN GHANA; A CASE STUDY OF
ACCRA METROPOLITAN ASSEMBLY**

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**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES IN
PARTIAL FULFILMENT OF THE AWARD OF DEGREE OF MASTER OF PUBLIC
ADMINISTRATION**

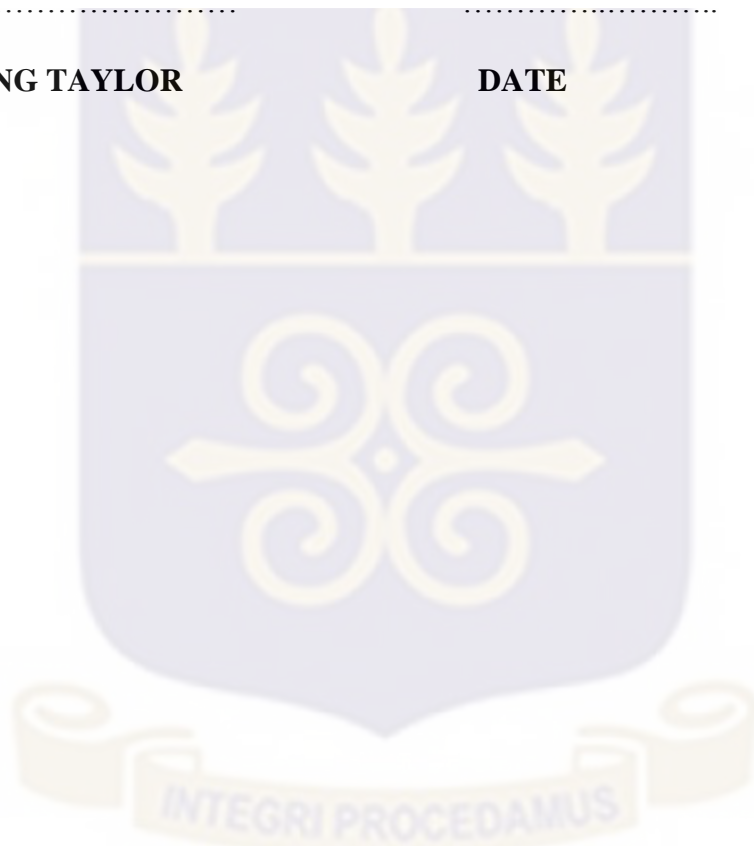
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DECLARATION

I hereby declare that except for reference to other people's work, which has been cited and duly acknowledged, this long essay is a result of my own original research and that no part of it has been presented in any institution.

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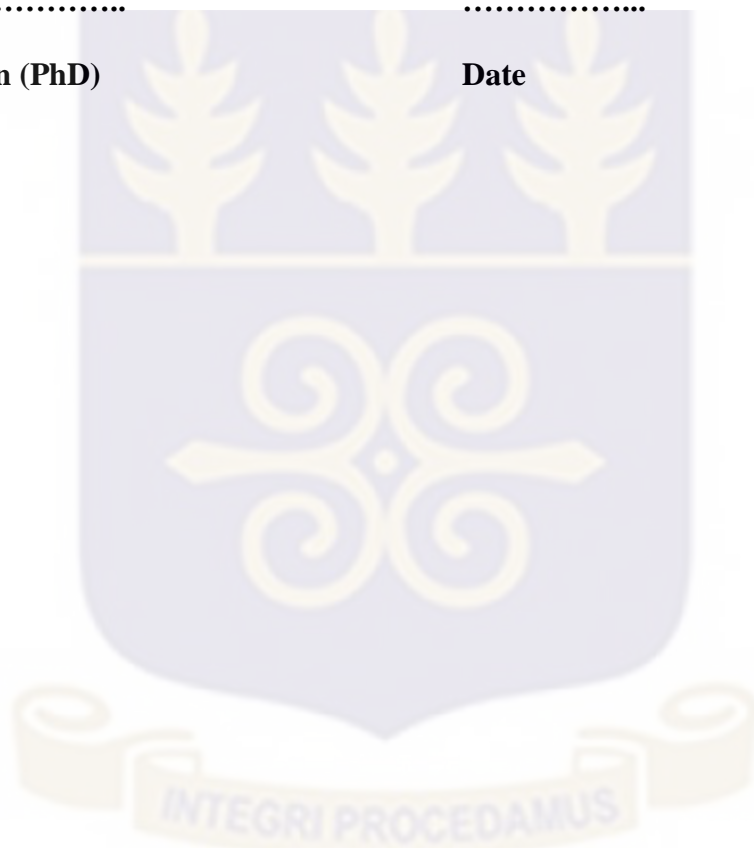
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CERTIFICATION

I hereby certify that this thesis was supervised in accordance with the procedures laid down by the University of Ghana and satisfies as a partial requirement for the award of Master's degree in Public Administration.

.....
Albert Ahenkan (PhD) **Date**



ABSTRACT

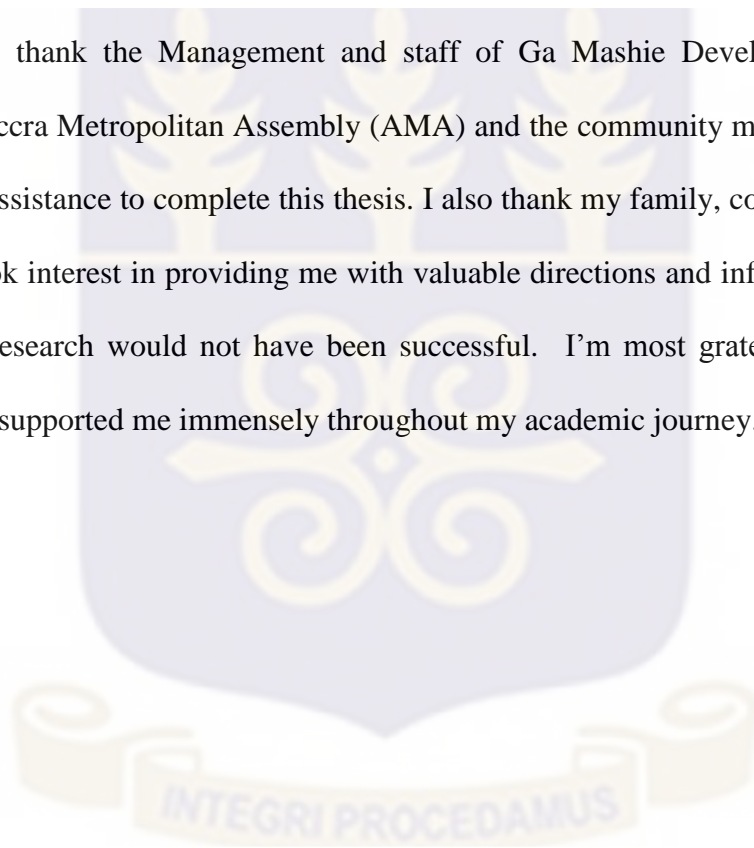
The Sustainable tourism development concept has attracted many scientific reviews in the tourism industry and now appears to be the most researched topic to help in the development of the tourism sector since the late 1980s. This study, sustainable tourism development in Ghana; a case study of Accra metropolitan assembly has as its specific objectives to assess the economic viability of tourism in the Accra Metropolitan area, to examine the degree of socio-cultural and environmental effects of tourism development in Accra and to outline measures that can be adopted to enhance opportunities and benefits of tourism to local communities. The population of the study was the coastal areas of the metropolis. A structured questionnaire was employed to collect data from one hundred and three (103) respondents. On the economic effects the study found that tourism provides jobs in the community, helps in the provision of infrastructural and social amenities and the generation of tax revenues for both the local assembly and the central government. Again, on the socio-cultural effects of tourism within the study community, the study revealed that, tourism encourages intertribal marriages however, it has also contributed to social problems such as crimes, drug abuse, and prostitution, and the loss of natural landscape and agricultural lands and pollution of the environment. Increasing investment and offering of support to industries in the sector will enhance the growth of the sector. The study recommends that, urgent educational campaigns should be undertaken to educate the inhabitants and the tourists about the need to sustain tourism as it is an avenue for jobs and revenue generation in the community.

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DEDICATION

This dissertation is dedicated to my Family, especially my Mother, Madam Georgina Twum, my father, Mr Robert Taylor, and My Sister, Mrs Barbara Friedrich.



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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Sharpley's (2003) study on the issue of sustainable tourism development stated that, the concept has received reviews globally as the main approach to be used in tourism development.

The United Nations World Tourism Organization's (UNWTO, 2012) review of the tourism industry stated that, there has been an increase in tourism traffic towards Africa. It is reported that; the growth is as a result of targeted policy interventions by most African countries to promote their countries as tourist destinations.

According to Mill and Morrison (2009) the main objective of tourism development is its economic importance and in African countries, tourism is used as the main driver for economic development. It is therefore important that governments and their agencies responsible for the sector develop the sector, with the view of using the sector as a tool for development.

According to the 2013 UNWTO report, the tourism sector has seen tremendous growth than all sectors of the world's economy. Security threats and the outbreak of the H1N1 influenza virus in the 2000s was a scare to the operators in the sector, yet arrival of tourists saw a growth of over 1 billion in 2012 since they started issuing yearly reports (UNWTO, 2013).

As stated by Aliyu et al, (2013), the effects of tourism on the economic development of the society cannot be over emphasized and it is expected that the sector will eventually be the fastest improving industry in all the sectors of the global economy. This view was supported by Kurian et al, (2010) who postulated that strengthening of tourism performance will

obviously lead to ‘decrease in poverty levels, creation of jobs and income redistribution effect on communities where these tourist sites are located’.

The Sustainable tourism development concept has attracted many scientific reviews in the tourism industry and now appears to be the most researched topic to help in the development of the tourism sector since the late 1980s. The term sustainable tourism according to the study of Buckley (2012) became known to academia research about two decades ago. Other studies by Sharpley (2000), Gossling (2002), and Liu (2003) came up with criticisms and new ways of looking at sustainability of the sector.

Now it has become obvious that, tourism development is a tool that can be used to create positive changes in the economic development of communities and the inhabitants. Sustainable tourism has helped in identifying the importance of the sector, as well as helping to develop regulation, programmes and development control for the growth of the sector (Bramwell & Lane, 2012).

In defining the term sustainability, Liu (2013) stated that it is the significant role of states in preparing their way of life to protect and guarantee life for the unborn generations; and that sustainable development concentrates on the processes and management of the policies developed that result in changes that improves the livelihood of the people that the intervention targets. Liu (2013) also defined sustainable tourism as any form of tourism that helps in achieving the objectives of sustainable development. It is therefore important that, the economic and socio-cultural gains from the sector will not be at the detriment of promoting good environmental awareness.

The objective of developing the tourism sector by adopting the concept of sustainable development should be seen as a new way of developing the sector. This will then become part of the general developmental agenda aimed at achieving the stated objectives of sustainable development. The challenge for sustainable tourism development is making the

most out of the social, political, economic and environmental advantages of the sector, and minimizing the disadvantages.

According to a study by Acheampong (2009), the government of Ghana having seen the potential of tourism development to the economy of Ghana and the benefits the country can derive from the sector due to the economic difficulties in the 1980s, the government then decided to pursue an agenda that will lead to the transformation of the sector after two decades of national economic decline, which necessitated the implementation of International Monetary Fund- and World Bank- initiated Structural Reform Programs. To transform the economy of Ghana, the tourism sector was identified as one of four key areas that must receive attention (Akyeampong, 2009). The main objective of developing the tourism sector according to Mills and Morrison (2009) is inherently economically and this is evident in many African countries that use the sector as a vehicle for economic transformation and development.

To develop the sector, the Government of Ghana committed itself to the implementation of a 15year tourism development plan (1996-2010). The main objectives of the Plan were to position the tourism sector as the sector that will be the vehicle on which the economic transformation of the country is driven.

To build on the achievements made in the 15years Plan, the United Nations Development Programme (UNDP), United Nations Economic Commission for Africa (UNECA) and United Nations World Tourism Organization (UNWTO) assisted the Tourism Ministry to develop and launch the National Tourism Development Plan (2013-2027).

Usually, in Ghana, when tourism is mentioned, attention is only on the economic returns, ignoring the other pillars of sustainability (social, and environmental). If these aspects are considered however, the sector would yield more than it does now and in the near future. Per the international tourism receipts report by the World Bank, tourism receipts in Ghana for

2012, 2013, 2014, and 2015 were, 1,154,000,000, 1,010,000,000, 1,027,000,000, and 911,000,000 US dollars respectively.

According to the (WTTC, 2015) contribution of the sector to the economy of Ghana has improved significantly over the past decade. The sector directly contributed GHC3,277.8mn to GDP (2.9% of total GDP in 2014), and was forecasted to increase to 5.6% in 2015, and projected to reach 4.5% pa, from 2015-2025 (GHC5,381.7mn in 2025). The sector generated 122,000 jobs in 2014 equivalent to 2.2% of total employment and is projected to increase to 4.7% in 2015 and rise by 2.2% pa to 159,000 jobs by 2025. The jobs statistics show that jobs created included hotels staff, travelling agents, airlines and other auxiliary services.

From the figures provided in the WTTC 2015 report above, tourism can generate economic, social and environmental benefits to the economy of Ghana if well nurtured.

This study, sustainable tourism development is being undertaken with the sole aim of determining the impact whether negative or positive of the sector on the three pillars of sustainable development (economic, social and environment). Specifically, this study would assess if the development of tourism in the Accra Metropolitan Assembly can be measured against the three pillars of sustainable tourism development (economic, social and environmental).

1.2 Research Problem

Tourism development in the past has focused on making profits for business owners without recourse to the natural resources and the people of the community influenced by tourism activities. However, in recent years, a new paradigm in tourism development has taken place with specific reference to the development of tourism sustainable.

Tourism development in every country has social, environmental and economic importance. At the society level, the benefits that accrued to people permeate from peasants, artisans and

other professionals without regards to race gender or age bracket. On environmental impacts, tourism development can help preserve the natural environment. It can help preserve historical monuments and our way of doing things traditionally. Like our food, our language and our arts and crafts. The economic impact leads to wealth creation for both the local people and the investors. With the lack of waste management infrastructure in most of the towns and villages where these tourist sites are located, the influx of larger numbers of tourists with high-consumption of products brought in which generates volumes of waste do affect the natural environment and pose environmental threats to the local residents. These environmental challenges become even worse if the local community or the inhabitants rely solely on those natural resources for their economic sustenance. The resulting dwindling economic fortunes will culminate in encouraging social vices such as prostitution, crime, migration and child labor.

Through tourism, social empowerment can be reached through stakeholder's collaboration. Regardless of the positive effects, socio-cultural, physical and economic consequences always follow tourism. The most common negative ones are misuse of social space, adoption of negative foreign cultures, cultural theft, relocation of indigenous people, wear and tear, erosion and soil compaction, vandalism, illegal trade in artifacts, pollution, inflation, and overinflated property (Dallen, 2011). As tourism is basically a reliance on natural and cultural environment, benefits that are derived from them are often accompanied by negative impacts, specifically negative impacts on social life and the accompanying environmental degradation to where the tourist activities take place. It is against this background that it is often time said that a "tourism-development dilemma" has taken place (Telfer & Sharpley, 2008).

According to Bui (2000) and Mason (2003), the environmental and social challenges in the tourism sector are directly linked to the concept of the tragedy of the commons, public goods and externalities. It is important to note that the sector can only develop if there are good

environmental resources. Environmental resources which have direct impact on the development of the sector such as sachet water, clean air, well developed beaches et cetera, which are public goods and can be used by all must be put to good care to aid in the development of the sector. These problems according to Huybers and Bennett (2002) existed in areas where there is no well-coordinated planning on tourism. Therefore, it is important that as industry players work to maximize their returns and make profit, the social and environmental needs of the community should also be considered as paramount. To help the local people to benefit directly from sustainable tourism development, players in the industry should assist in providing local people with entrepreneurial opportunities and also to let them feel that they are part owners of the business venture within the local community.

According to a Ghana Government (2006) report and Okech (2010) study, generation of foreign exchange, job creation, infrastructure development, are all benefits countries derive from the tourism sector. A number of studies on the subject found that, the tourism sector helps to diversify exports and help reduce the reliance on exports (Ayeni & Ebohon, 2012; Blake et al, 2008). According to the WTTC (2011) report, the tourism sector in some countries constitutes the main foreign exchange earner. Per the study of Okech (2010), it was found out that countries such as Kenya, Morocco, Egypt, and Costa Rica are generating huge foreign exchange from the sector. It is reported that the contribution of the sector and agriculture to the Namibian economy is about 6 percent of the GDP (Namibia Government n.d) and contributes about 11 percent of GDP to the Kenyan economy. However, in contrast, as the tourism sector is seen as growing and generating the needed economic benefits to other countries, same cannot be said of Ghana despite the historical tourist sites in the country. Ghana's share of the "colossal global cake" is insignificant compared to the potential of the sector in the country. The potential of the sector transforming the economic well-being of the communities around these tourist sites and to increase revenue for the government and the

local assemblies cannot be over emphasized. It is against this background that this research sought to examine the sustainability of tourism development in Accra using the three pillars; social, economic and environment.

1.3 Purpose of the study

This study has as its purpose to examine sustainable tourism development in Accra using socio- economic, cultural and environmental factors that underpin the development of the sector in the metropolis.

1.4 General Objective

The study has as its general objective to assess the sustainability of tourism in Accra, and to make recommendations to help boost tourism planning and development.

1.5 Specific Objectives

To help achieve the general objectives of the study, the following specific objectives were set:

- i. To assess the economic viability of tourism in the Accra Metropolitan area
- ii. To examine the degree of socio-cultural and environmental effects of tourism development in Accra
- iii. To outline measures that can be adopted to enhance opportunities and benefits of tourism to local communities.
- iv.

1.6 Research Questions

To help address the stated objectives of the study, the questions below were asked:

- i. What are the economic effects of tourism in Accra?

- ii. Do social and environmental factors have any effects on tourism development in Accra?
- iii. What possible measures can be adopted to enhance opportunities and benefits of tourism in Accra?

1.7 Significance of the study

The importance of the study is driven from the benefits associated with sustainable tourism development and the importance to economic, social and environmental development of the community and the nation at large. Since there is the need to promote the development of the tourism sector through the use of sustainability concepts, the outcome of the study would guide policy makers in their development of the sector by way of policy direction. The communities where these tourist monuments are situated would also see the need to protect and preserve such sites for their mutual benefits.

1.8 Limitations

Unavailability of data and materials were some of the bottlenecks to this study.

Limited relevant literature mainly in the context of Ghana was a major obstacle to writing this research. Another limitation came from the exclusive use of secondary data. Data employed in building up this research were gathered mostly from online search engines. The use of secondary data possesses inherent hazards such as researcher's lack of control over the quality of data used, unsuitable aggregations and definitions, data being very expensive, data not meeting the intended purpose of the study et cetera. In the collection of data, some respondents were not willing to give vital information they considered confidential. The researchers had to use a great deal of tact and persuasion before getting the necessary information for the study.

1.9 Organization of the study

The study is organized into five chapters. The first chapter, presents the background to the study, the problem statement of the study, the purpose of the study, general and specific research objectives, research questions, significance of the study, limitations and organization of the study. Chapter two dealt with the literature review. It focuses on theoretical, conceptual and empirical review of the study. Chapter three covers the methodology for the study. Chapter four is the analysis and data presentation of the study. The final chapter provides a brief summary of major findings, conclusions and recommendations based on the findings of the study.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In today's world, the tourism sector has become a phenomenon being developed in both developed and developing countries, owing partly to the revenue that is accrued from the sector, job creation and poverty reduction (Andriotis et al., 2008; Meng et al., 2008). This chapter explores the theoretical and empirical reviews on sustainable tourism development.

2.1 Defining tourism

According to Ayeni and Ebohon (2012) tourism is seen as a means of diversifying export with the sole aim of curbing the reliance on exports.

Due to the huge potential in the sector, governments around the world over see the sector as a major source of revenue and a means of generating the needed jobs for the teeming unemployed populace (Ayeni & Eboho, 2012). To Holden (2008), tourism relates to people moving from one destination to another be it in the same country or between countries in search of leisure.

2.2 The concept of Sustainable Development

The term sustainable development is made up of two words, "sustainable" and "development". The word "sustainable" could be defined as "able to continue over a long period of time" or "causing little or no damage to the environment and therefore able to continue for a long period of time", whilst the word "development" could be defined as "when something grows or changes or becomes more advanced" or "a recent event which is the latest in a series of related events" as given by the Cambridge Advanced Learner's dictionary. With these two together, we could define sustainable development to mean the act

of keeping something intact or causing a change in the object without harming it in a bid to increase the lifespan of the object.

The basic “rules” that can be classified as sustainable development were being used before the World Commission on Environment and Development also known as the Brundtland Commission presented the term sustainable development in the year 1987 as a new concept when they published their report in the year 1987. The report defined sustainable development as “development which meets the needs of current generations without compromising the ability of future generations to meet their own needs”. (Our Common Future, 1987). The report also stated two key concepts: the concept of needs and the idea of limitations. The former looks closely at the most pressing needs of the worlds’ poor and to which ones should take precedence over the other and the latter focuses on restrictions on the current state of technology and the social organization on the environment’s ability to meet present and future needs. It can be said that the main focus of sustainable development is finding the balance between the economy and the environment. And this can be attained through finding and acknowledging the underlying factor between the economic, environmental and social issues throughout the decision making process. (Emas, 2015).

After the definition of sustainable development given by the commission, there have been attempts by scholars to bring up other definitions due to the “vague” nature of the commission’s definition but those definitions have been met up with some pushbacks. (Barlund, 2005). Regardless, the researcher has tried to put together some definitions that are relevant to the discussion. (Merwe & Marwe, 1999), define sustainable development as a tool for causing a change in the economic development activities to allow for everyone to have access to “a basic quality of life” and also safeguard eco and community systems that make life certain and worthwhile”. Sterling, (2010) however sees sustainable development as a reconciliation of the environment and economy to lead on to a type of development that will

maintain the progress of humans around the planet for a long future. In addition, Ivascu, (2013) defines sustainable development as keeping a system stable by finding the balance between economic, social, environmental and technological support without affecting the needs of the future generation. It must be noted that the difficulty in finding an all-encompassing definition for sustainable development could be as a result of the difficulty in defining development.

Allen & Hoekstra, (1993) assert that even though the concept ‘sustainable development’ is still evolving amongst different groups of people, institutions and international bodies and it is being defined differently among various groups, there is a middle ground among the definition where all of these groups of people consider sustainability on being a ‘good thing’ and that it is the preferred situation for most situations. Regardless of the ambiguity of the definition of sustainable development as given by the WCED, it provides a general understanding that we can derive economic benefits from the environment without putting the same environment at risk. (Emas, 2015).

There are interloping factors that drive sustainable development. The main components of sustainable development are the environment, the economy and the society. There are ways to fully express the factors that come under sustainable development and how they relate with each other. Connelly states that graphic representation using a Venn diagram is the most widespread and simplest way to illustrate the interaction of the main components of sustainable development (Connelly, 2007). This interaction is formed by the overlapping of three circles representing economic, social and environmental concerns respectively (Beauregard, 2003). The Venn diagram depicts that the factors do not work in isolation but rather are interconnected to show that they all work together to advance sustainable development.

The Venn diagram as described by (European Confederation of Wood working industries, 2010) gives a pictorial view of the factors that come together to describe sustainable development.

These factors are also known in other academic circles as the triple bottom line. Since earlier research in sustainable development focused on economic development, a researcher named Elkington (1994) found it insufficient, arguing that social and environment concerns should be included (Eriksson et al, 2013). In other circles these factors have been referred to as the 3P's, i.e. profit, people and planet. For the purposes of this study, the triple bottom line which consists of economic, social and environmental would be the focus for the research. However, it must be noted that there are some criticisms concerning the triple bottom line approach to determining sustainable development. Some scholars like Ehrenfeld argue that the triple bottom line is not the solution to global scale problems of sustainable development, (Ehrenfeld, 2004) others also state that the practical implications of the triple bottom line is challenging. (Slaper & Hall, 2011). In addition, the most recurring theme of the criticism levelled against the triple bottom line is the difficulty in being able to measure sustainability, since "there are no generally accepted measurements of social, environmental and economic concern." (Slaper & Hall, 2011).

Aside the difficulty in being able to measure the determinants, some scholars also argue that the term is too vague to allow for it to be fully understood. Luke (2005) suggests that the concept is increasingly being used as a label to place over modes of existence that are neither sustainable nor developmental. Some also tend to avoid the term sustainable development altogether since in the document that popularized the term has several definitions given in the Brundtland Report. (Holden & Linnerud, 2006).

Aside the criticism against the "triple bottom line concept", there are other criticism leveled against sustainable development. One recurring criticism is the difficulty in implementing the

goals of sustainable development. Finkbeiner et al., write in their article, “The biggest challenge for most organizations remain in the real and substantial implementation of the sustainability concept.” (Finkbeiner et al., 2010) An online article by Paper Masters states, “The concept of sustainable development is one that appears to have marked implications for both the short and long-term survival of a country, the reality is that the development and implementation of policy towards the end of sustainable development has proven to be an elusive goal. (Paper Master, DOA: 10/2016)

2.3 The concept of Sustainable tourism development

Over the years, the term sustainable tourism has been given numerous definitions by various scholars in the field.

Buckley (2012) reported that, two decades ago, the use of the phrase sustainable tourism came into being. In the early studies on the subject, the foundational works including the environmental and economic backgrounds were studied.

In defining sustainable tourism, Vernon et al (2005), stated that it is a way of finding lasting solutions to the degradation of the environment due mainly to the activities of tourist. These activities he stated included, pressure on limited means of transformation, energy and water challenges and the general effects on the local community. Okpoko (2006), postulate that, tourism sustainability aims to safeguard the future as well as address the present needs of the communities in which these sites exist.

In the view of Bramwell and Lane (2012), the important role that sustainable tourism plays in helping to identify means to harness the benefits and develop different approaches, regulations and control measures to protect the environment cannot be over emphasized.

In defining the term sustainability, Liu (2013) stated that it is the significant role of states in preparing their way of life to protect and guarantee life for the unborn generations; and that

sustainable development concentrates on the processes and management of the policies developed that result in changes that improve the livelihood of the people that the intervention targets. Liu (2013) also defined sustainable tourism as any form of tourism that helps in achieving the objectives of sustainable development. It is therefore important that, the economic and socio-cultural gains from the sector will not be at the detriment of promoting good environmental awareness.

2.4 The Tourism Sector in Ghana

Tourism development has received serious attention from governments since the late 1980s. The attention given to the sector was because of the increase in arrivals, and expenditure of tourist which has seen a steady rise. This has led to increase investment by the private and public into the activities of the sector.

According to Akyeampong (2009), under the structural adjustment program, tourism was identified as one of four important sectors around which Ghana's economic transformation was to be organized.

The Government of Ghana having realized the potentials in the sector, decided to develop a plan towards the development of the tourism sector through the implementation of the 15 years Integrated Tourism Development Programme (1996-2010). After the review of the successful implementation of the first 15-Year National Tourism Development Plan, the UNDP, UNECA and UNWTO collaborated with the Tourism Ministry to launch the National Tourism Development Plan (2013-2027) which was a blue print for further development of the sector. It was also to help industry players both public and private in their quest to help develop the sector. It is projected in the current National Tourism Development Plan - 2013-2027 that, there will be increase on the 2010 level of tourist and revenue. It is estimated that 746,500 to 993,600 thousand tourists will arrive in 2017; with revenue pegged at USD 1.5 billion in 2017; and rising to 2.5 billion in 2022; and 4.3 billion in 2027 respectively. These

figures are projections, which will largely depend on the policy stance of government. The estimates also project that the tourism sector's contribution to GDP will grow from 2010 level of 4.3 % to 4.7% in 2013 and will see a gradual increase to 5% in 2017, 5.20% in 2022 and reach 5.70% respectively by the end of the 2013-2027 development Plan. The estimated projections are expected to see a rise in jobs from the 2010 level of 231,000 to 319,000 in 2013 and further rise to 487,000 in 2017, during the early stages of the 2013-2027 tourism development Plan.

According to Teye (2000) the idea behind the development and review of the first 15 years' tourism development plan was for basically economic reasons. It was targeted at both the macro and the micro level of our economic development. The expectation at the macro level was that, tourism will help promote economic growth through foreign exchange generation and also to help boost government revenue as well. Whiles the expectation at the micro level was for tourism to help create the needed jobs for the unemployed youth, help in income and revenue redistribution, and to help in the development of all the regions.

2.5 Brief background of Accra metropolis

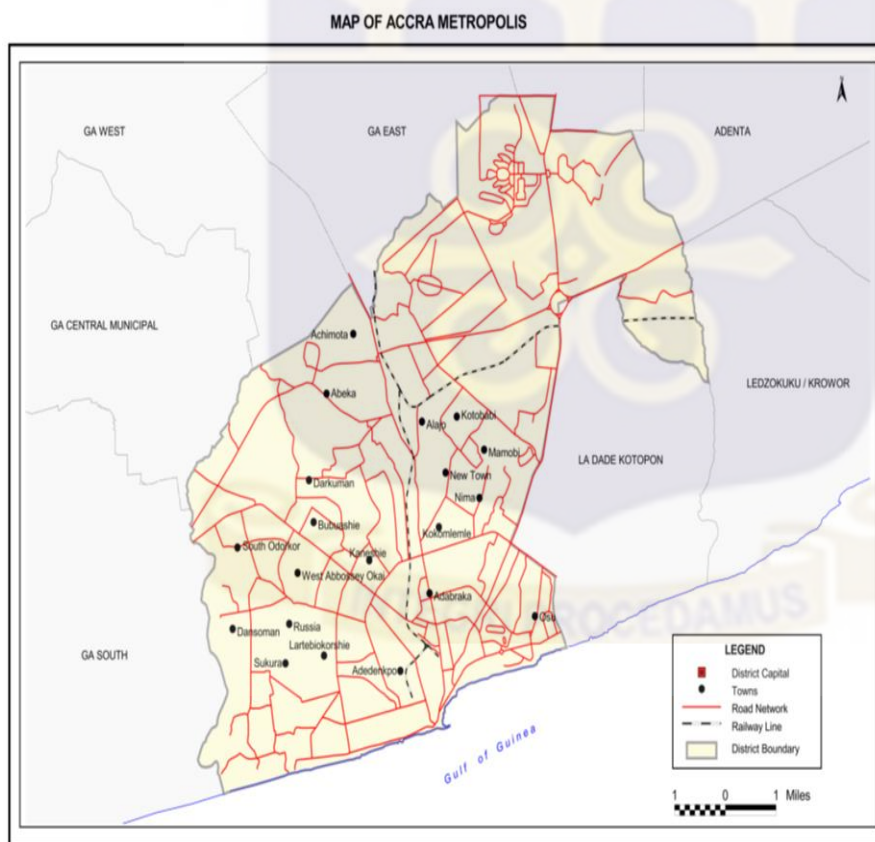
The Accra metropolitan Assembly, which is the study area, was chosen primarily due to its numerous tourist sites including beaches, the Kwame Nkrumah Mausoleum, the Christiansburg Castle coupled with having the best in terms of hotels and restaurant and also hosting the seat of government of Ghana.

The City of Accra is bounded to the North by Ga West Municipal, the West by Ga South Municipal, the South by the Gulf of Guinea, and the East by La Dadekotopon Municipal. It covers a total land area of 139.674 Km².

The population of Accra Metropolitan Assembly (AMA), according to the 2010 Population and Housing Census, is 1,665,086 representing 42 percent of the region's total population.

Males constitute 48.1 percent and females represent 51.9 percent. The Metropolis is entirely urban (100%). It has a youthful population (children under 15 years) of (42.6%) depicting a broad base population pyramid which tapers off with a small number of elderly persons (60+ years) constituting 5.9 percent.

The Accra Metropolitan Assembly is the economic hub of the Greater Accra Region and the rest of the country. It hosts several manufacturing industries, tourism, oil companies, financial institutions, and telecommunications, education, and health institutions, among others. These institutions provide employment opportunities and generate revenue for the economy. Their presence attract people from all parts of the country and beyond to transact various businesses, hence stimulates economic growth and development.



Source: Ghana Statistical Service, (GIS)

2.6 The three pillars of sustainable tourism

The three pillars of sustainable tourism development are environmental, socio-cultural and economic sustainability. These pillars are discussed below:

2.6.1 Environmental sustainability

One of the most important aspects of tourism sustainability is the sustenance of the environment. Swarbrooke (2002) states that, sustainability of the environment is just making sure that, the environment is put to good use now in order to preserve it for future use by the unborn generation. He further states that the players in the industry must carefully think about how to protect the environment. Swarbrooke (2002) again postulated that one major attraction to tourist is wildlife, however, activities such as destruction of their habitat, disturbing their breeding habits etc. affect the life style of the wildlife (Swarbrooke, 2002).

In the view of Swarbrooke (2002), tourism activities are the most harmful activities that affect the environment since it is the industry that changes the natural environment.

2.6.2 Economical sustainability

According to Swarbrooke (2002), sustainability of the tourism sector is not considered by most people in the sector. They do not consider the importance of the long term economic sustainability factor. To reduce poverty, improve economic progress, and help develop new sectors of the economy, it is considered that, economic sustainability is the key driver for the tourism sector.

Per the narration by Ideas (2015), economic sustainability in tourism development helps to link foreign investors to local community people or to help reduce repatriation of hard earned foreign currency from the economy to overseas countries. This practice does not help in the sustainability of the sector as this practice does not support the development of the local

economy. There is the need for the actors in the sector to involve the local communities in order for them to benefit from the sector.

2.6.3 Socio-cultural sustainability

Landlopers (2011) states that, social sustainability is a means of improving social life (family life), improving organizational processes that do not only help improve the living conditions of its current members but also is able to preserve the socio-cultural practices for generations. Tourism should be a platform where there are common or regular interactions between visitors and the indigenous local people. This should be done taking into consideration the societal and cultural traditions of the host community. The effects of tourism can be negative or positive. Society has been explained to mean people having the same traditional believes, cultural believes and norms, pattern of behavior and ways of life that have been passed on from one generation to another.

2.7 Theories of sustainable tourism

The stakeholder and dependency theories underpin this research.

2.7.1 Stakeholder Theory

This theory came into force in 1984 by Freeman. The theory postulates that, a stakeholder is either an individual or group of people that are affected by the operations of an organization's aims. (Freeman, 1984).

According to Choi and Sirkaya (2005) community participation in sustainable tourism development is very important. It is however said that, selecting those to be involved in the process is a major challenge. Wray (2011) further confirms the importance of engaging the stakeholders in tourism planning and development.

2.7.2 Dependency theory

According to Opperman (1993), the proponents of the dependency theory see tourism as any other economic sector that allows the use of it by developing economies to improve on their economic wellbeing. This is done by depending on the influx of foreign tourists which increases the dependency challenges. When it happens this way, instead of the sector helping to do away with the reliance on foreigners for our economic development and transformation, it rather enforces such practices.

2.8 Impacts of tourism

The study focused on the environmental, socio-cultural and economic impacts of tourist activities on the host communities.

2.8.1 Environmental impacts

In the study of Neto (2002), he outlines the most important impacts on the environment that tourism has on communities:

The study stated that there is pressure on natural resources. There are also the increases in everyday consumables used by local people. There is also loss of freshwater from the rivers and streams due to tourism.

There are also issues of pollution and waste that is generated due to the activities of tourism on the environment. The unregulated disposal of both solid and liquid waste that are generated from the activities of tourists is a major concern to the local people and city authorities. Another impact on the environment is the destruction of the ecosystems which directly affects vegetation cover in a situation where the infrastructure built do not absorb the increasing number of tourist visits.

It is also believed that, the influx of tourists to the sites may even end up destroying the tourism industry if new sites are not developed or found.

Uysal and Al (2012) revealed that, pollution, destruction, landscape change, and overcrowding are some of the major challenges to the environment posed by tourism. Pollution caused by cars, airplanes etcetera are major environmental concerns to the host communities and nations. There are destruction of the environment due to tourist activities such as golfing and diving. Again, the natural landscape of the community is changing due to overbuilding and overcrowding around tourist sites. Weaver (2006) has reached similar conclusions to that of Uysal and Al. (2012) and stated that, the challenges of environmental contamination are as a result of tourism. He further states that forest reserves, rivers, lakes and other natural environmental features are contaminated due to tourism related destructions' caused by activities of tourist. Without cogent efforts at planning the activities of tourism, Sitek (2007) found that, this leads to environmental degradation, loss of biodiversity by means of converting natural habitats into hotels et cetera, affect the ecosystems. Poorly planned tourism can lead to landscape degradation and biodiversity loss through the conversion of natural habitats and damage to coastal areas, forests, coral reefs and other ecosystems (Sitek, 2007). This view is supported by Panasiuk (2011) who also found that tourism activities have caused a lot of damages to freshwater, ecosystems at the Antarctic and Arctic arears.

2.8.2 Socio-cultural impacts

According to Swarbrooke (2002), human rights are being invaded by the activities of tourism. The use of local people's land for building of hotels, cottages and resorts are all as a source of pressure on the local people from tourism operators or investors. These negative activities may be minimized using social sustainability and then focusing on working on cultural exchange programmes and preserving the traditions of the indigenous people. To achieve this local people should be involved in the development of the industry.

2.8.3 Economic impacts

The importance attached to the development of the tourism sector cannot be over emphasized. It is one of the fastest industries developing and growing worldwide (Aliyu, Kadir, & Aliyu, 2013). It is argued that, the sector's development has huge economic benefits to the economies of countries by way of employment generation and revenue to the country. It is however said that, without developing the sector and its management done well with the explicit involvement of the local people, the anticipated benefits may not be realized. The three major benefits attributable to the development of the tourism sector are increased employment opportunity, infrastructure development, and revenue generations for the country. It is expected that as families' income level improve, their spending pattern also increase thereby enhancing the economic activities and growth of the local economy. Infrastructure developments associated with development of tourist sites help grow the economy of the local people. The provision of infrastructure such as hospitals, markets and schools help expand the economy of the tourist areas. Kurian, Varadharajan and Rajaseker, (2010) concluded in their study that. The most important benefits derived from tourism development is generation of employment, reduction in poverty levels and the effects of redistribution on local communities. Ayeni and Eboho (2012) stated that, development of the tourism sector is now a new phenomenon been undertaken by countries because of its multiplier effects. It is also said that; the development of the tourism sector does not only come with positive effects and that there are some negative impacts too from the activities of tourism. These include but not limited to high cost of housing and increases in the cost of living (Uysal & Al. 2012). Sirakaya et al (2001) also postulated that tourism causes inflation and eventual increases in prices of goods and services due to the spending pattern of workers of these tourist sites, and tourists themselves. The development of tourism also helps in development of cities, towns and villages which help to diversify the economies of these areas (Swarbrooke 2002). It is said that the salary levels in the tourism industry is very low,

part time and seasonal. This has a major impact on the industry especially developing countries that rely on the sector for revenue generation for economic activities (Swarbrooke 2002; Weaver 2006).

2.9 How to overcome the impact of Sustainable Tourism Development

2.9.1 The environment

Panasiuk (2011) state the following as major ways of reducing the impact of tourist activities on the environment: There should be frantic efforts to build landscapes in both towns and villages to prevent any ecological and pollution occurrences. There should be a system where the promotion and protection of the environment and natural habitants are maximized. There should be proper means of waste disposal such as modern plants to be used to recycle the waste generated.

2.9.2 Socio cultural

Panasiuk (2011) further states the following as major ways of reducing the negative social impacts of tourism: He proposed the building or construction of needed social amenities like toilets, roads, schools and hospitals and to reduce the menace of exploitation of the local people. He also emphasized the need to protect the historical and traditional heritage of the local community. There is also the need to provide safe passage for tourists who visit so as to enable them enjoy their adventure, get value for money, and return for subsequent visits. There must be proper planning and management of the tourist sites by the local authorities.

2.9.3 Economic impacts

Panasiuk (2011) again state the following as major ways of maximizing positive economic benefits and reducing the negative economic impacts of tourism: Businesses that have been set up should have conducive environments to operate to make the necessary returns on their

investments and to be in business for longer periods without collapsing. The local people must be seen to be benefiting from the activities of tourism. This can be done through training and employing the local people to work in industry without any discrimination. The local authorities must ensure that all the benefits that are accrued are evenly distributed to the benefit of all the people.

2.10 Empirical review

In the study of Shaw and Williams (2004), they concluded that a well-developed tourism sector can bring about economic benefits such as employment opportunities to the local people, improving the living conditions of the people, and providing local communities with social amenities.

In his study of attitudes of local communities towards tourism development in Egypt, Eraqi (2007), found that, there are positive attitudes towards the development of tourism. Also, in the study of Tosun (2002), which was on the perception of host communities on the impact of tourism on their towns, it was found that, the local people do not support the activities of tourism and said that there are more negative perceptions compared to the positives. The study by Mishra (2011) which was on the causality between tourism and economic growth in India found that, tourism is one of the most important sectors for economic growth and development. Dritsakis (2010) also in his study of examining tourism's impact on growth of the Greece economy observed that, tourism has a direct impact on the economic development of Greece as its impacts on GDP, exchange rate, and earnings from the sector cannot be overemphasized. The findings clearly indicated a positive relationship between tourism and these economic indicators. In the study of Georgantopoulos (2013) which was on examining the relationship between economic development and tourism expansion also found that, tourism has had an impact on the economic development of Greece. Also, Khalil et al. (2007)

in their study of examining the role of tourism in the short run economic development in the case of Pakistan, they found that, there is a strong positive relationship that exists between tourism and economic expansion. A similar study was undertaken by Aliqah (2010) in Jordan and the results indicated, there have been improvements in infrastructure and other services due to increases in tourist arrivals which has seen the country's GDP growth moving from 12.3% to 14.6% between 1990-2008.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter discusses the general procedures that were used in data collection and analysis for the study. The chapter provides details about the research approach, the research paradigm, study population, the sample size, sampling techniques, research instruments, and approaches to data analysis. Generally, the chapter renders an account on how primary data was acquired for the purposes of the study.

3.1 Research Paradigm

In research, paradigms play a very fundamental role. Neuman (2011), describes a paradigm as a whole system of thinking. Paradigms are said to include, “theories, traditions, models, methodologies, and could even be seen as frameworks which guide the study. This study was undertaken to examine the sustainability of tourism within the Accra Metropolitan Assembly, using the economic, social, and environmental pillars. It was therefore undertaken from the interpretive perspective. As this offers explanations to the effects of tourism development and recommend measures to be adopted to enhance opportunities of the sector in the study area.

Babbie and Mouton (2008) posit interpretive paradigm as an approach that aims at understanding people and the world at large. De Vos et al, (2011), suggest the use of participant observation and field research techniques, where several hours, and days are spent directly in contact with the participants. With this paradigm, the researcher had the opportunity to have first-hand information from tourists, site managers, and tour guides. This paradigm was appropriate also because, the study participants live directly in the community, therefore they were able to give a vivid account regarding their perception about tourism development in the metropolis.

3.2 Research Approach

The study employed both qualitative and quantitative approaches. According to Bryman (2012), quantitative research is defined as, “a research strategy that emphasizes quantification in the collection and analysis of data”. This approach helped the researcher to quantify the number of people who think tourism in the Accra Metropolitan Assembly is sustainable and those who think otherwise. According to Rasinger (2013), “the quantitative method attempts to investigate answers to questions starting with how many, how much, to what extent”, et cetera.

In the view of Flick (2014), “Qualitative research is interested in analysing the subjective meaning or the social production of issues, events, or practices by collecting non-standardized data, and analysing texts and images rather than number and statistics.” Chalhoub- Deville and Deville (2008) also stated that, qualitative research is undertaken to gain better insight into matters pertaining to the design, administration and also, interpreting language assessment. Both methods have proven to have their short falls. The mixed method therefore combines the strengths of both methods and attempts minimize the disadvantages of the methods.

In adopting the mixed method, the researcher was able to use both close- ended and open-ended questions, as well as interviews, and personal observations in the gathering of primary data for the study.

3.3 Research Design

To define research design, Terre Blanche and Durrheim (2002), stated that ‘is a strategic framework which serves as a bridge between research questions and the execution of the research’. Generally, research designs focus on the purpose of the study and the research strategy. Yin (2009) identifies three different categories of research purposes, namely,

exploratory, descriptive and explanatory. For this study, the descriptive research purpose was adopted. The descriptive research was adopted because this study sought to describe and evaluate the effects of tourism development using three pillars; social, economic and environment.

3.4 Study Population

Henderson (2002) defines a population as the total number of persons living in a country, city, or any other specified place as well as items from which samples are drawn for statistical study or research.

The study area for the study is the Accra Metropolitan Assembly (AMA). The researcher chose AMA because it is endowed with a number of natural and artificial tourist sites, which would serve the purpose of the study. It is also within the Nation's regional capital, which is the first point of contact for most tourists. Tourist sites located within the metropolis include, the Kwame Nkrumah Mausoleum, the arts centre, the Ussher fort, James fort, Oceanic Beach resort, Nordsee beach, Sunset beach, amongst others. One of the most visited sites, the Nkrumah Mausoleum, serves as a place to have a historical appreciation of Ghana, then Gold Coast, and to learn about the visionary leader, Osagyefo Dr Kwame Nkrumah, as well as to see some personal belongings of him, that have been displayed in a Museum.

Also located within the AMA is old Accra, a settlement that serves as a historical hub of the region. The indigenes are mainly Ga and it stretches from James Town, down Korle Bu and beyond. It is home to tourist sites such as the Brazil House, the light house, James fort, Ussher fort, and number of beaches.

For the purpose of the study, the Researcher selected households close to the most visited sites to administer questionnaires. Interviews were also conducted at selected tourist sites,

and at the Ga Mashie Development Authority (GAMADA). The Researcher also spent some time at the sites, to observe tourist activities.

3.5 Sources of data

According to Malhotra and Peterson (2006), there are two sources of data for research. These are secondary and primary data collection methods. Secondary data is defined by Wiid and Deggines (2009) as data already gathered by businesses for their operation or outsiders doing their research for mainly academic purposes. Secondary data for the study were gathered from journals, articles, books, and magazines. According to Burns and Bush (2010), secondary data is fast and cheap to collect as compared to primary data.

Wiid and Diggines (2009) again define primary data as data that is specifically intended to solve the problem or make use of the opportunity. The researcher collected primary data through questionnaires, interview guides, and personal observation of tourist activities at selected sites.

3.6 Sample Size

Ajagbe et al. (2015), posit that, a sample size is a part of population and thus consists of a subgroup, drawn from the target population. The sample size of the study was one hundred and five (105). The researcher administered a hundred (100) questionnaires in four (4) selected communities within the metropolis. Also, five persons were interviewed. These persons included three tourist site managers, a director at the Ga Mashie Development Authority (GAMADA) under Accra Metropolitan Assembly, (AMA), and an official at the Ghana Tourism Authority (GTA).

3.7 Sampling Technique

The study made use of convenience sampling. The sampling technique was used due to its cost effectiveness, simplicity, and its short duration of implementation, (Zikmund et al, 2012). Bryman & Bell (2015), also emphasize the main advantage of convenience sampling as its usefulness in the ability to document a phenomenon as it occurs, and to detect relationships among different phenomena.

The main object of convenience sampling is to easily select and assess participants to be engaged. Notwithstanding the limitations of convenience sampling, the non-technical nature of the research topic makes the technique suitable for the study. The researcher included subjects that were available, and willing to engage to expedite the data collection process.

3.8 Research Instruments

In an attempt to answer the research questions, and to discover facts about tourism within the AMA, the study employed questionnaires, interviews, and observations. The questionnaires and interview guides were designed based on the research objectives and questions. The questionnaires consisted of five parts. Section A focused on demographics, Section B was on the types of tourist attraction sites, Section C investigated the economic, socio-cultural and environmental effects of tourism on the communities, Section D finally solicited for recommendations. With the exception of demographics and tourist sites, answers to the questions were rated using Likert scale (Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (D), Strongly Disagree (SD)).

3.9 Data Collection Process

This describes the procedures through which data was secured for the study. The data was collected within span of two weeks within the second week in February. Data was gathered

through questionnaires, interviews, and personal observations. Twenty-five (25) respondents each were selected from four (4) host communities within the AMA. All respondents were 18 years and above. These communities are, James town, Korle Gonno, Osu, and Accra Central. Interviews were also secured at the selected sites, the Ga Mashie Development Authority (GAMADA) office, and the Ghana Tourism Authority (GTA). Secondary data for the study was obtained from existing literature, related articles, books, et cetera.

3.10 Data Management

Sekaram (2005), emphasized three objectives of data analysis; getting a feel of the data, testing the goodness of the data, and answering the research question. He asserts that, authenticating the goodness of the data makes subsequent analysis and findings more credible. This is because reliability and validity of the data acquired is measured.

To answer the research questions, data analysis was conducted after soliciting for respondents' views and experiences concerning the topic. Questionnaires were analysed in different forms, using tables and graphs (where necessary) to clearly display the response from the questionnaires. The Statistical Package for Social Science (SPSS) software was used in data processing. This was done to provide accurate results of the study for the purpose of analysis. Statistical and logical conclusions to the findings were explained under each table. Qualitative data was analysed using Miles and Huberman's data analysis. (Miles & Huberman, 1994) classified data analysis into four phases; "data collection, data condensation, data display, and conclusion drawing/verification".

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter analyses and discusses the findings gathered from respondents for the purposes of this study. The analysis is presented according to the objectives of the study.

4.1. Demographic Information

A total of 105 questionnaires were distributed among residents in Accra for the purposes of this study. All questionnaires were completely filled and returned giving a response rate of 100%. Five (5) of the respondents are managers of some of these tourist sites and were interviewed one on one concerning the subject under review.

4.1.1 Gender of respondents

The analysis as shown in table 4.1 indicates that 40% of respondents are males while 60% of respondents who took part in this study represent females.

Table 4.1. Gender of respondents

	Frequency	Percentage
Male	40	40
Female	60	60

Source: Field survey 2018.

4.1.2 Marital Status

The results as shown in table 4.2 indicate that 25% of respondents are married, 60% are single and the remaining 15 respondents representing 15% are widowed.

Table 4.2 Marital status of respondents

	Frequency	Percentage
Married	25	25
Single	60	60
Widowed	15	15

Source: Field survey 2018.

4.1.3 Age of Respondents

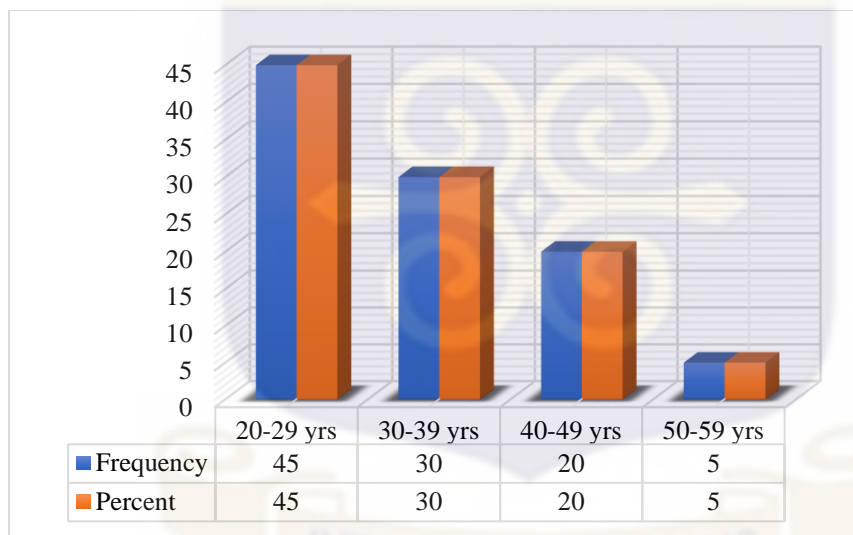


Figure 1. Age of Respondents

As illustrated from Figure 1 above, 45 of respondents fall within the ages of 20-29 years as 30% are within the ages of 30-39 years. 5% of the respondents are also within the ages of 50-59 years.

4.1.4 Level of Education

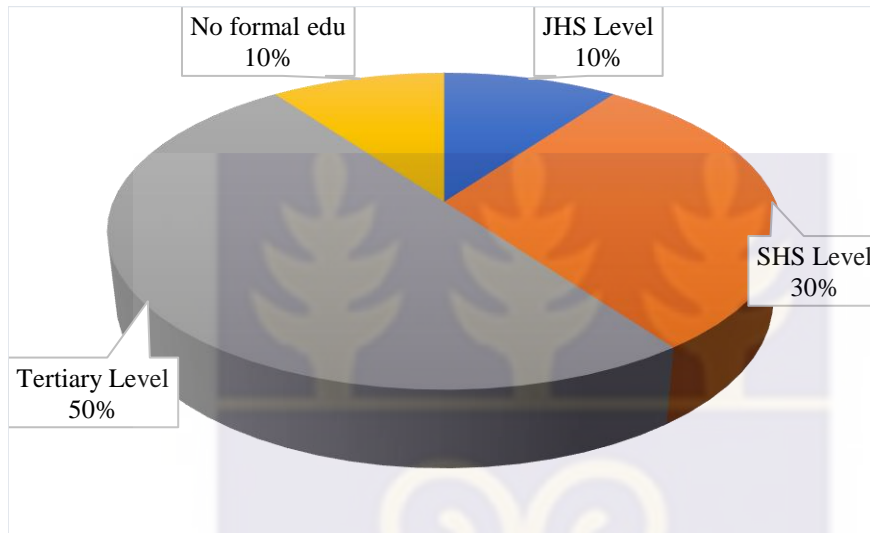


Figure 2. Education of Respondents

Figure 2 indicates that 50% of respondents have their tertiary education as 30% are secondary school leavers. 10% of these respondents however, indicated that they have no formal education at all.

4.1.5 Occupation

The results from figure 3 show that 5% of respondents are Fishermen as well as unemployed. 25% of them are civil servants and students as 10% fall within the trading, commercial driver etc. category.

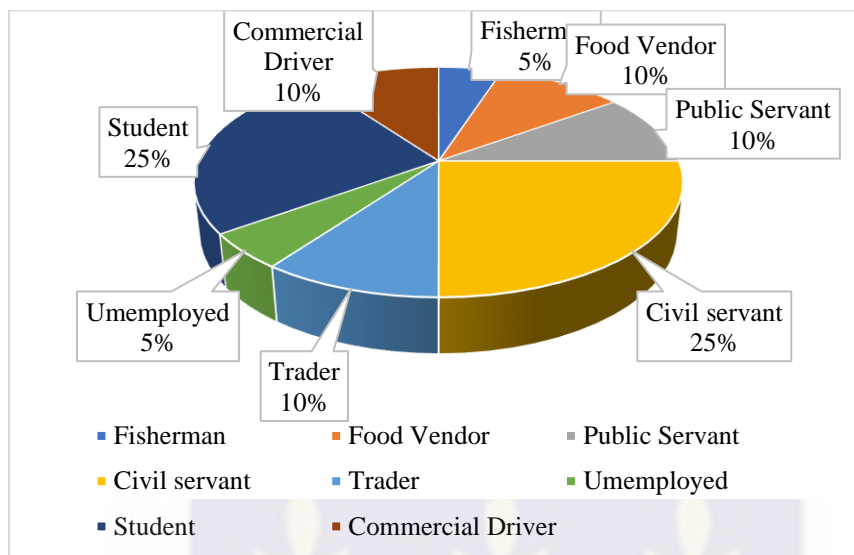


Figure 3. Occupation of Respondents

4.2 The economic effects of Tourism within the Accra Metropolis.

According to Akyeampong (2009), under the structural adjustment program, tourism was identified as one of four important sectors around which Ghana's economic transformation was to be organized.

The analysis also shows that tourism has a lot of economic effects on a country like Ghana. The study by Mishra (2011) which was on the causality between tourism and economic growth in India found that, tourism is one of the most important sectors for economic growth and development. As shown in table 3, respondents indicated that tourism provides jobs in the community and also helps in the provision of infrastructural and social amenities. Thus, a mean of $M = 4.89$, $SD = 0.23$ and $M = 4.92$, $SD = 0.17$. Respondents also agree that tourism brings more investment to the community's economy and also generates tax revenues for the local governments. This gave a mean of $M = 4.10$, $SD = 0.73$, and $M = 4.67$, $SD = 0.58$. The analysis also proves that local businesses benefit most from tourism. This also gave a mean of $M = 4.67$, $SD = 0.58$. It is therefore important to note that, the economic benefits of tourism cannot be overemphasized as there are lots of economic benefits that are being generated

from tourism within the AMA. According to Teye (2000) the idea behind the development and review of the first 15 years' tourism development plan was for basically economic reasons. It was targeted at both the macro and the micro levels of our economic development. The expectation at the macro level was that, tourism will help promote economic growth through foreign exchange generation and also to help boost government revenue. At the micro level it was expected that tourism would help create jobs for the unemployed youth, help in income and revenue redistribution, and also help in the development of all regions. These confirm the findings of this study.

Table 4.3 Examining the economic effects of Tourism within the Accra Metro.

Economic effects	Mean	Std. Deviation
Tourism provides desirable jobs in the community.	4.89	0.23
One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community.	4.85	0.29
Local businesses benefit most from tourism	4.67	0.58
Tourism helps in Provision of Infrastructure and Social Amenities	4.92	0.17
Tourism brings more investment to the community's economy.	4.10	0.73
Tourism generates tax revenues for local governments.	4.67	0.58
Our standard of living has increased due to tourist spending in the community.	4.85	0.29
The prices of many goods and services in the community have increased because of tourism.	4.10	0.73
Average	4.63	0.45

Source: Field survey 2018. Hint: Mean: 0.00 – 1.50 = strongly disagree, 1.51 – 2.50 = Disagree, 2.51 – 3.50 = neither agree nor disagree, 3.51 – 4.50 = Agree and 4.51 – 6.00 = strongly agree.

4.3 Socio-cultural and environmental effects of Tourism within the Accra Metro.

Tourism in Ghana has come a long way, thus, its effects on the environment and economy as well as social factors cannot be overemphasized. The results from the analysis as shown in table 4 indicate that tourism has several effects. On the social-cultural effects of tourism, respondents indicated that the overall benefits of tourism outweigh its negative impacts. Thus, a mean of $M = 4.45$, $SD = 0.53$. Respondents are also of the opinion that tourism has encouraged intertribal marriages. This also gave a mean of $M = 4.87$, $SD = 0.27$. Of notice however, is the fact that respondents are of the view that tourism has changed the precious traditional culture. This is so because of the influx of people who come into Ghana to visit some of these tourist sites.

The results also indicated that respondents agree with the assertion that tourism contributes to social problems such as crimes, drug abuse, and prostitution among others.

On the environmental front, respondents are of the view that the construction of hotels and other tourist facilities has destroyed the natural environment and has also led to loss of natural landscape and agricultural lands to tourism development. Thus, a mean of $M = 4.67$, $SD = 0.48$ and $M = 4.76$, $SD = 0.41$. This finding is consistent with Uysal & al. (2012) whose study found that, pollution, destruction, landscape change, and overcrowding are some of the major challenges to the environment posed by tourism. These respondents also indicated that tourism has however improved the area's appearance (visual and aesthetic).

The results also indicate that tourism results in pollution of the environment. Thus, a mean of $M = 4.43$, $SD = 0.65$. This implies that tourism has an impact on our lives. Its impact on the social economic sectors of the local economy cannot be overemphasized as well as its environmental effects. These effects of tourism must be monitored closely to capitalize on the positives and reduce the negatives.

Table 4.4 Socio-cultural and environmental effects of Tourism within the Accra Metros.

Socio-Cultural	Mean	Std. Deviation
The overall benefits of tourism outweigh its negative impacts.	4.45	0.53
Tourism has resulted in more cultural exchange between tourists and residents	4.68	0.42
Tourism has encouraged intertribal marriage.	4.87	0.27
Promotion of tourism can bring about conflict between visitors and local people.	4.68	0.42
Tourists are burden to community services.	4.25	0.63
Local residents have suffered from living in a tourism destination area.	4.77	0.39
Tourism has changed our precious traditional culture.	4.87	0.27
Tourism contributes social problems such as	4.25	0.63
Average	4.61	0.45
Environmental effects	Mean	Std. Deviation
Construction of hotels and other tourist facilities have destroyed the natural environment.	4.67	0.48
Tourism has Improved the area's appearance (visual and aesthetic)	4.52	0.57
Tourism can result to pollution and littering in our area making it untidy.	4.43	0.65
Pollution (air, water, noise, solid waste, and visual)	4.21	0.76
Loss of natural landscape and agricultural lands to tourism development	4.76	0.41
Disruption of wildlife breeding cycles and behaviors	4.64	0.48
Average	4.53	0.56

Source: Field survey 2018. Hint: Mean: 0.00 – 1.50 = strongly disagree, 1.51 – 2.50 = Disagree, 2.51 – 3.50 = neither agree nor disagree, 3.51 – 4.50 = Agree and 4.51 – 6.00 = strongly agree.

4.4 Assessing measures that can be used to enhance opportunities and benefits of Tourism

Over the years, it has been established that tourism reaps in lots of benefits for countries. This requires that measures are put in place to enhance opportunities and the benefits of tourism in AMA. Swarbrooke (2002) states that, sustainability of the environment is just making sure that, the environment is put to good use now in order to preserve it for future use by the unborn generation. Thus, enhancing its benefits.

The calculated mean as indicated in table 5 ranges from $M = 3.25$ to $M = 4.93$. This means that respondents agree to the measures that are required to be put in place to enhance tourism. Thus, an overall average mean of $M = 4.56$, $SD = 0.47$. As shown in table 4, respondents agree that increasing investment in the tourism sector and offering of support to industries in the tourism sector will enhance the benefits of same. This gave a mean of $M = 4.93$, $SD = 0.22$. Respondents also confirm that the establishment of waste reduction programs and appropriate waste management systems and infrastructure as well as educating the public and private sector as well as local communities on the economic benefits of tourism will enhance the benefits the AMA will derive from Tourism. Thus, a mean of $M = 4.87$, $SD = 0.38$. This implies that when appropriate investment is made within the tourism industry, the full benefits of the sector will be employed. This will enhance the socio-economic benefits of the state. These measures confirm the findings of Ayeni and Eboho (2012) who found out in their study that the development of the tourism sector is now a new phenomenon being undertaken by countries because of its multiplier effects.

Table 4.5 Assessing the measures that can be used to enhance opportunities and benefits of Tourism

	Mean	Std. Deviation
Educate public and private sector as well as local communities on the economic benefits of tourism	4.87	0.38
Market tourism products to attract more tourists	3.25	0.87
Promote investments in the tourism sector, offering necessary incentives and support	4.93	0.22
Encourage domestic tourism in the country	4.78	0.45
establishment of waste reduction programs and appropriate waste management systems and infrastructure	4.87	0.38
Educate the people on responsible travel so as to sustain the sites	4.65	0.47
Average	4.56	0.47

Source: Field survey 2018. Hint: Mean: 0.00 – 1.50 = strongly disagree, 1.51 – 2.50 = Disagree, 2.51 – 3.50 = neither agree nor disagree, 3.51 – 4.50 = Agree and 4.51 – 6.00 = strongly agree.

4.5 Interview Analysis

The results also proved that there are several tourist sites within the AMA. These sites include the beaches, hotels and restaurants, museums, courts, rivers, mountains among others. From the interview conducted to know more about some of these tourist sites stated above and its impact, the study revealed that on the average, close to GH¢20,000.00 is realized as profit at two of the beaches visited (Nordsee and Sunset Beaches). Interviewees indicated that the funds even though not enough, help in the general maintenance and the running of

these tourist sites to make them more attractive to enhance their economic benefits. One interviewee indicated that the Korle Lagoon issues needed to be addressed to for the Beaches there to attract International tourists.

Another interviewee from the Ga Mashie Development Agency (GAMADA) indicated that tourist sites within the AMA are beach fronts, ancient historical structures, arts center, entertainment centers, and the “Chalewote” festival which attracts about 50,000 people annually to the streets of Jamestown.

He indicated that the focus of the GAMADA is to help facilitate local economic development within the Accra Metropolis, improve sanitation and housing as well as tourism development and also grow small and medium scale enterprises. The revenue generated from these tourist attractions are used for rehabilitation of these sites as some are used to solicit ideas as to how best to develop these tourist sites and sustain them into the future.

The head of revenue from the AMA, also indicated that the economic benefits of tourism are that the AMA uses some of the revenue generated from these tourist sites to build schools, put up street lights, improve upon sanitation, create employment et cetera. He indicated that open defecation and littering of the environment are some of the challenges facing the AMA and its tourist sites and their quest to make Accra the cleanest city in Africa.

These five interviewees also indicated that the AMA for the purposes of this study collects property rates, taxes and Business Operating Permits (BOP) from these tourist sites. These they say impact on the local economy of the AMA positively. According to them, it is prudent for these tourist sites to be managed well to realize their full potential.

4.5.1 Challenges of Sustainable Tourism Development in AMA

According to the head of revenue in AMA, the challenges that face the development of tourism include the lack of capacity and skills to manage these tourist sites well, poor

marketing, inadequate funding, the lack of conscious efforts to integrate the various tourist facilities to provide unique products, pollution, among others.

It became known from the interview that, most employees at the various tourist sites lack the needed capacity to manage these facilities effectively.

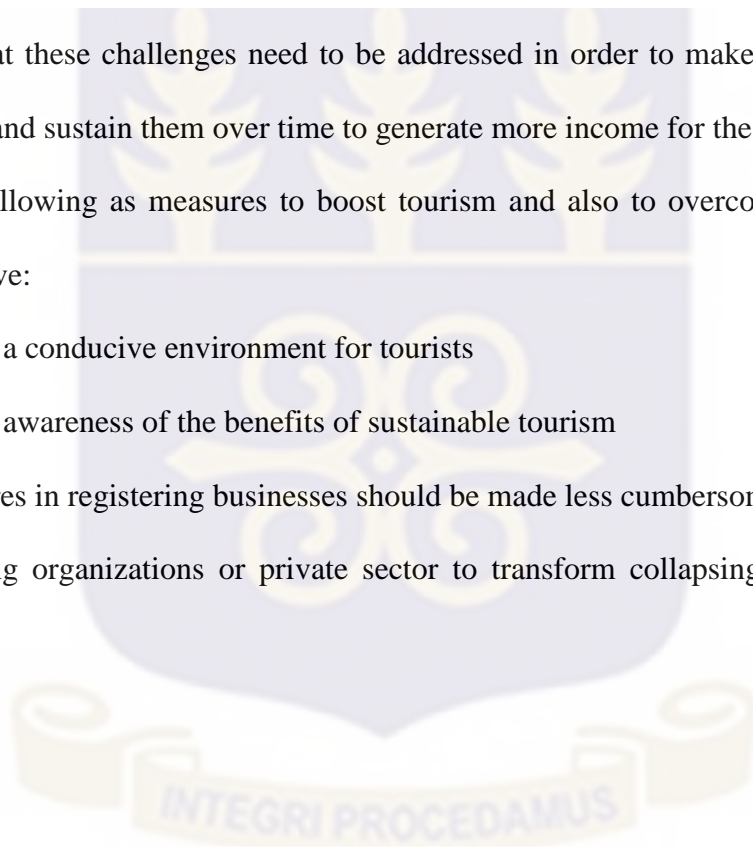
Another challenge that became known was the inadequacy of financial resources to refurbish tourist sites that need to be revamped.

One major challenge also was the massive pollution of the environment by the local people. Poor/ nonexistent toilet and bath facilities are the reasons they give for open defecation.

He indicated that these challenges need to be addressed in order to make these tourist sites more attractive and sustain them over time to generate more income for the AMA.

He noted the following as measures to boost tourism and also to overcome the challenges enumerated above:

- Creating a conducive environment for tourists
- Creating awareness of the benefits of sustainable tourism
- Procedures in registering businesses should be made less cumbersome
- Partnering organizations or private sector to transform collapsing sites to generate revenue.



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter covers the summary of the major findings of the research, provides a conclusion, and gives appropriate recommendations on the subject.

5.2 Summary of findings

The major objectives for which this research was undertaken are as follows:

- To assess the economic viability of tourism in the Accra Metropolitan area
- To examine the degree of socio-cultural and environmental effects of tourism development in Accra
- To outline measures that can be adopted to enhance opportunities and benefits of tourism to local communities.

To help achieve the above stated objectives, the study employed a descriptive research design where both open and closed ended questionnaires were sent out to respondents. Interpretive perspective research paradigm was used for the study. The study also employed both qualitative and quantitative research approaches.

The population of the study was the Accra Metropolitan Assembly (AMA). The study sample size was one hundred and five (105) made up of indigenes who are mainly Ga from James Town, down to Korle Bu, and to Osu. Questionnaire and interview were the main instrument used to collect data.

The major findings of the study under the various research objectives are provided below:

5.2.1 Examining the economic effects of Tourism within the Accra Metro

On the economic effects of tourism within the study area, the study found that tourism provides jobs in the community, helps in the provision of infrastructural and social amenities and the generation of tax revenues for both the local assembly and the central government.

5.2.2 Socio-cultural and environmental effects of Tourism within the Accra Metro

To examine the socio-cultural effects of tourism within the study community, the study revealed that, tourism has encouraged intertribal marriages and has changed the precious traditional culture of the local people. Other findings include the fact that tourism contributes to social problems such as crimes, drug abuse, and prostitution among others. Some negative environmental impacts include, the destruction of the natural environment, loss of natural landscape and agricultural lands and pollution of the environment mainly through littering in and around the tourist sites.

5.2.3 Assessing measures that can be used to enhance opportunities and benefits of Tourism

To assess the measures that can be used to maximize the opportunities and benefits that the sector brings, the results indicated that, increasing investment in the tourism sector and offering of support to industries in the tourism sector will enhance the benefits and sustainability of tourism. Also, the establishment of waste reduction programs and appropriate waste management systems and infrastructure as well as educating the public and private sector and the local communities will promote tourism.

5.2.4 Interview Analysis

From the view point of officials at AMA and GAMADA the most visited tourist sites are the beaches, hotels and restaurants, museums and the Kwame Nkrumah Mausoleum. It was also revealed that, ancient historical structures, arts center, entertainment centers, are still in high patronage. Also, the “Chalewote” festival attracts about 50,000 people annually to the streets of Jamestown.

5.2.5 Challenges of Sustainable Tourism Development in AMA

On the challenges that face the development of tourism in the study area, the study revealed that, the lack of capacity and skills to manage these tourist sites, poor marketing, inadequate funding, the lack of conscious efforts to integrate the various tourist facilities to provide unique products, pollution, among others were identified as the major challenges facing the development of the tourism sector.

5.3 Conclusion

The Sustainable tourism development concept has attracted many scientific reviews in the tourism industry and now appears to be one of the most researched topics to help in the development of the tourism sector in most countries.

This study, sustainable tourism development in Ghana; a case study of Accra Metropolitan Assembly, has brought to light benefits, challenges and measures to help improve the tourism sector in the study area.

As the tourism sector worldwide is expected to continue its growth, the study area should take advantage of this and maximize economic benefits and thus increasing the living standards of host communities and country. As tourist arrivals increase, it is expected that, there will be negative environmental and socio-cultural impacts on those communities. It is therefore important that these communities are involved in tourism planning, development

and management so as to minimize these impacts. The major challenge for the AMA and GAMADA is therefore not only to minimize the negative impacts of tourism but also to ensure that the economic benefits of tourism has the potential to contribute to environmental protection and also encourage the sustainable use of natural resources for the benefit of all.

5.4 Recommendations

Sustainable development as a tool for development has been discussed in this study and whilst some findings support existing literature, other new dimensions have been unearthed.

For effective sustainable tourism development in the study area, the following are recommended:

Urgent educational campaigns should be undertaken to educate the host communities and the tourists about the need to sustain tourism as it creates jobs and generates revenue for the community and local authorities. Community members therefore ought to desist from activities such as pollution, open defecation and other negative practices so as to make the environment clean enough to attract tourists to the various attractions. The educated elites must also support the needy children and willing adults to be educated formally.

Further, there is the need to protect and promote the culture of the indigenes. It appears attempts to disregard certain elements of their culture by tourists offends them and makes them apathetic towards issues concerning tourism.

Also, there is the need to build the capacity of tourist site managers and ensure they conform to strict bookkeeping and accounting methods as most of the sites could not render accounts of how much revenue is generated from their sites.

5.5 Future studies

The researcher recommends that, to have a broader perspective on the subject matter, a comprehensive research that encompasses the policy formulating body, Ministry of Tourism,

Culture and Creative Arts, needs to be conducted to assess policies they have in place to make tourism in Accra Metropolitan Assembly (AMA) and Ghana as a whole, more sustainable. Also, there is the need to engage the Museum and Monuments Board as it oversees the Museums and Monuments within the study area and is the legal custodian of Ghana's material cultural heritage (movable and immovable heritage). Such an engagement would reveal how efficiently the board is managing the country's cultural heritage and assets, to ensure sustainability.



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APPENDICES
RESEARCH QUESTIONNAIRE

**TOPIC: SUSTAINABLE TOURISM DEVELOPMENT IN GHANA; A CASE STUDY
OF ACCRA METROPOLITAN ASSEMBLY.**

Dear respondent,

This is a project work being undertaken for the University of Ghana Business School with the aim of examining the sustainability of tourism in Ghana. All information given shall be treated with utmost confidentiality.

SECTION A: DEMOGRAPHIC DATA

Tick (✓) as appropriate

1. Sex:

Male Female

2. Ages:

20-29 30-39 40-49 50-59 Above 60

3. Marital Status:

Married Single Divorced

4. Level of Education

No formal education Primary level JHS Level SHS Level Tertiary Level

4. Occupation

Fisherman Laborer Food vendor Public servant Civil servant Trader

Unemployed Student Commercial driver Fish monger Other

SECTION B: To identify the types of tourism facilities available to tourists within Accra Metropolitan Assembly

Tourist attractions

Please tick as many as possible

Beaches

Hotels/Restaurants

Forts and Castles

Museums

Mausoleums

Courts

Markets

Festivals

Shopping Malls

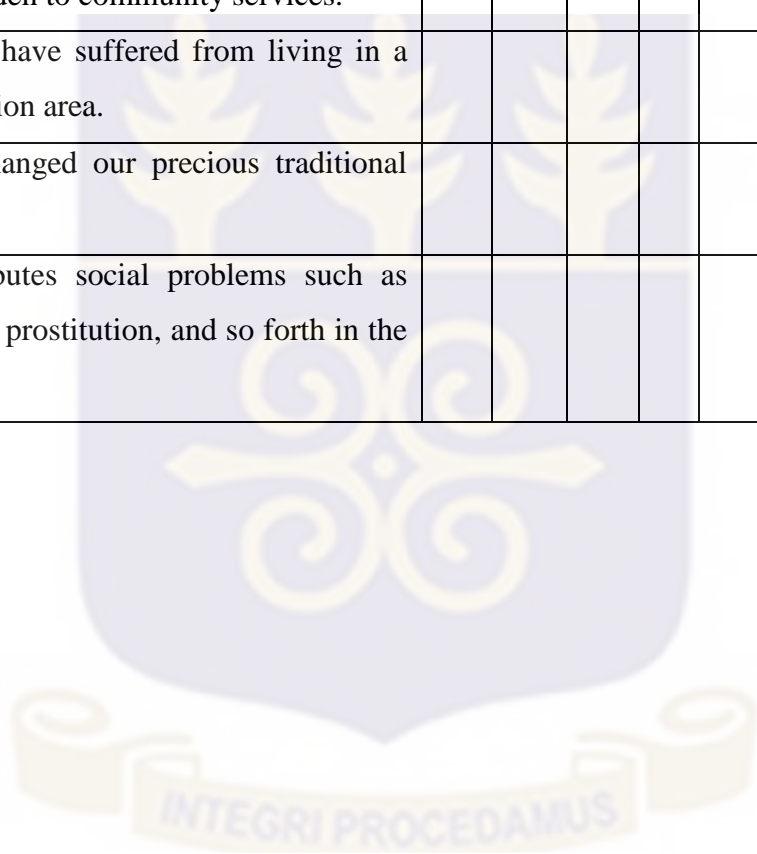
Others.....

SECTION C: To examine the degree of economic, socio- cultural and environmental effects of tourism development on the host community.

In your opinion, how does tourism development affect the social, economic and environment of the community over time? Please use the scale below in answering the questions according to the following Scale: Strongly Disagree (SD)= 1, Disagree (D)= 2, Neither Agree nor Disagree (N) = 3, Agree(A)=4 and Strongly Agree (SA)= 5

Social Effects

STATEMENT	SD	D	N	A	SA
The overall benefits of tourism outweigh its negative impacts.					
Tourism has resulted in more cultural exchange between tourists and residents					
Tourism has encouraged intertribal marriage.					
Promotion of tourism can bring about conflict between visitors and local people.					
Tourists are burden to community services.					
Local residents have suffered from living in a tourism destination area.					
Tourism has changed our precious traditional culture.					
Tourism contributes social problems such as crime, drug use, prostitution, and so forth in the community.					

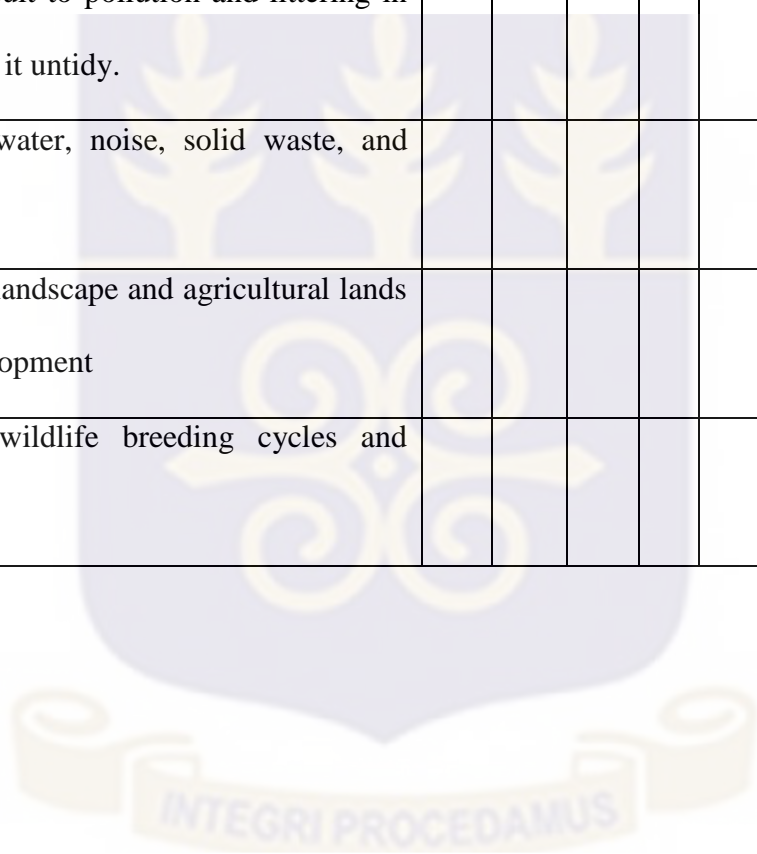


Economic effects

STATEMENT	SD	D	N	A	SA
Tourism provides desirable jobs in the community.					
One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community.					
Local businesses benefit most from tourism					
Tourism helps in Provision of Infrastructure and Social Amenities					
Tourism brings more investment to the community's economy.					
Tourism generates tax revenues for local governments.					
Our standard of living has increased due to tourist spending in the community.					
The prices of many goods and services in the community have increased because of tourism.					
The cost of living in the community has increased because of tourism.					

Environmental effects

STATEMENT	SD	D	N	A	SA
Construction of hotels and other tourist facilities have destroyed the natural environment.					
Tourism has Improved the area's appearance (visual and aesthetic)					
Tourism can result to pollution and littering in our area making it untidy.					
Pollution (air, water, noise, solid waste, and visual)					
Loss of natural landscape and agricultural lands to tourism development					
Disruption of wildlife breeding cycles and behaviors					



SECTION D: To outline measures that can be adopted to enhance opportunities and benefits of tourism to local communities.

STATEMENT	SD	D	N	A	SA
Educate public and private sector as well as local communities on the economic benefits of tourism					
Market tourism products to attract more tourists					
Promote investments in the tourism sector, offering necessary incentives and support					
Encourage domestic tourism in the country					
establishment of waste reduction programs and appropriate waste management systems and infrastructure					
Educate the people on responsible travel so as to sustain the sites					



INTERVIEW GUIDE FOR TOURIST SITE MANAGERS
SUSTAINABLE TOURISM DEVELOPMENT IN GHANA; A CASE STUDY OF
ACCRA METROPOLITAN ASSEMBLY.

1. Kindly tell me your designation

2. How long have you been serving in this capacity?.....

3. What are your major roles?

.....
.....
.....

4. On the average, how much income is earned from tourist activities at your site annually?

.....

5. What is the generated revenue used for?

.....
.....
.....

6. What are the economic impacts of tourism in the metropolis?

.....
.....
.....
.....

7. What are the environmental impacts of tourism in the metropolis?

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.....
.....

8. What are the socio-cultural impacts of tourism in the metropolis?

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.....
.....
.....

9. Any measures to mitigate the aforementioned negative impacts?

.....
.....
.....
.....

10. Any general comments about tourism development within the metropolis?

.....
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.....
.....

THANK YOU