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**ASSESSING THE SUSTAINABILITY OF TOURISM IN THE UPPER EAST
REGION OF GHANA**

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UNIVERSITY FOR DEVELOPMENT STUDIES



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UNIVERSITY FOR DEVELOPMENT STUDIES

**ASSESSING THE SUSTAINABILITY OF TOURISM IN THE UPPER EAST
REGION OF GHANA**

BY

**AKONGA SAMUEL (B.A INTEGRATED DEVELOPMENT STUDIES,
ENVIRONMENT AND RESOURCE MANAGEMENT OPTION)**

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**THESIS SUBMITTED TO THE DEPARTMENT OF ENVIRONMENT AND
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ENVIRONMENT AND RESOURCE MANAGEMENT**



OCTORBER, 2020

DECLARATION

Students’

I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere:

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Signature Date:



ABSTRACT

Sustainable tourism has become part of human life globally, especially in the developed world where recreational activities have centre-stage in human endeavours. Apart from the scenery aspect of tourism to individuals, it has also contributed to national and community development. The benefits we stand to get from this sector will increase when there is sustainability in the tourists' sites to continue to deliver the require life improvement. The study assesses the sustainability of some selected tourism sites in the Upper East Region, Ghana. The study employed a mixed research design involving the use of qualitative and quantitative methods of data collection and analysis. Specifically, focus group discussions, key informant interviews and household survey were the primary data collection methods. The results showed that is promoting many economic activities within the fringe communities of the study area which has a direct positive impact in the livelihoods of residents particularly those involved in the tourism business activities at the sites. Additionally, there are several socio-cultural developments (social amenities) that has accrued to some of these fringe communities such as guest houses, restaurants and portable drinking water and feeder roads largely due to the operation of the tourism activities at the sites. Also, majority of the farmers do not carry their agricultural activities in the tourist sites either than the forest which is due to the stringent by-laws put in place by stakeholders in the communities to manage the tourist sites. Finally, the patronage in some the tourist sites such as Tenzug and Dua in Talensi have low patronage and this is attributed to low publicity of the tourist sites and inadequate modern hospitality services such as standard accommodations, restaurants and other ancillary services. The study recommends that the Ghana Tourism Authority should adopt modern technology such as geographic information system (GIS) and remote sensing technology to construct and display tourism maps and websites as well as redevelopment of these sites as way of advertising sites such as Dua and Tenzug which are bedevilled with low patronage. Again, the Ghana Tourism Authority (GTA) which is the supervisory body should liaise with the National Board for Small Scale Industries (NBSSI) and other medium and small-scale enterprises to empower and develop the business ideas of business players at the tourist sites to improve the socio-economic standards of individuals in the business and fringe communities.



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DEDICATION

I dedicate this work to my dear wife Mrs Abu Bashiratu and children (Blessing, Gabrielle and Gabriel Akonga).

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ACRONYMS

UNWTO	United Nations World Tourism Organization
ST	Sustainable Tourism
GDP	Gross Domestic Products
USD	United State Dollars
WTO	World Trade Organization
GTB	Ghana Tourism Board
NTDP	National Tourism Development Programme
BMZ	German Federal Ministry for Economic Cooperation and Development
MTG	Mobile Tourism Guide
UN	United Nations
UNEP	United Nations Environmental Protection
WTTC	World Travel and Tourism Council
UNTCAD	United Nations Conference on Trade and Development
AJEEPR	American Journal of Environment, Energy and Power Research
IHEI	International Hotel Environmental Initiatives
UK	United Kingdom
GSS	Ghana Statistical Service



UER	Upper East Region
GTA	Ghana Tourism Authority
IGF	Internally Generated Funds

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CHAPTER ONE

INTRODUCTION

1.1 Background

Tourism is a sector that is often seen by developing economies and the world all over as an important sector for harnessing and improving their economic potentials. Ghana is not different and the government over the years has invested largely in the sector aimed at achieving socio-economic development (Sefah, 2014). Tourism is one of the biggest and fastest growing sectors in the global economy and has significant environmental, cultural, social and economic effects, both positive and negative. Tourism can be a major tool for economic development but, if not properly planned it can have destructive effects on biodiversity and pristine environments, and can result in the misuse of natural resources such as freshwater, forests and marine life. Tourism development has resulted in serious water shortages affecting local communities and industry directly related to the tourism sector including but not limited to the depletion of protected sites.

The tourism sector in recent times has become one of the mainstreams of many global economies contributing to about 3.0% economic growth worldwide but expected to decline in 2020 due to the covid-19 pandemic (UNWTO, 2020). The industry gives many forms of hospitality services to several groups of people and individuals worldwide (UNWTO, 2010). The sector has contributed immensely to the conservation of nature and the socioeconomic development of both the emerging nations and the developed world. Developing countries' economies in Africa are becoming increasingly dependent on the tourism sector to meet their developmental and social needs (Sefah,2014).





Tourism is often seen as a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home (UNWTO, 2010). Globally there are calls by environmentalists including friends of the earth on the need to protect and safeguard the environment. The tourism sector in Africa has developed and continues to grow in the past decades rising concerns on the need to practice sustainable tourism to enhance the very existence of nature, this has made other communities and tourist sites to implement sustainable tourism practices to ameliorate the impact of tourism on the environment.

This research therefore seeks to assess sustainable tourism in some selected tourist sites in the Upper East Region of Ghana and proffer recommendations towards the development of the sector. There is a progressive work to achieve sustainability in all spheres of human life including tourism. Sustainable tourism development (STD) has found expression in the global agenda for 2015-2030 dubbed ‘Sustainable Development Goals (SDGs)’. The specifics of STD are included in goal 8 as part of sustainable economic growth, goal 12 as sustainable consumption and production and goal 14 as oceans and marine resources (UNWTO, 2018). The STD places “attention on a set of ethical values and principles, which guides action in a responsible, cordial and harmonious manner, incorporating the environmental and societal consequences of actions, as well as economic goals” (Font et al., 2017). “The tourism industry, which is one of the world’s fastest-growing industries, is now trying to move towards sustainable and responsible practices (Kisi, 2019). By so doing, tourism has become very important

in social, economic and environmental development. It provides employment, gross revenue, and Production. Tourism may damage physical, social, cultural, and economic environment of a tourist destination if sustainable measures are not taken seriously (Kisi, 2019).

Before greening of tourism can affect fringe communities social, economic and environmental development, there is the need for stakeholders in the tourism industry such as the society (opinion leaders), managers of tourist sites and government to collaborate with one another to effectively harness the tourism potentials of these sites whilst protecting and safeguarding the natural environment and lives of tourists. According to Hall et.al 2008 person's become tourists when they willfully leave their area of residence and surroundings, to visit another environment. These individuals will usually involve themselves in various activities, regardless of how close or how far this environment (destination). It is interesting to note that these tourists visit areas for different kinds of reasons, for instance others travel for purposes of business and others too for personal motives including visiting friends and relatives.

As a result of these travels, international overnight visitors' globally surged by six percent (6%) in 2018 to about 1.4billion, the figures of 2018 consolidate the remarkable achievement in 2017 (World Tourism Barometer, 2019). Again, in terms of regional growth, the Middle East had a ten percentage (+10) growth, Africa seven percentage growth (+7) Asia, Pacific and Europe had six percent growth rate respectively (+6) (WTB, 2019). The market share of emerging tourism economies is expected to increase from 45% in 2016 to 57% over the same period. France, the United States, Spain and China continue to fill the top four places for inbound arrivals in 2016, while China, the



United States and Germany are the highest outbound markets in their respective regions (OECD Tourism Trends 2018).

Africa is endowed with huge environmental assets, natural resources including cultural heritage, therefore, tourism has contributed and continue to impact greatly to the continent's economic growth for the past decade. According to the 2014 report of the United Nations World Tourism Organization (UNWTO), Africa is one of the fastest growing bases for sustainable tourism (ST) sector globally, behind South-East Asia. It is estimated that international tourism arrivals in Africa increased by 2% in 2014. The region maintained a 5% share in worldwide arrivals and a 3% share in tourism receipts. Africa received 56 million international tourists up from 26 million in 2000. Travel and tourism direct GDP in Africa reached \$83 billion in 2014. With nearly 9 million direct employees in the continent, travel and tourism is one of the leading employers, surpassing other sectors such as financial services, mining, banking, to mention a few (World Travel and Tourism Council Benchmark Report, 2015).

Direct contribution of travel and tour to GDP was GHC 4,972,9 representing 3.0 percent of total GDP in 2016 and is forecast to rise by 5.6 percent in 2017, and to rise by 5.1 percent pa, from 2017-2027, to GHC8,626.5mn (US\$ 2,217.6mn), 2.9 percent of total GDP in 2027 this nudges the country above the global average of 2.9%, but it lags behind regional leaders such as Gambia (9%), Senegal (5.3%) and Kenya (4.3%) (WTO, 2016). From this modest but solid base, robust growth is expected. The WTTC estimates that the sector will grow by an annual average of 4.5% between 2014 and 2024. This is in line with broader economic growth – the WTTC expects tourism and travel to contribute the same 3% to GDP in 2024. Yet Ghana's increasingly active tourism authorities, and the



private sector, will be hoping to accelerate this growth and boost the sector's share of economic production.

According to the world travel and tour council (WTTC), (2015), the sector across Africa is expected to grow by an annual average of 4.9% and, given its potential, Ghana could well match or beat this rate as Ghana generated GHC 3.7M (USD 880 000) in visitor exports in 2014. In 2016 Travel & Tourism directly supported 288,000 jobs (2.4 percent of total employment). This is expected to rise by 4.7 percent in 2017 and rise by 2.0 percent pa to 366,000 jobs (2.4 percent of total employment) in 2027. The total contribution of Travel & Tourism to employment in that same year, including jobs indirectly supported by the industry was 5.9 percent of total employment (693,000 jobs). This is expected to rise by 3.9 percent in 2017 to 720,000 jobs and rise by 1.6 percent pa to 847,000 jobs in 2027 (WTO 2017). Despite these enormous benefits from this sector, rising temperatures and erratic rainfall patterns caused by global warming affects biodiversity thereby pushing wildlife into human settlements in search of food and water thus making communities and tourists' sites seeing it as a threat to human life and this reduces the willingness to practice sustainable tourism in most African countries (AWF, 2016).

1.2 Problem Statement

With an increasing desire to spend leisure time in the natural environment and growing awareness on environmentalism, attention has been redirected to sustainable tourism over the last decades culminating into the sector becoming one of the fastest developing sectors within the tourism industry all over the world (Manu et al., 2012). Green economy has become a major socio-economic and cultural activity in Ghana. It is one of the most



important and fastest growing sectors of the Ghanaian economy as it helps in the creation of employment, generation of income and revenue to households involved in tourism activity and government respectively as well as the conservation and protection of nature. In Ghana, the sector is the fourth behind gold, cocoa, foreign remittances and generated revenue that is equivalent to 6.2% of Gross Domestic Product of which sustainable tourism played an important and key role (MTG, 2010).

Tourism sustainable tourism has been variously researched by many scholars (Liu et al, 2013; Liu, 2013 & Hall, (2019). Liu et al., (2013) looked at the long and short term utilization of tourism resources on one hand. On the other hand, Liu, (2013) worked on the inter and intra-generational equity of tourism resources utilization. Hall, (2019) assess the human and environment nexus of tourism. Yet, this research is necessary because of its location as all the above-mentioned scholars actually had tourism at the western world in mind.

Tourism serves as a viable venture which gives many forms of economic development options to least developed nations especially Ghana. According to the Ghana Tourism Authority (GTA), (2018), Ghana's economy of late has benefited from the activities of tourism leading to an increase in revenue generation and foreign exchange earnings. Total direct contribution of the sector to GDP in 2017 was 3% (GTA,2018). There are both direct and indirect benefits as well as challenges associated with tourism operations ranging from global, regional to national scale (Jose,2020). Hence, the need to assess the sustainability of these tourism activities in terms of environment and socioeconomic perspective in areas they are found.





There is much focus on sustainable tourism these days due to the benefits it yields to local communities, individuals and the nation as a whole. Based on the numerous gains from the sector one wonders if any of such impacts come the way of the fringe communities of the Paga slave camp, Paga crocodile pond, Shirigu women pottery, Tenzug shrine and Bongo (Dua) rocks in the Upper East Region. This is largely due to the fact that the socioeconomic, cultural and environmental benefits of the sector have not manifested in the livelihood and standard of living of the fringe communities of the selected tourist sites over decades now, hence the need for this research to ascertain the level of impact. This research therefore is to assess Sustainable Tourism in some selected tourist sites in the Upper East Region. This information would be vital for making informed decisions regarding planning, marketing and evaluation of programs and activities of tourism at the districts, regional and national levels with the aim to improving and developing the tourism sector.

1.3 Research Questions

1.3.1 Main research question

The main research question that the research seeks to verify is: How sustainable are the tourism activities of Paga slave camp, Paga crocodile pond, Sirigu women pottery, Tenzug shrine and Bongo (Dua) rocks in the Upper East Region?

1.3.2 Sub-research questions are:

1. How are the social impacts of the tourism activities manifested?
2. How does the economic impacts of these tourism activities shown?
3. How has the natural environment been impacted by the tourism activities?
4. How does tourists' patronage differ in selected sites?

1.4 Research Objectives

1.4.1 Main objective

The main objective of the research is to assess the sustainability of tourism in selected tourist sites of the Upper East Region.

1.4.2 Sub-research questions are:

1. To examine the social sustainability of the selected tourist sites.
2. To assess the economic impacts of the selected tourist sites to the fringe community(s).
3. To identify the ecological impacts of the selected tourist site.
4. To investigate reasons for the current level of patronage of the selected sites.

1.5 Significance of the Study

It is no doubt that tourism has contributed immensely to the conservation of nature and the socioeconomic development of both the emerging nations and the developing world. Tourism in many developed and least developed countries is the most viable and sustainable economic development option, and in some countries, the main source of foreign exchange earnings. A portion of this income trickles down to different groups of the society and, if tourism is managed with a strong focus on sustainability, it can directly benefit the poorer groups through employment of local people into tourism enterprises, the sale of goods and services provided to tourists, or the running of small and community-based enterprises.

The sector offers labour intensive and small-scale opportunities compared to other non-agricultural activities, it employs a high percentage of women and values natural resources and culture, which may feature among the few assets belonging to the poor.





Thus, ST offers opportunities in terms of job creation and income generation to the vulnerable groups such as women to reduce/leverage their poverty. It is a significant industry in many developing countries providing foreign exchange, employment, incomes and public revenue. It has become an important sector and it potentially constitutes one of the fastest growing sectors worldwide (Nathanael et al., 2003). Tourism contributed 2.6 percent of total employment in Ghana which means there is a great opportunity and potential for the tourism and hospitality industries to absorb unemployed Ghanaians (World Bank 2015).

This research seeks to build on existing knowledge on the sector particularly sustainable tourism activities in the selected tourist destinations of the Kassena Nankana West, Talensi, and Bongo respectively. This would help communities and the nation in the development of the sector thus leading to economic growth, reduction in unemployment and protection of the environment. Again, the research is aimed at awakening the interest of local tourism destinations communities and the nation at large on the best possible tourism practices that should be adopted in order to create a balance between socio-economic benefits and environmental sustainability.

In view of this, assessing the role that sustainable tourism plays in leveraging the livelihoods of fringe communities and the enhancement of government revenue for national development is prudent for the development of the sector since it is one of the critical sectors of the economy which contributes largely to employment, revenue generation, production and the increase in household incomes levels.

1.6 Scope of the Study

The study was conducted in the Upper East Region of Ghana on assessing sustainable tourism in the Region particularly the selected Tourist sites encompassing the Kassena Nankana West, Talensi, and Bongo Districts respectively. The research assessed the sustainability of tourism in the fringe communities of the selected tourist sites in the Region. The participants of the study included the community household members, workers of the facilities, business operators within the tourist sites, opinion leaders and the workers of the Upper East Regional Tourist authority. The research focused on sustainable tourism in the districts for the past decade (2007-2017). This was to enable the researcher to make informed projections for the future

1.7 Limitations of the Study

The challenges that were faced in this research were largely of financial and time constraints as well as inability to access certain essential secondary materials from participants. Hence the unwillingness of respondents to provide very useful information regarding the questionnaire that were administered posed a challenge to the researcher. These challenges were addressed by acquiring loan from an organization to finance the data collection process. Call backs were done to help collect data from respondents who could not respond to the questions for one reason or the other. Those who were permanently absent were replaced from the replacement list of respondents. Respondents who were not willing to give sensitive information were made to understand the purpose of the study and their information were treated as such.



1.8 Organization of the Study

This research was organized into five chapters in a systematic order. The chapters were outlined as follows: Chapter one which introduced the study encompassed the background of the study, problem statement, research objectives, research questions, significance of the study, scope and limitations as well as organization of the study. Chapter two captured and reviewed relevant literature on sustainable tourism, contribution of tourism to social, economic and environmental development, stakeholder support in sustainable tourism and community participation in sustainable tourism. The conceptual framework was also captured in this chapter. Chapter three described the research methodology. It discussed the methods used to gather data for the study, the process, design, population, sampling techniques, and analysis of the data. The results and discussions from the research were finally presented in chapter four. This was made possible through the use of graphs, charts, tables and figures. Chapter highlighted the key points that were derived from the findings, conclusion and essential recommendations.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter focused on the main contributions made by scholars, researchers, authors and people in the academia. It reviewed some theoretical issues pertaining to this study including global views that people have shared particularly on sustainable tourism. It covers the concept of sustainable tourism with specific emphasis on impact of tourism on the society, environment and economy. Literature on the degrees of sustainability, community-based sustainable tourism, community participation in sustainable or ecotourism, and stakeholder collaboration in sustainable tourism was also reviewed.

2.2 Definition of Concepts

2.2.1 The concept of tourism

The concept of tourism is perceived differently based on the purpose of usage and this has brought about contentions on its definition and meaning. However, Tourism can be defined as the travel for pleasure, relaxation or business including the act of attracting, accommodating, and entertaining tourists and the business operating tours (Rachel, December 2016). The world tourism organization (WTO) (1995) also defined tourism beyond the simplistic notion of going on holidays but include tourism as both domestic and international activities which involve movement to enjoy scenery. Vujko et al. (2017) argued that sustainable tourism can be seen as having regard to ecological and social-cultural carrying capacities and includes involving the community of the destination in tourism development planning and target economic and growth policies.



This work therefore adopted the definition of tourism by UNWTO as cited in Ugurlu (2010) as a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home.

2.2.2 The Trend of Tourism Growth

Worldwide, tourism has grown phenomenally from 25 million arrivals in 1950 to 808 million in 2005, with an average annual growth rate of 6.5 percent (UNWTO, 2006). In 2005, tourist arrivals in Africa registered only 37 million (or 5 percent of the world) as compared to 444 million arrivals (55 percent) in Europe, 156 million (19 percent) in Asia/Pacific, 133 million (16 percent) in the Americas, and 38 million (5 percent) in the Middle East. In 2004, tourism receipts were \$623 billion (100%) for the world, \$326.7 billion for Europe (52.5%), \$131.7 billion, \$21 billion (3.4%) for the Middle East, and \$18.3 billion (2.9%) for Africa (Bichaka, 2007). The significant role of the tourism sector in the economic development of many countries is well documented in tourism literature, the merits of which are essentially in terms of increased foreign exchange receipts, balance of payments, government revenues, employment, and increased economic activity in general (Elizabeth et al, 2009).

2.2.3 Sustainability of Development

The concept of sustainability was first used in the Brundtland Commission report 'our common future' this rationale of this terminology is to cater for the earth and its resources for the benefits of both current and future generation (Cooper et al., 2008). In the report the concept encompasses the ability and capacity of the current generation to benefit



from the contemporary resources without actually preventing the future generation from the use of similar resources due to their actions and inactions. This has taken a main stage in current developmental issues globally and many scholars make reference to this concept. Among the commission's basic goals was to help define shared perceptions of long-term environmental and its related issues and undertake appropriate efforts that are needed to deal with problems confronting the environment successfully and enhancing the environment, a long-term agenda for action during the coming decades, and aspirational goals of the world community (Cooper, et al., 2008 cited in Niedziółka, 2014).

2.2.4 Sustainable Tourism

The concept of tourism sustainability on itself has undergone many transformations and now become prominent among public sector strategic planners as well as private and travelling bodies. The concept of sustainability has its root from environmentalism that emerged in the 1960s. However, the United Nations Conference on the Human Environment in Stockholm in 1972 gave birth to the first true notion of sustainable tourism, which was called "Eco development." This founding conference was held in an atmosphere of conflict between the ecology and the economy as an integration of social equity and ecological caution were incorporated into the economic development models for North and South (Shakil, 2016). The concept was given the attention in the 1990s but was made popular by the Brundtland report under the world commission on environment and development in 1987. The concept has been subjected to diverse and multiple definitions by various scholars based on their understanding and area of interest leading to controversies surrounding its meaning. For instance, The UN World Commission on



Environment and Development (2017) defined sustainable development under the "Brundtland report" in 1987 as: development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Based on this, there is declaration on sustainable tourism in the year 2002 to regulate and manage tourism activities to include ecotourism which was aimed at tourism operators (UNEP, 2004). On this it is added that this was one the reasons that prompted the world summit on the concept of sustainable development in Johannesburg termed as the "Rio+10" and the world the world eco-tourism summit in Quebec same year. Many organizations also contributed in advancing arguments on how sustainability of tourism actually entails, such as the United Nations World Tourism Organization (UNWTO) or the World Travel and Tourism Council (WTTC) concentrated on how the operations of tourists minimizes environmental damage, wildlife as well as local populations and industries (Tourism and Local Agenda 21, 2003). This attempt by the United Nations World Tourism Organization (UNWTO) on this was in conjunction with the earth council. Sustainable tourism has been key in the many national developmental issues globally. Against this background that the Indian government through the ministry of tourism in July, 2010 organized a workshop on sustainable tourism with experts and stakeholders for defining what defined sustainable tourism (Buckley, 2012). According to Buckley, (2012) the committee key concerns were as follows;

1. Carrying capacity.
2. Anthropogenic character, applying to all major human impacts on the environment.
3. Local community participation, engagement and benefit.



4. Ministry of Environment & Forests, Government of India guidelines.
5. Bio-degradable toilets.
6. Water harvesting.
7. Lessons from successes and failures, national & international.
8. Institutional certification and viewpoint, and
9. Polluter Pays Principle.

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Furthermore, in making the true meaning of tourism being sustainable, give way for the use of policy interventions in explaining it. Sustainable tourism is a condition that is relevant to all manner of tourism and developed in accordance with the principles of sustainable development (UNEP/WTO, 2005). In other words, sustainable tourism development can be thought of as one of numerous sectors or processes that contribute to sustainable development, itself a process leading towards sustainability or harmony between humankind and the natural world. However in the context of this research the definition proposed by Butler in (1993) would be adopted, with slight adaptation to contemporary conceptualizations of sustainable tourism development: Tourism is seen as a sector which is developed and maintained in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes. This is in view of the fact that this research is to investigate on how tourism can be sustained for the benefits of all and the future as well.

In sustainable tourism, there is the need for analysing stakeholders whose actions and inactions can influence tourism facility sustainability. According to Mushi (2013)

sustainable tourism has developed in recent years as a result of an upsurge in awareness creation and the need for an integrated decision making and environmental management strategies in today's business world. The tourism sector has become the main stay of the economy for most countries particularly the developing world, as a result many governments and stakeholders have adopted severely strategies in a bid to developing and harnessing the sector. As a consequence of sustainable tourism stakeholders within the industry have derived some positive and negative gains (Turner,2015). This section discusses the benefits of sustainable tourism as espoused by academia and other institutions. The benefits of sustainable tourism can be segmented into four fold: benefits to the tourist, host communities, the government and the environment. Community participation is very crucial in sustainable tourism as they the local people feel part and parcel in the management process (Jaafar, et al., 2017). There are mutual benefits that both the community and the tourists get from the participation of community members in the management of tourist sites.

2.3 Society and Tourism

2.3.1: Social sustainability and impacts of tourism

Historically, it is believed that tourism has transformed and continue to transform social factors and this lead to class system on the hosts and guests who are said to have higher economic status (Gmelch, 2010). Tourism offer some sort of employment opportunities to people who are within the fringe communities (Chambers, 2010). People therefore stand the chance of increasing their income levels and social wellbeing as a result. This means that there is direct link between tourism and socio-economic growth in the lives of people but these sources of jobs are said to be unsustainable due to its seasonal nature

and people cannot rely on them. Tourism brings about cultural assimilation in societies in which they are found resulting from the varieties of global culture that tourists display change the traditions of the people in many ways (Gmelch, 2010; Chambers, 2010). On the other hand, tourists' activities can also create markets for cultural practices by bring attention, recognition, and affirmation to cultural groups and traditions; and create opportunities for cross-cultural interactions and understanding. One of the issues, then, is whether tourism is qualitatively different from any other exchanges between cultures. from this view point, the differences in economic, political, and cultural status gives the tourist power to shape the public identity and image of the host culture in any way that suits them and it is this imbalance of power that is the problem that means that tourism "colonizes" other cultures (Heldke 2003; 2005) The food cultures of both hosts and guests are then changed because of that colonization. Among the many conferences held in an atmosphere of conflict between the ecology and the economy as an integration of social equity and ecological caution were incorporated into the economic development models for North and South (Shakil, 2016).



The environment has now become a major constraint on human progress. Fundamentally important though social sustainability is, environmental sustainability or maintenance of life-support systems is a prerequisite for social sustainability (Goodland, 1995). To add more, the United Nation World Tourism Organization (2010), the tourism industry tends to place great value on the warm climates, new environments and cultural products and history that often gives rural areas a comparative advantage over cities in attracting tourists (UNWTO, 2010). This is particularly likely among international tourists; while domestic and continental African tourists may be more interested in opportunities such



as shopping tourism, international tourists more often travel to Africa for holiday purposes and so are likely more interested in experiencing new cultures, activities and environments. The “out-of-pocket expenditure” of tourism is more likely to reach the poor. Studies suggest that 25–50 per cent of spending in restaurants, shopping and handicrafts, and local transport and excursions reaches the poor, particularly when supplies for those pursuits are sourced locally (Overseas Development Institute, 2006). If leakages are adequately minimized and local people are integrated well into the tourism value chain, tourism provides opportunities for poor people and small businesses to sell goods and services directly to tourists (UNTCAD, 2017).

2.3.2 Contributions and social effects of tourism

There are enourous benefits associated with the operation of tourism. The tourism industry in Africa contributes to the livelihood development of the people which comes about through the many form of business activities that people engage in (Harmer, 2011). Snyder and Sulle (2011) also argued that some of these benefits emanate from the land ownership rights they possess; they get a lot of royalties as well as compensation from the tourism authorities for the use of their resources. Latkova & Vogt, (2012) also argued that tourism have many benefits in the sense that residents adopt the tourism as an alternative livelihood strategy if any exist.

Many of the challenges that affect the effective management of tourism sites result from conflicts generation. This sometimes results to conflicts over the ownership and possession of land resources that aid the operation of tourism and related businesses (Alden Wily, 2011). There are several effects pose by tourism on destination communities which ranges from the angle of social, economic and environmental perspective (Hall,

Scott, & Gössling, 2013). These effects can be catered for through proper managerial skills and control measures (Chu, Lee & Chen, 2014). Some of the hazards associated the operation and development of tourism is the generation of conflict of interest among many stakeholder of the industry (Kuvan & Akan, 2005). Latkova & Vogt, (2012) are of the view that rural households face many form hardships resulting from either a declined rural industry or the collapse of their sources of livelihoods.

2.3.3: Tourism and the spread of diseases and cultural assimilation

Tourism is one of the many ways of improving people livelihoods globally, yet there are some negative social impacts such as the spread of diseases caused by invasive species which are component of the site scene (Crowl, etal., 2008). The incidence of global climate change can further increase its multiplication as disease vectors and pathogens affect human life and well-being. In some parts of Africa, for instance Congo, Liberia and the rest noted for the outbreak of disease such as the Ebola killing about 96% of the population has been accorded to the presence of invasive animals such as gorillas, monkeys, bats and the like which are used for tourism purposes (Ryan & Walsh, 2011). However, they further argued that tourism can be undertaken without necessarily the outbreak of Ebola through the use of community health programmes, provision of logistics to improve safety measures and cost that can impede vaccination programme to mitigate the contraction of the diseases.

2.4 Tourism and Economic Implications

2.4.1 Economic impacts of tourism

Tourism has economic impacts at various levels particularly, for community development through directly and indirectly contributions of the sector to the national economy in the



form of gross domestic product (GDP) and diversification of the local economy (WTTC, 2015). The direct contributions of Travel & Tourism to GDP of many countries in the world in 2015 was about USD2, 229.8bn – thus 30% of GDP and indicated there has been a rise by 3.3% to USD2, 304.0bn in 2016 (WTTC, 2016). This figure featured economic activities in the form of hotels, travel agents, airlines and other passenger transportation services of which commuter services are exclusive.

In the year 2012, tourism generate related direct jobs of about 5.3 million in Sub-Saharan Africa and it has been a projection that by 2021, this figure is likely to increase to about 6.7 million direct tourism jobs in only Sub-Saharan Africa (WTTC, 2012). Therefore, it greatly belief that the tourism industry trickles down to other sectors of the national economy by creating indirect jobs/employment avenues. There are some essentially benefits of tourism which are manifested in terms of increasing foreign exchange, balance of payments, government revenues, employment, and many forms of increased economic activities in general (Elizabeth et al., 2009). Even dough, tourism can provide more than material benefits for the poor and cultural pride but sometimes there is difficulties in the estimation process (Candice 2008). This is true because most of the activities and records in the tourism industry are based on estimation and forecasting (Bichaka, 2007).

Furthermore, national economy like Zambia is said to benefit from tourism in the form of investment with about U\$D250,000 in the with about 182 full-time formal jobs which recorede 40% much more than investing the same amount in the agriculture sector and also register more 50% in the mining sector (Iain, et al., 2014). In less developed countries, tourism has the potential to promote the growth of their respective national economies at the local levels due to the fact that tourism is consumed at the point of





production and labour intensive (Candice, 2008). It was added that this contribution by the tourism industry promote infrastructural development especially at the localities where the facilities are found (Overseas Development Institute, 2006). The out of pocket expenditure by tourists has the potentials of reaching the poor rural/local folks as about between 25 – 50% of the tourist expenses in restaurants, shops, local transport and excursions and handicrafts are sources of income to owners locally (UNTCD, 2017). This can be more successful if there is less leakages in the system and local people are integrated into the tourism value chain; tourism provides opportunities for poor people and small businesses to sell goods and services directly to tourists.

To add to this, alongside the provision of employment opportunities by the tourism industry, it also creates markets for particular foods and food events. Because of the current emphasis on locally sourced ingredients, it also supports local food producers and can be seen as a way to insure that the food system in general is intertwined with and supporting local economies – the “multiplier effect” in which businesses supplying and supporting the tourism industry benefit from tourism activities (Gmelch, 2010). This would in theory, include such things as the farmers who supply the restaurants feeding tourists or schools training students in hospitality management or culinary arts (Chambers, 2010). The economic benefits of culinary tourism seem clearly positive; unfortunately, it is never that simple. Tourism in general depends upon the spending of individuals from wealthier nations. meanwhile, it dangerous in some circumstances due the fact that so much dependants on unstable tourists’ monies, even though local food systems (and social structures in general) may also adapt to accommodate tourists needs.

2.4.2 Tourism and economic sustainability

The presence of a tourist site does not necessarily mean that there is going to be local development in the fringe communities, it common that local economic development is being controlled by companies and organizations who are outside the communities who supply and bring their own staffs to the area (Gmelch, 2010). It was added that there is no guarantee that monies brought in by the tourist will remain in the community for development apart from situations whereby there is unequal distributions of benefits from tourist sites to the people and communities especially, the fringe areas. For tourism as a business and an entertainment venture to be sustainable, there is the need to meet three major criteria; long term planning of the site, full community participation, and related environmental sustainability to deal with both the negative and positive impacts of tourism operation (Choi & Murray, 2010). Tourism facilities located closed and near communities promote many economic benefits to enhance local development resulting from cultural and natural resources conservation and management (Lewis, 2011). Sebele (2010) sustainable development has become the mainstream of any developmental policy agenda in terms of managerial control especially in the economic and environmental sub-sectors. When this happened, communities in which tourism facilities are locate have the choices to trade-off between the benefits and cost that a particular facility will give to the community in terms of environment, social and economic dimensions (Nunkoo & Ramkissoon, 2011). Tourism can achieve its sustainability standards if there is long-lasting interest and profit across the entire society, particularly those communities that are surrounding it; this can be attained through giving some sort of high-level satisfaction to the tourist who patronize the facility in order to meet the market demand (Mihalic,



2016). Economic activities at the local levels where tourists' sites are situated can be control through collaborations with local government system for effective and efficient resource mobilization for local and grassroots development, especially the surrounding communities and neighbourhoods of the sites (Ezebilo & Mattsson, 2010).

2.5 Tourism and Environmental Implications

The development at the local communities in which the tourist sites are located directly help in the grassroots communities to achieve sustainable development in the arena of the environment through the many strategies and polices that are environmentally friendly (Lewis, 2011). Sustainable tourism can see the light of the day if there is collaboration and self-help cantered on networking taking into consideration the local concerns and the dynamism in the indigenous system in the mist of different actors in the tourism industry (Erkuş-Öztürk & Eraydın, 2010). However, there is clear indication that environmental motivation is not much considered comparatively to that of economic issues in most of the networking practices in the tourism industry. The local government system has most of the responsibilities geared towards environmental sustainability at the tourists site by means of the bye-laws they enact and implement; when this is done, it gives chances for a particular tourist site to be sustainable (Ezebilo & Mattsson, 2010).

Goodland (1995) is of the view that due to the pollution caused by industries and firms calls for the introduction of polluter pay principle to reduce the menace. According to the American Journal of Environment, Energy and Power Research (2013), host communities with a with very high massive concentration of tourist activities and very attractive natural environment, waste disposal becomes a challenge and indiscriminate disposal as well as improper management of waste can be a major problem to the natural environment, rivers,



and other aspects of the environment. The department is also of the view that recreational boats and cruise vessels can damage aquatic vegetation by cutting it with their propellers or otherwise damaging it when running on the ground. Wetlands have been destroyed in order to build tourist related infrastructure, such as airports, roads, and marinas. In mountain areas, trekking tourists generate a great deal of waste.

It can also cause loss of biodiversity when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain, marine and coastal environments and water resources exceed their carrying capacity. This loss of biodiversity in fact means loss of tourism potential. Introduction of exotic species which tourists and suppliers can bring in species (insects, wild and cultivated plants and diseases) that are not native to the local environment can cause enormous disruption and even destruction of ecosystem (AJEEPR, 2013). Human capital-educated, skilled, experienced, and healthy people-is largely lost at the death of individuals, and so it must be renewed each generation, whereas social capital persists in the form of books, knowledge, art, family and community relations (Goodland 1995). Strong ecosystem requires maintaining separate Kinds of capital. Thus, for natural capital, receipts from depleting oil should be invested in ensuring that energy will be available to future generations at least as Plentifully as that enjoyed by the beneficiaries of today' soil consumption (Goodland, 1995). This assumes that natural and human-made capitals are not perfect substitutes. On the contrary, they are complements at least to some extent in most production function.

There are environmental challenges brought about through the existence tourist sites at the destination communities just as any human endeavours generate waste detrimental to





the quality of the area. It is factual that tourism activities contribute to the emission of pollutants such as the production of greenhouse gases resulting from the frequent travelling they undertake all the time (Pechlaner et al., 2010). It is on records that air transport contributes barely 40% of the emission of carbon dioxide globally and this is one of the major means of transport that tourists use. This is very true because most of these tourists travelled from long distances to enjoy things of interest. The nature of environmental problems caused by business operators at tourist sites including the tourists themselves is defined by their behaviours, norms and orientations at various levels (Kormos & Clifford, 2014). On this notes, Juvan and Sara (2014) also argued that behaviour and intensions of people at tourists' sites helps in environmental sustainability

2.5.1 Ecological impacts of tourism

The interplay of tourism has detrimental effects on environmental sustainability as sometimes tourists' activities are bad to the ambient quality of the environment. Based on this, it is on records that global tourism accounts for about 8% of global greenhouse gas emissions-Lenzen et al. (2018). The world looked at the persistent growth of the tourism industry and population critically and perceived it as a catalyst to damaging the environment irreversibly. Over the years, there is growing interest in relying on environmental resources to support the growth of the tourism industry. Since its emergence, the concept of sustainable tourism development has become an indispensable part of development in the global space, thus it has occupied space in most developmental policies and programs of most countries particularly the developing world. However, a common critique of sustainable tourism development has been that there is no unique and acceptable theoretical framework base on which a scientific basis can be established.

Without empirical evidence from established theory that is verifiable through testing, the theoretical framework or model can be misused leading to poor planning.

The sector focuses on that portion of the natural resource base that provides physical inputs, both renewable (e.g. forest) and exhaustible (e.g. minerals) into production, emphasizing environmental life supporting systems without neither production nor humanity could exist (Goodland, 1995). A tourism community without any plan for development that addresses the economic, social and ecological functions of the industry is not well prepared for the impacts of visitors, natural disasters, and enforcing market forces (Chith, 2009). Although, sustainable tourism is to deliver the triad sustainability, there is impeccable evidence emerging from the Coral Triangle Region of Asia to proof that sustainable tourism impacts positively on only economic sustainability and fails to show positive signs on the social and ecological sustainability (Huang and Coelho, 2017 cited by Pephrah 2018). The triad sustainable tourism (ST) is made of the economic, environment and socio-cultural.



2.5.2 Tourism and sanitation issues

The hospitality industry launched a programme entitled the International Hotel Environment Initiative (IHEI) in 1992 to serve as measures to in reducing all sort of negative environmental impacts by visitor such as tourists at their places of destinations or host. These can include some sort of waste generation. Based on this effort, the UK-based pressure group Tourism Concern set out its own guidelines and begun actively to lobby the private sector to take more account of the need for sustainable planning. These guidelines in the tourism industry however include;

1. Using resources sustainably
2. Reducing overconsumption and waste;
3. Maintaining diversity;
4. Integrating tourism into planning;
5. Supporting local economies;
6. Involving local economies;
7. Consulting stakeholders and the public;
8. Training staff;
9. Marketing tourism responsible
10. Undertaking research.

“These principles appear to achieve more balance between sociocultural and environmental elements “(Holloway, 2009 cited in Niedziółka, 2014 pg. 2-3). However, the quantity of emissions varies depending on the mode of transport used, with long-haul travel the greatest contributor to highly emission-intense trips.

2.6 Tourism Management

According to Brawell (2010), sustainable tourism can be promoted through the full participation of the destination communities in terms of decision making since they are also part and parcel of the stakeholder who actions and inaction can either affect the development of the positively or negatively. The author further argued that community participation is very paramount in managing facilities of such nature. Also, according to Robin and Haywantee (2010), in the management of tourism, the industry can also be managed and controlled through perceived behaviour control using the norms, traditions, beliefs and practices of the people; this make them feel being part of the process in way

that their moral values are still intact. The conditions of physical and natural environment and associated beautiful aesthetic benefits go a long way to satisfying the fringe communities (Florida, Mellander, & Stolarick, 2011). This calls for frantic efforts by decision makers to be able to coordinate all the interest of all parties involved.

The management of social, economic and environmental challenges in the tourists' sites is a collaborative effort from management and the traditions environment in achieving full potentials in the tourism industry (Inoue & Lee, 2010). Rural tourism of late is a very lucrative venture among people living in those areas, hence the need to enforce good management strategies. Rural tourism can be developed much better when emphasis is laid on conflict management which is generated between residents and any interesting parties (Zhao, Ritchie & Echtner, 2014). When this is done there is the possibility of achieving full sustainability of such facilities in both short and long run. Sustainable tourism cannot be fully achieved if the residents or natives do not support and collaborate with the tourism authorities (Nunkoo & Romkissoo, 2013; Sharpley, 2012). Sustainable tourism cannot be materialized in the presence of denying the residents their own resources such as farmlands and other uses they put these parcels into (Wang & Ryan, 2012; Shepherd, 2011). On this note, Gu et al (2013) suggested that conflicts created in tourist sites between the indigenes and operators can be solved using interaction and social exchange. the minorities voices must therefore be listened to in decision-making processes (Swanson & De Vereaux, 2012). One of the sources of failure in management comes from religious differentiation and similarities. Religion has a role to play in the sustainability of tourism in the contemporary world; for instance, Islamic beliefs and practices have a lot of negative repercussion on the operations of tourism (Zamani-



Farahani & Musa, 2011). Therefore, there is the need to take measures that will not affect the indigenes traditions and customs. Vemuri et al. (2011) argued that getting higher income by residents from tourism economic activities do not really satisfy the people but rather access to clean natural environment stand the chance to bring higher satisfaction irrespective of scale.

2.6.1 Community- Based Ecotourism.

Ecotourism is environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples (Nina,2006). According to Manu Isaac (2012) community-based ecotourism is used to describe ecotourism ventures that are characterized by high environmental consideration, increased control and involvement of the local residents, as well as significant benefits for the host community. This practice is being increasingly promoted as a solution to problems of nature conservation. The driving forces behind the adaptation of this concept especially in Eastern and Southern Africa have been the threat of species extinction due to over-utilization of resources, the inability of the state to protect wildlife, land use conflicts between rural communities in resource areas and wildlife managers (Nina, 2006).

2.6.2 Local participation in community- based sustainable tourism management

Local community participation in all endeavours of ecotourism is not a new concept. The word participation implies how and to what extent people are able to share their views, take part in an activity, project, programme, decision–making, profit sharing and other issues related to the tourism development process. The most important reason for the





inclusion of local inhabitants in ecotourism is equity, taking into consideration the conservation of the area through ecotourism development which inevitably entails restrictions in the traditional usage of local resources by the residents (Eagles et. al., 1992 cited in Manu, 2012). Faulkner (2003) asserts that the achievement of sustainable tourism objectives depends on the assumption of an inclusive participatory model, involving significant arrangement of the local community, the tourism sector and the relevant government parastatal and agencies in the strategic planning process as this will enhance socio-economic benefits thus improving the potential for tourism sustainability. This argument is further enhanced in relevant research where stakeholder participation has been identified as a requisite for the sustainable planning process (Sophia, 2011).

Community participation which is a bottom-up approach by which communities are actively involved in projects to solve their own problems, has been touted by various stakeholders as a potent approach to ecotourism development since it ensures greater conservation of natural and cultural resources, empowers host communities and improves their socio-economic well-being. Many, studies indicate the importance of incorporating the perceptions, values and interest of the local people in the very region where the ecotourism resource/destination is found (Vincent and Thomson, 2002 cited in Manu, 2012). Ironically, while many sustainable tourism projects have been developed in or near forest reserves, such development do not include the local communities who largely depend on the natural environment in those fringe communities (Ismael et al., 2013). There is usually the need to involve local community people in the process of sustainability and encourage them from the initially stage by encouraging public discourse and participation. When people are not involved in the sustainable tourism

process there is the likelihood of people developing negative attitudes towards the process and this thwart the process of sustainability (Sophia, 2011).

2.6.3 Smallholder Participation in Community Based Sustainable Tourism

Stakeholders are individuals or persons who influence and are affected by economic, social and environmental decisions and actions taken by tourism managers in Pas (Reed et al., 2009). Stakeholders are organizations, individuals and institutions directly or indirectly involved in development, operation and management of community-based ecotourism projects. The organizations include governmental agencies such as research institutions, non-governmental institutions, local people, traditional authorities and tourists. Stakeholder's interest in community- based ecotourism can affect the outcome of tourism development. In fact, tourism is complex and dynamic, with linkages and independencies and therefore requires multiple stakeholders with diverse and divergent views and values (Manu, 2012).

There are certain condition when met bring about sustainable tourism. Conditions such as the interest of the stakeholders in the ecosystem, their views and opinions about sustainable tourism development and their ability to establish collaborative structures are the major fundamental elements that indicate how vital a collaborative process is (Aref et al., 2010). Collaboration is an important factor in community-based tourism approaches in many countries. Community-based tourism sustainability must involve collaborative efforts of all the major stakeholders to avoid imbalances and unequal development of ecotourism sites. The sector is complex because of its unique nature and dynamism between its major stakeholders (Lawrence et.al, 1997 cited in Manu, 2012).



2.7 Benefits of Sustainable Tourism

Revenue from the operation of tourism businesses are used in by households in supporting member's needs; this brings about significant improvements in the local community irrespective the leakages (Sandbrook, 2010). Local communities where tourism sites are located benefit from the ventures identified as means of livelihood improvement. This however varies greatly in the stage of development and there are many linkages with other sectors of the economy (Nyaupane & Poudel, 2011). It clear that many businesses do not actually invest much into business opportunities that are available at the sites; this is because of cost and capital to start it including competition in the environment and sometimes lack of government support (Frey & George, 2010). There is an outstanding improvement in the development of tourism when there is local participation and the destination residents' income increases as well as growth in the population and improvement in the standard of living of the people (Job & Paesler, 2013). Despite the business opportunities in most tourist sites but this does not actually translate into poverty reduction (Job & Paesler, 2013). The presence of tourism has effects on the local economy especially it displays people from subsistence agriculture which is the main form of livelihood to the people before the creation of the tourist sites (Job & Paesler, 2013).

Tourism generate a lot of monetary gains to the surrounding communities and this contributes more benefits to them (Mayer, 2014). The impact of tourism leads to an unequal distribution of income could imply a loss in the quality of life for the majority of a rural population: the high-income social sector tends to increase its economic and political power to the detriment of other social sectors (Gascón, 2015).Sustainable tourism in the rural areas and villages helps to improve livelihoods of the people,



meanwhile many community tourism projects fail to achieve their desirable goals and objectives (Mbaiwa & Stronza, 2010). Business packages brings about livelihood improvement in many livelihoods strategies meanwhile many of these businesses are sustainable due to crises from the local and external environment; these crises affect the nature of the business environment and the resilience is aimed at going beyond just a survival (Dahles & Susilowati, 2015).

2.8 Theoretical Review of Sustainable Tourism

The study made use of the social exchange theory. This is relevant to the study due to the fact that the sustainability of the tourist facilities is assessed in terms of the interplay between tourists and community members as well as institutional arrangements that enforce the operation of the tourist sites. The theory stipulates that the residents of a community decide whether to become dependent on the benefits and costs of tourism by weighting values and balances in economic, social, cultural, and environmental terms (Chi, & Dyer, 2010; Nunkoo & Ramkissoon, 2011). The theory stipulates that in situations whereby the host residents have the [perception that they having the possibility of benefiting from an exchange without necessarily incurring any cost, they will cooperate. The cooperation comes in the form of participating in exchanges with visitors and supporting community-based tourism development. On the other hand, if the host residents are having the perception that community-based tourism would incur some cost than benefits, they will oppose it (Gursoy et al., 2002).

There is an assertion that residents' attachment to their community is demonstrated through the concepts of community identity, community dependence, social bonding within a community, and affective responses to feelings regarding a community



(Pennington-Gray, 2005). Community involvement can be regarded as a critical factor in the development of community-based tourism (Jones, 2005; Lepp, 2007). Community participation plays a significant role in the sustainable development of community-based tourism because community participation can increase the value of a community by enhancing the positive effects of tourism and reducing its negative effects (Jamal & Getz, 1995). In the assertion of Sebele (2010), it was indicated that the involvement of the community in tourism provides more opportunities for the host residents to benefit from tourism development and this can lead to development of the sector sustainably.

2.9 Conceptual Issues of Sustainable Tourism

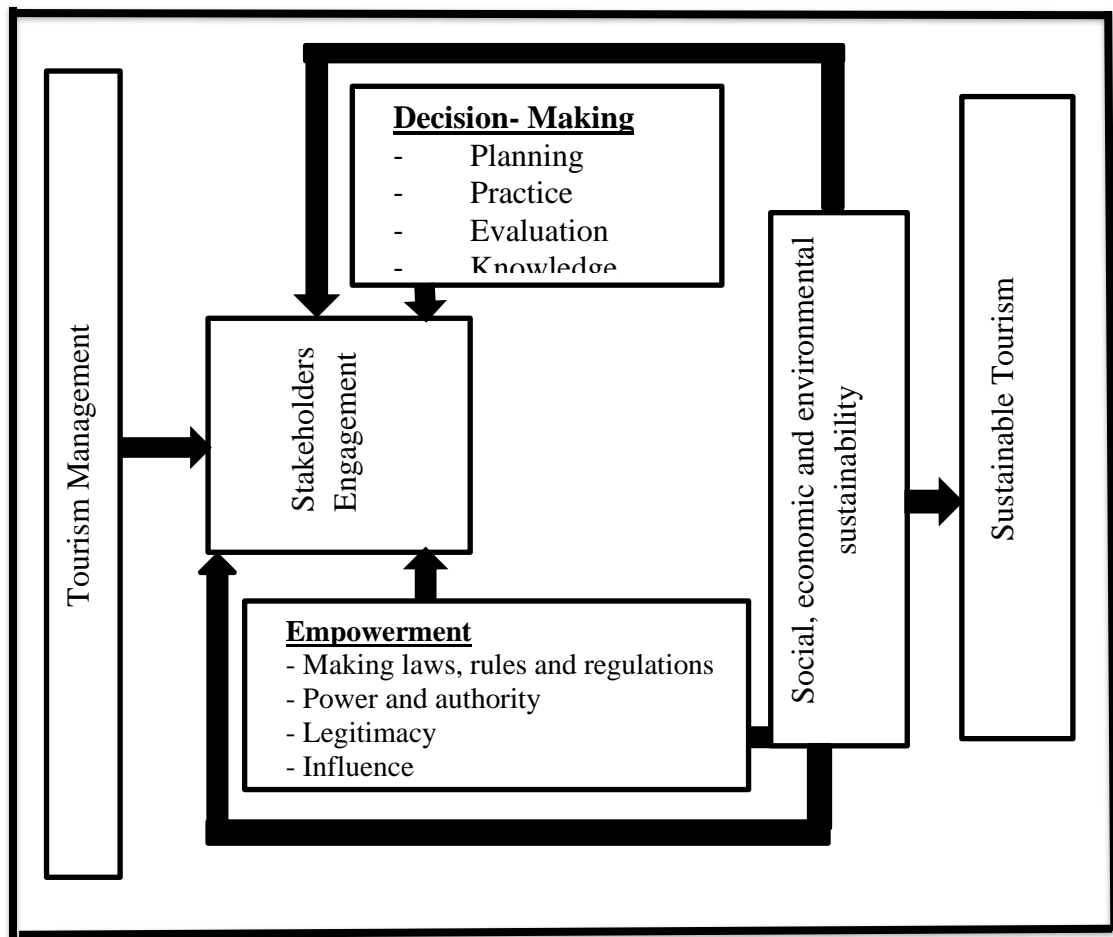


Figure 2.1: Conceptual Framework of Sustainable Tourism

Source: Author's Construct, 2018



2.9.1 Tourism Management

This is the practice of ensuring that the operation of a tourist site meets the standards for tourist. It involves ensuring delivery of quality services to meet the expectations or satisfactions level of all who patronize the services of the facility. The management process cuts across many spectrum of the environment including the existence of the facility without necessarily affecting the system and environment while delivering the best of services (Figure 2.1).

2.9.2 Stakeholders Engagement

Stakeholder are very important component in resource management. Hence is a great concept in tourism management as well. Stakeholders are simply people who actions and inactions can either affect a tourist site positively or negatively (Choi & Murray, 2010). They include both the direct and indirect beneficiaries of a tourist site. Bringing on board will help in continue existence of the facility through their cooperation and taking themselves as part of the management body. These stakeholders can be part of the management board of a tourist site through the following means;

Decision- Making – stakeholder should be actively involved in all decisions that are made to manage the tourist site. The participation will be in the form of planning and putting to practice the roadmap of the site (Nunkoo & Ramkissoon, 2011). They can also take part in the evaluation process to fine of the state of the tourist site as well as knowledge shearing to highlight pertinent issues relevant in the site administration and managements.

Empowerment – for any stakeholder to able to actively and effectively take part in any management processes in a tourist site, they should have the power to take actions and inactions. This can be done by giving stakeholders the chance to make and unmake laws,



rules and regulations regarding the tourist site (Figure 2.1). When this is done, some sort of power and authority will be on their side to feel being part of the entire processes. It will therefore be legitimate for them to operate with fear or panic and this can help them influence all proceedings to win the support and views of the general public and their followers (Manu, 2012).

2.9.3 Pillars of Sustainability

For a tourism site to be sustainable, it has to meet three (3) parameters of sustainability; namely; Social, economic and environmental sustainability (Choi & Murray, 2010). The existence and operation of tourist site should not affect the people social life such as their traditions but rather helps to improve it for the betterment of the society especially, the fringe communities. Tourist site also be in such a way that it will yields economic benefits to both the operators and the society in which is hosted and the national economy as well. When this happened, people forge to pull their weight to improve it (Figure 2.1). Another issue any tourist site should not fail to meet is the fact that, its operation should be affect the environmental quality; thus, the ambient quality of the environment. Such as pollution of any kind and degradation.

2.9.4 Sustainable Tourism

The concept of sustainable tourism denotes the situation whereby a tourist site is used over and over again without degradation it to deny the future generation to use it. This is a new approach to resources conservation globally. On the other hand, it has become the order of the day in modern day resources management especially in the developing world. When the three (3) pillars of sustainability are met, it will eventually lead to sustainable tourism (UNWCED, 2017). On the other hand, when the attempts by managements or



operators did not lead to sustainable tourism, then there is the need for the stakeholder to be reviewed to meet the needs and interest across board (Figure 2).



CHAPTER THREE

STUDY AREA AND METHODOLOGY

3.1 Introduction

This chapter presents the methodology used in the study. Some of the issues that are discussed and presented are the profile of the study areas, research approach and strategy, study area selection, sources of data and unit of analysis. Other areas covered are sample population, sample size determination, sampling design, methods of data collection and analysis, ethical consideration, data reliability and validity as well as ethical issues.

3.2 Study Area

This study cut across five districts found in the Upper East Region. Geographically, the five districts in absolute terms are located within the following; The Kassena-Nankana West district is located approximately between latitude 10°.97” North and longitude 01°.10” West with a land size of about 1,004 sq. km (GSS, 2014). In relative terms, it lies to the north of Burkina Faso, North-east is Bongo District, to the east with Bolgatanga Municipal and to the south is Kassena-Nankana. The Bongo also located in the Upper East Region of Ghana lies on about latitude 10°, 55” N with a landmass of 459.5sq. Km (Alagbela, 2016). Geographically, the district is located on latitude 10°, 55” N. In terms of its relative location, it is about 850km north east of Accra, 175km north of Tamale and 15km north of Bolgatanga. The Talensi District shears boundary with Bolgatanga to the North, South by West and East Mamprusi, Kassena-Nankana to the West and Bawku west to the East. The location of these districts in the tropical climatic zone of the country is very conducive to attract tourist across the length and breadth of the country and the West Africa Sub-Region.





The area is covered by mainly Sudan Savannah vegetation type with trees standing widely apart each other and with frequent bush fires during the long dry season due to the dryness of the grasses (GSS, 2014). River basins such as Sissili and Asibelika basins have very rich riparian forest. (GSS, 2014). Most of these trees in the forested areas shed their leaves during the dry season. The human activities over the years have also affected the original vegetation considerably. Common trees which are also of economic importance include Dawadawa, Sheanut, Baobab, Nim and Mango. The low vegetation cover of the area hampers sufficient rainfall thereby reducing underground water supply. The vegetation is a grassland type with dew isolated tree strands (Talensi-Nabdam District Profile, 2011). The nature of the vegetation and vegetation serves as good ground for tourist to enjoy.

Generally, the area experiences the interior continental climatic zone of the country characterized by pronounced dry and wet seasons which is influenced by warm, dusty and dry harmattan air mass which blows in the north easterly direction across the whole study area which give cold at the area between December to February (GSS, 2014). It starts from around November to early March with no rainfall. There is low pressure (> 10mb) and relative humidity is less than 20% in the day and less that 60% in the night, temperatures are usually moderate ((26°C – 28°C) (Talensi District Profile, 2011). The nature of the wind services as good place for tourist to experience the nature of this season.

The district is underline mainly by Birrimian and Granitic rock formation. The relief of the district is generally low lying and undulating with isolated hills rising up to 300 meters above sea level in the western part of the district Talensi-Nabdam District Profile, 2011). The study area is mainly drained by the Sissili River and its tributaries. There are however



some few dug-outs and ponds which are used for livestock rearing, crop production and domestic purposes (GSS, 2014). The districts have gentle slopes ranging from 1% to 5% gradient with some isolated quartzite and gneiss rock formations along some hilly terrain which have upland slopes of about 10% at the Tongo and Nangodi areas. The districts are drained mainly by the Red and White Volta and their tributaries (Talensi-Nabdam District Profile, 2011). These physical characters have given rise to dry season farming activities along some parts of the Volta basin stretches of the districts. Similarly, the existence of mineral deposits has resulted in the proliferation of small-scale artisanal mining activities in the districts and the rock outcrops have also resulted in the establishment of quarries. Some these rocks have historical narrative and serves as good grounds for tourism. Age and sex composition of a given population constitute important population characteristics in any demographic analysis, and as a result usually receive attention. The study area has a total population of 70,667 representing 6.8 percent of the population of UER. With an area of 872.8 square kilometres, the district has a population density of 81 persons per square kilometre. The proportion of the female population (50.8%) in the district is slightly higher than that of males (49.2%). The rural population is 60,792, about six times that of urban (9,875). Also, out of the total population of the district, females constitute the majority (50.83%) and the remaining 49.17 percent are males. The percentage of males in the rural area is greater than those in the urban. However, the situation is the reverse for female population by locality. About 52.7 percent of the female population in the study area lives in urban areas while 50.5 lived in the rural area (GSS, 2014). The population of Bongo District however is about 77,885 people according to the Population Census; comprises of about 31,880 and the female population is 46,005. (GSS, 2000).

The population services market the sale of local artefacts that serves as tourism materials.

The study area and communities are shown in Figure 2.

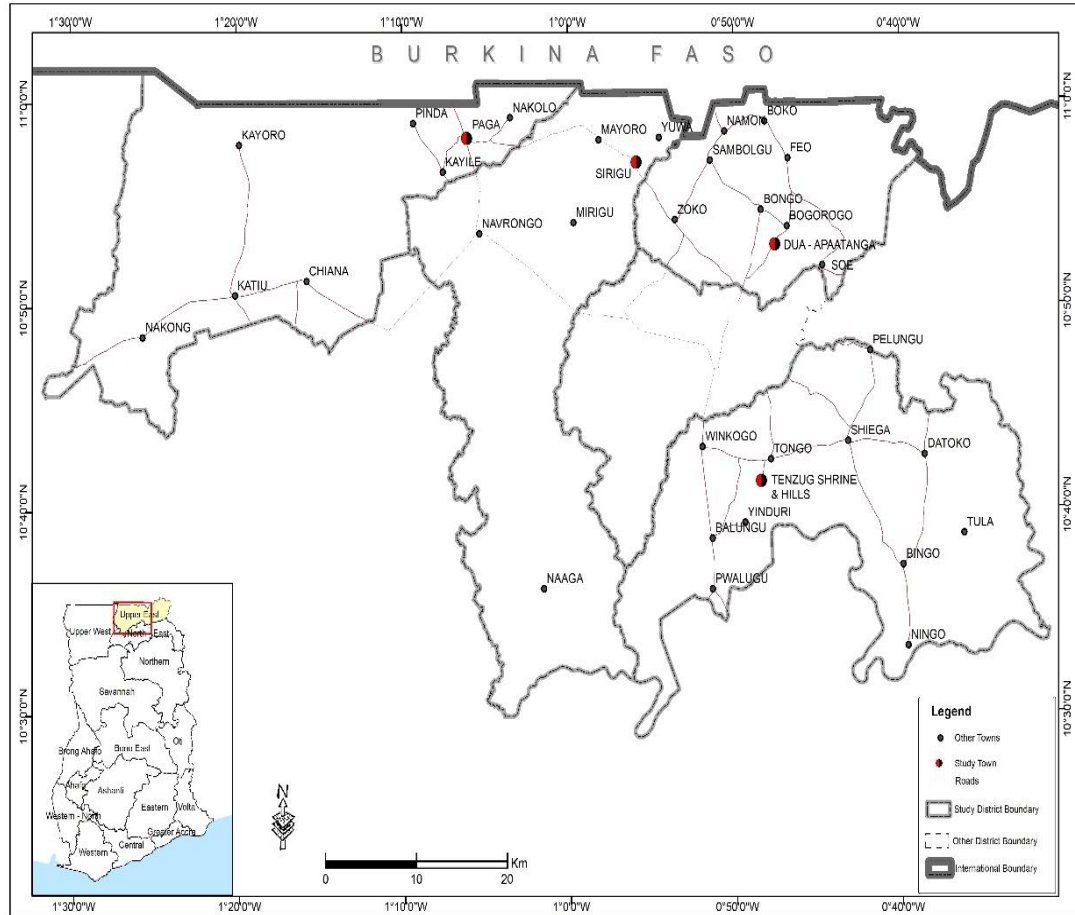


Figure 3.1: Map of the Study Area with communities

Source: Author's Construct, 2018

3.3 Study Methods

The study employed the mixed methods approach in obtaining data. Hence both qualitative and quantitative methods were used. This design is appropriate due to the fact it helped the study to holistically understand sustainable tourism from both quantitative and qualitative perspectives. The quantitative approach help give statistical inferences of the subject matter while the qualitative phase helps to give deeper understanding of the



nature sustainable tourism in the area. From Creswell view point, “mixing means either that the quantitative and qualitative data are actually merged on one end of the continuum, kept separate on the other end of the continuum, or combined in the same way between these two extremes and must be connected. Meaning mixing the qualitative and quantitative research is connected between the data analysis of the first phase of research and the data collection of the second phase of research ...” (Creswell, 2009, 208-209). The use of qualitative methods of data collection and analysis is deemed necessary because the operation of tourism has some social and economic impacts on the societies in which they are found and this can be understood through the use of qualitative methods of data collection to give in-depth understanding of the predominant issues (Deery et al, 2012).

Even though there are several weaknesses associated with this method of data collection this design, more efforts and experts is needed to carry out the two methods concurrently, and the difficulty involved in comparing the results of the two different methods and dealing with discrepancies as well. The study however, reduced these weaknesses in the form of triangulation and this increased the study credibility due to the weaknesses in one of the approaches neutralized the other (Hussein, 2015). The study therefore seeks to understand sustainable tourism by examining the social sustainability of the selected tourist sites, assess the economic impacts of the selected tourist sites to the fringe community(s), identifying the ecological impacts of the selected tourist site as well as investigating reasons for the current level of patronage of the selected sites.

3.4 Spatial Selection and Target Population

The study area comprises the fringe communities of the tourism sites, including; Kassena-Nankana-West, Bongo district and Talensi Districts respectively. The study targeted, household members who are involved in the tourism business and other stakeholders as such as the business leaders well as tourist sites management staff for the survey.

The study derived data from both primary and secondary sources. Primary data were obtained from the field through survey, KIIs and FGDs. However, secondary data were obtained from office records like the attendance and revenue generated for the tourist site within some specific period, reviewing books, articles, journals, magazines, and publications by academia.

3.5 Quantitative Phase

The study purposively selected some tourist sites from selected Districts of the Upper East Region of Ghana to determine the impact of sustainable tourism. The sample population of the study consist of a number of households in the fringe communities that are involved in tourism activities of the sites. From this, there are about 626 households in the fringe communities of these sites, thus the Shirigu Women Pottery, Pikworo Slave Camp-Paga, Paga Crocodile Pond, Bongo Rocks (Dua) and the Tenzug Shrine (Table 3.1). The principal respondents were households with a member(s) who are into tourism business satisfied the questions in the quantitative questionnaire because they are believed to have more knowledge about the service they receive at the various site look like.

The sample size is a sub-set of the population to be used for a study. Upon the diversified views against the term sample size by many researchers, they all mean the same thing.



This term helps researchers to be able to use part to give generalization of a population. This is an important concept in research and statistical generalization and refers to the number of individual pieces of data collected in a survey and is important in determining the accuracy and reliability of a survey's findings (Fergusson, et al., 2017). The sample size is therefore 208 respondents out of about 626 sample population (Table 3.1).

In determining the Sample size, the sample size determination formula of Yamane (1967) was used; $n = \frac{N}{1+N(e)^2}$. Where n = Sample Size, N = Sample Frame, e^2 = error margin/confident level and 1 =constant. But in the contest of this research, given that; $n=?$ $N= 626$, 1 =constant and the of confidence level of 5% (0.05) *thus* 95% precision level. Then, $n = 626/(1 + 626(0.05)^2)$ thus, $n = 626/1 + 626(0.0025)$ thus, $n = 626/1 + 1.565$ thus, $n = 626/2.565 = 208$.

Therefore, the number of respondents using Yamane (1967) formula is 208. This sample size has been distributed proportionally among the various tourist sites (Table 3.1).



Table 3.1: Sample Size Determination

District	Names of Community	Number of Households	Target Sample Size
		High Patronage	
Kassena-Nankana-West	Shirigu	196	$196/626*208 = 65$
	Pikworo	121	$121/626*208 = 40$
	Paga	150	$150/626*208 = 50$
	Sub-total	467	155
		Low Patronage	
Bongo	Dua	111	$111/626*208 = 37$
Talensi	Tenzug	48	$48/626*209 = 16$
	Sub-total	159	53
	Total	626	208

Source: GSS, 2018.

3.5.1: Sampling Design

Simple Random Sampling Technique; the study used probability sampling strategy. In this, simple random sampling was used in sampling households for the survey in the communities where tourist sites are found to response to questionnaires for the quantitative phase. Households engaged in the tourism activities were identified and listed with the help of opinion leaders such as the assembly members at the fringe communities. The respondents were finally selected by picking the even numbers for the questionnaire. The target respondents were household heads and members involved in the tourism business. This method is advantageous because it is easy to undertake, it also reduces time and energy as well as managerial in terms of resources, meanwhile, parametric statistics cannot be used and less representation of the population parameters.

3.6 Methods of Data Collection and Analysis

Survey method was used in the study. This method is “concerned with the present and attempts to determine the status of the phenomena under investigation” (Singh, 2009: 99-103). Questionnaire method was adopted. This contains the economic activities in the tourist sites, the socio-cultural impacts, environmental impacts as well as the level of patronage of the tourist sites. Survey method fits the study because it will serve as direct sources of valuable knowledge concerning human behavior. It also helps the study to gather what information available, what information suits the study and how they can be gathered easily.

The study used the following as data collection Instruments in the quantitative phase of the study; semi-structured questionnaires which consist of both close and opened ended questionnaires would be used with respect to the specific objectives to obtain data from the respondents. This will help restrict some responses of the questions while giving the opportunity for them to express themselves of pertinent issues.

Data analysis and presentation involved the use of Statistical Package for Social Sciences (SPSS) and various tables and graphs. The data after collection was entered into SPSS version 20.0; after data cleaning; data analysis proceeded. The data were therefore presented in the form of tables, graphs and charts. It was interpreted using narratives. Cross tabulation using chi square and Fisher’s Exact Test for inferences were applied.

3.7 Qualitative Phase

The sample population for the qualitative phase of the study were the communities’ stakeholders. These include the various traditional authorities (Chiefs and Tendaabas) in





the communities, sectional leaders, women groups (business operators), Assembly members and workers of the various tourist sites. In this, two (2) chiefs, two (2) Tindaabas, two (2) assembly Members (2) and two (2) managerial staff of the sites (tour guards) were purposively selected for key informant interviews. In all, twelve (12) were selected, six (6) from performing tourist sites and six (6) also from non-performing tourist sites. They were selected using purposive sampling technique which is deemed necessary because they have in-depth knowledge about the operation of the tourist sites. In addition, four (4) focus group discussions were carried out. In this, two focus group discussions were conducted in the performing and two in the non-performing sites. The participants were twelve (12) sectional heads twelve (12) women groups. This was done to understand issues from gender perspectives. They were also selected purposively. Focus group discussions were very necessary in the study due to the fact that general views of relevant variables will be gathered.

The following data collection methods were used: Key Informant Interviews and Focus Group Discussion. The key informant interviews involved opinion leaders, assembly members and tour guards were used. They were selected because of their knowledge on issues in diverse ways. This was to get relevant individual points of view on the study. The key informants were twelve (12); six (6) each from the performing and non-performing tourist sites and fringe communities.

Focus group discussions were conducted to solicit general/collective views from the participants. In the qualitative phase, the study used an Interview guide to gather the qualitative data. This guide was used in the key informant interviews as well as the focus group discussions. Tape recorders were also used in recording proceedings at interviews

and meetings. The recorded data were transcribed and edited for easy analysis. Subsequently, the data were analyzed based on themes and content. The results were presented in the form of narratives; this comprises of both direct quotes from respondents and paraphrasing of speeches.

3.8 Data Validity and Reliability

There was triangulation of data obtained from the responses from the focus group discussion and the key informant interview sections to ensure validity (Hussein, 2015). Triangulation helps to widen and give deeper understanding of the phenomenon that is being studied to increase accuracy and measure validity because of the use of multiple methods in the data collection process to increase study credibility.

3.9 Ethical Issues

Strict ethical consideration measures were taken to ensure that the study legitimacy. Informed consent was undertaken by means of interpreting the purposes and nature of the research and participants agree to be part of the study by signing a consent form. Participants were also assured of confidentiality in responses. Any submissions were used for the study purposes without any third-party consumption of information.



CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter comprises of data presentation, data analysis and discussions. Some of its components are as follows; demographic characteristics of the respondents, tourism and economic development, socio-cultural impact of tourism, ecological effects of tourism. The level of patronage of the services of tourism was also looked at.

4.2 Demographic characteristics of respondents

This section presents the demographics features of the respondents in the survey exercise in the study. Specifically, their sex, age categories, marital status and educational background were looked at (Table 4.1). The results show that majority of the respondents in the survey are male, representing about 50.5%. It was also revealed that majority of these respondents were basically within the active or youthful age range, thus from 25 – 35 years and 35 – 44 years, representing about 29.3% and 38.0% respectively. This implies that many of respondents are within the age category of people who are likely to have much interest in entertainment activities. It was also ascertained that about 56.7% of respondents are married (Table 4.1).



Table 4.1: Demographic characteristics of respondents

Characteristics	Frequency/Percentage
Sex	
Male	105 (50.5)
Female	103 (49.5)
Total	208 (100)
Age	
15 – 24	16 (7.7)
25 -34	61 (29.3)
35 – 44	79 (38.0)
45 – 54	41 (19.7)
55 – 64	7 (3.4)
65+	4 (2.0)
Total	208 (100.0)
Marital Status	
Married	118 (56.7)
Divorced	31 (14.9)
Widow	19 (9.1)
Never Married	24 (11.5)
Single	16 (7.7)
Total	208 (100.0)
Educational Background	
Basic School	25 (12.0)
Secondary/middle school	66 (31.7)
O level/A level	37 (17.8)
No formal education	72 (34.6)
Tertiary	8 (3.8)
Total	208 (100.0)

Source: Field Survey, 2019.



It was also revealed that majority of the respondents are not having any formal education, this closely followed by those with some sort of secondary education, representing about 34.6% and 31.7% respectively.

4.3 Tourism and Economic Livelihoods Improvement

The section seeks to achieve objective one of the study which aim at examining the contributions of tourism to economic development and any related development in the fringe communities as well as the sites. As such, emphasis was laid on the sustainability of these contribution leading to the continued existence of the facilities. Interest was on the main sources of household's income in the fringe communities, the kind of occupation households engage in, the number of household members who at least engage in any tourism related economic activity, he category of household members, household annual income and the uses of the income acquired from these activities.

4.3.1 Main sources of household's income in tourism fringe communities

This sub-section looks at the basic sources of household income in the fringe communities. It was revealed that the main source of households' income is from agriculture related activities. This represents more than half of the sample population interviewed, thus about 56.3%. This is followed by tourism related activities which is about 35.1% of all households. Just 4.5% of the respondents are in other related activities either than agriculture, tourism, logging and quarry while a very small proportion of respondents are engaged in quarry (manually breaking down of stones for sale to construction industry) income generating activities (Figure 4.1). The result is a reflection of Ghana population economic activities that stands that majority of the population are employed under the agriculture sector and this services as the prime sources of livelihood



to the rural folks. It also means that apart from people in the fringe communities engaging in agriculture, they also get other secondary income from tourism related income generating activities.

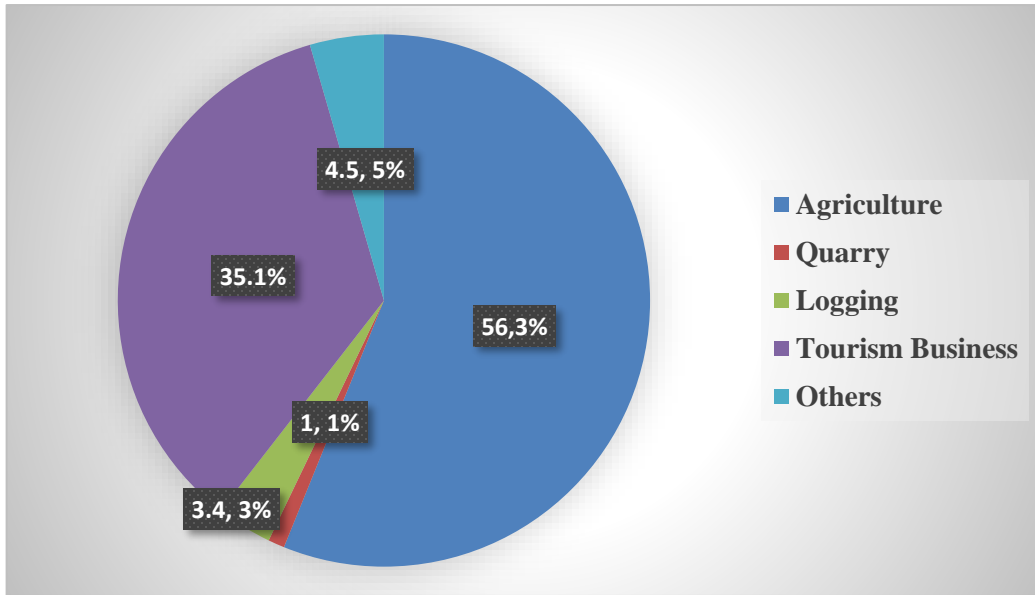


Figure 4.1: Households main income sources in fringe communities of tourist sites

Source: Field Survey, 2019.



Results from focus group sessions and the key informants show that people livelihood in the communities comes from diversified range of sources. The traditional form of livelihood is strong dependence on the agriculture sector in the form of crop cultivation and animal rearing. However, income from tourism related activities is not high. This is some sort of off-farm livelihood sources. This significantly supplement the livelihood sources of people rely on tourism operation in the area. The kind of business activities are the sale of local craft products to tourist, food items and the operation of mini-stores (sales outlets). However, it is said that majority of the people who are engaged by the

tourism economic activities are non-native of the communities and this has increased the level of competition for economic ventures at the sites. A key informant had this to say;

Tourists actually bring in some sort of money but the indigenes are disadvantaged as they are in close completion with strangers who come there to trade. There are many instances whereby people like cameramen followed tourist from outside the fringe communities to do their business. The indigene's can only benefit from their own hand-works such as baskets, huts, the sale of pots and other related local produce to the tourist (Tour Guard, Dua, - 8th April, 2019).

Even though, the local residents compete with outsiders for business but at least there are some benefits to the few who are actively involved in tourism activities at the various sites especially through the sale of baskets and other traditional straw and leather products (Plate 4.1 and 4.2).





Plate 4.1: Basket business activities at tourism site at Shirigu
Source: Field Observation, 2019



Plate 4.2: Traditional artifacts business activities at tourism site at Shirigu
Source: Field Observation, 2019

However, upon the main sources of fringe communities' livelihoods/occupation identified as agriculture and sometimes tourism business, there are significant variations



in community specifics. Households occupation by tourists site specific in the fringe communities revealed that in Dua, Pikworo, Sirigu and Tenzug communities, agriculture is the main economic activity, followed by the tourism business (Table 4.2).

Table 4.2: Sources of household income in tourism fringe communities

Name of Fringe Community	Main income source count					Total
	Agriculture	Quarry	Logging	Tourism Business	Other	
Dua	18	1	0	14	4	37
Paga	13	0	5	29	0	47
Pikworo	20	0	2	18	0	40
Sirigu	42	0	0	23	0	65
Tenzug	11	1	0	5	2	19
Total	104	2	7	89	6	208

Source: Field Survey, 2019.

The situation looks different in the case of Paga where only 29 out of the 47 respondents' households interviewed are engaged in tourism related income earning economic ventures (Table 4.2).

Results from key informant interviews had it that there are a number of factors that account for the low participation of the indigenes in tourism business activities which is necessarily result from the outfit of the tourism authority. These are low interest from the community people to undertake and utilize any business opportunities, they do not have capital to start businesses that will meet the satisfaction level of the people and they are not innovative enough to come out with business ideas in supporting themselves. It was added that there are many instances where some tourists themselves are able to get





business opportunities after visiting the site to their advantage. An example is that a tourist from the Ashanti region who visited the Paga crocodile pond has developed a strategy of bringing in other local manufactured goods such as cloths, designing baskets, huts, necklace, flower pots from other nearby towns in the region to be sold to tourists when they visit. This is a way he started his business of which such an opportunity could have been used by an indigene businessman person. In the focus group discussions however, it was ascertained that the indigenes lack is not innovative enough in developing business ideas. Nonetheless, there are some indigenes who are making it big for the tourism business because they have the business knowledge, ideas and the necessary resources. The-alternative livelihoods from tourism business had gone a long way in helping in the sustenance of such families.

Attempt at investigating the number and calibre of households' members engaged in tourism related business activities. The results portrayed that majority of the households do not have any member who is into tourism business in the fringe communities. This represents about 65.4% of all responding households interviewed. On the other hand, it was discovered that very few households are having members in the tourism business ventures from the community. The number of people from at least a households ranging from 1 – 3 people (about 21%) and 4 – 6 people (about 12%) while only about 0.5% of the households are having their members numbering between 7 – 10 people. (Figure 4.2).

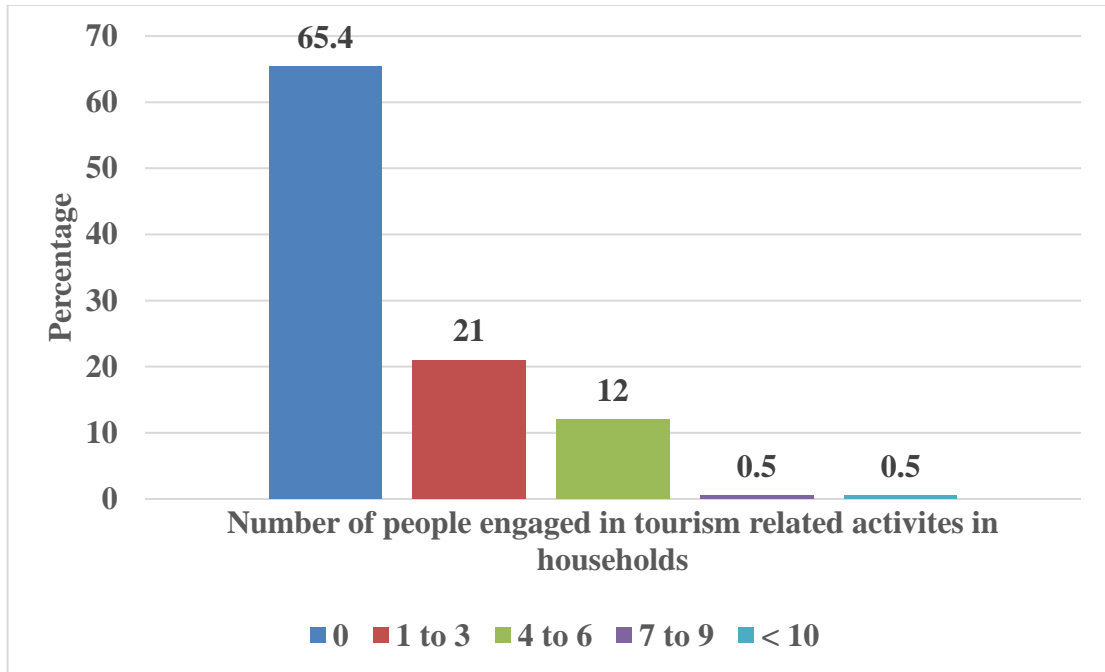


Figure 4.2: Number of household members engage in tourism related activities

Source: Field Survey, 2019.

It was reported in the focus group discussions that just a few people in the community are directly and indirectly engaged in businesses in the tourism sector in the area. It was ascertained that some of the are basically are either settlers or commuters who came there to do their businesses and go back. They said that many people who are engaged by other supporting services such as working in restaurants, guest houses and transport are dominated by people outside the fringe communities. Owners of these facilities normally come to operate in the tourist sites with their workers from the bigger cities. One challenge is the inability of advertising in the fringe communities to alert dwellers to apply for such opportunities. The tourism destinations in the study area are mostly patronized by mass organized tourists. With the organized means of transport, car rental businesses in the destinations are not patronized. In key informant interview session,



participant share similar views. Also, the focus group revealed similar sentiments. They said that due to the poor nature of some of the roads leading to the sites, tourist prefer coming with their means of transport and the fact that they do not want be transiting, they come with either their own means of transport. A key informant has made this remark;

The roads linking the tourist sites to the regional capital through their community is not motor able. This discourage people who visit the tourists site for the first time. The impact is that such people would not come back again (KII Paga- 15th April, 2019).

4.3.2: Category of household members who are engaged in tourism related economic activities

This section highlighted the category of households' members who are normally engaged tourism related businesses in among households in the fringe communities of the tourist's sites. Results from the survey revealed that at least any person capable of undertaking and economic ventures in the community does it without any restrictions. There is nothing like the domination of any group such as men or women and boys or girls. Out of the 208 responding to the household interviews, about 63% (132 respondents) had strong feeling that everyone in a household with the capacity to do business in any of the sites can do so without and restrictions. Even though there is equal opportunity for all households' members to undertake business activities, many of the tourism business people are women. About 16% (34 out of the 208 respondents) of total households interviewed share the belief that many of the traders at the tourist sites are women (Table 4.3).



Table 4.3: Perception on category of household members engaged in tourism related activities

Community	Count of Category				Total	Percent
	Boys and Girls Only	Men Only	Everyone	Women Only		
Dua	3	9	15	10	37	18
Paga	8	2	28	12	50	24
Pikworo	6	2	25	7	40	19
Sirigu	4	0	60	1	65	31
Tenzug	3	5	4	4	16	8
Total	24	18	132	34	208	100
Percent	12	9	63	16	100	

Source: Field Survey, 2019.

Results from focus group session showed that there is no specification in terms of members of households who are into commercial activities at the various tourist sites. The engagement of people in the various economic ventures depends on individual interest and availability of finance. However, women have more interest in undertaking petty business activities more than their fellow men. A male discussant had this to say;

...In terms of businesses, women play instrumental role in that angle. The point is that women have the skills in dealing with customers than men. They can save money to serve as capital for their businesses but men are not like that ... (FGD, Paga- 15th April, 2019).

There are differences among the various sites. In the Paga crocodile pond, many men are engaged by direct tourism business than the women. The reason is that bringing the



crocodiles out of the water is links some sort of spiritual issues which is forbidden for women to undertake according to the people's tradition and practices. Meanwhile, indirect business ventures such as the sale of local manufactured products to the tourists is done basically by women. On other hand, sites such as the pot is done by women than men and at the same time the side businesses are also done by women with few men involving in these activities.

4.3.3 Households annual income from tourism related activities

This sub-section deals with the income status of the various households with members being part of tourism related businesses. This is analyzed based on their monthly accumulations of the income. The survey results showed that 47.1% of the household members who are engaged by tourism business make between GHS 300.00 to GHS 400.00 every month, depending on the attendance of tourists. This followed by few who are between GHS 500.00 and GHS 600.00 monthly. This also represented by about 39.3% of all interviews conducted during the survey section. About 11.6% of members make between do not make anything from tourism business related activities in the fringe communities. The 47.1% of household members making between GHS 300.00 to GHS 400.00 monthly implies that people are making above the Ghana minimum monthly wage of about GHS 223.65 per month (Figure 4.3).



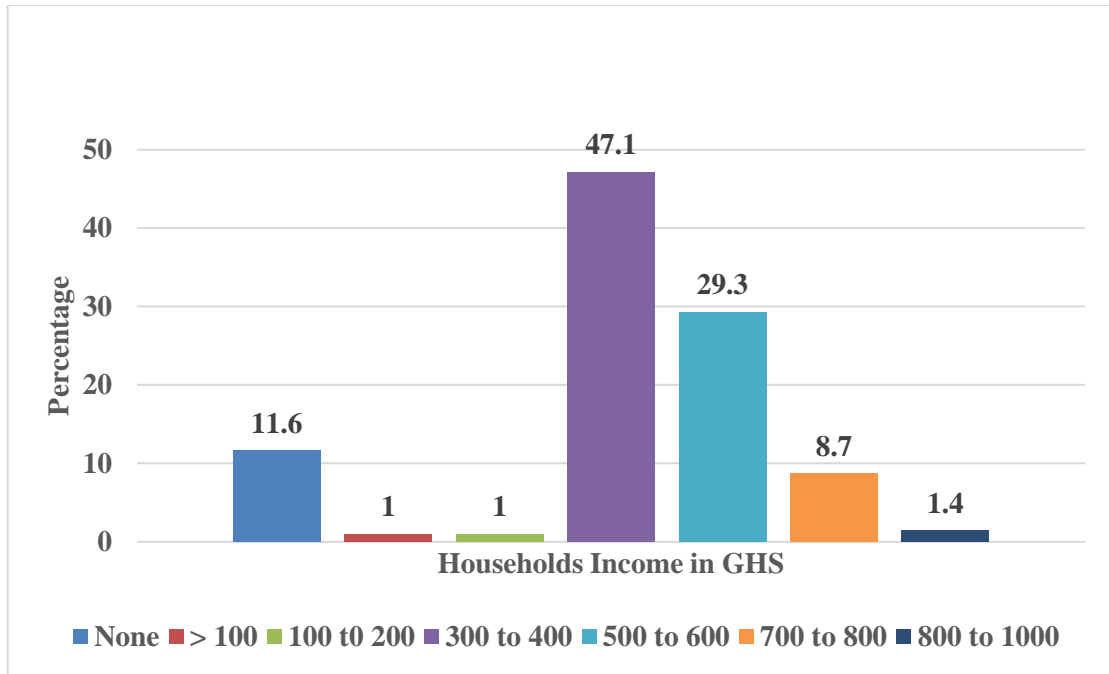


Figure 4.3: Monthly income size of members into tourism related activities

Source: Field Survey, 2019.

Key informant interview results that people who are really hooked on business related activities at the tourism sites are doing well in terms of financing taking care of their households. Those who do not make money from what they are doing are those lacking business skills and ideas. This make them registering low income from their work. To increase incomes of traders, those who do not understand tourism business well get orientation form leaders of the business group at the site. Sometimes the leaders at this tourist site usually organize a forum on that with the help of the regional tourism authority to educate us on that to add value to our products in order to attract and meet current demand. On the economic significance tourism to the fringe communities, this is what a key informant who operates in the tourism industry at the site said during an interview session:



The economic significance of the tourism activity has been phenomenal to me and most members of this community who are engaged in the business. We basically rely on this particularly the aged to take care of ourselves. For instance, I sell local sandals, hats, pot and smocks and this business has empowered me financially to take care of my family of Every month, I make a profit between GHS 1000 to GHS 2000 which I normally use to pay and take care of the school fees of my daughter in the Bawku nursing training college. I make an averagely of GHS13,000 a year, depending on the inflow and demand of products by tourists (KII – Pikworo, 16th April, 2019).

Many people have come to operate stores and sell artefacts and food at the site because of the tourism activity. Consequentially, this has boosted the economy of the area as tourist expense their financial resources in the local economy. The effects of the foreign business men are that they compete with the indigenes who are trading similar products, hence reduction in the patronage of their goods. It is said that in most of the fringe communities, the youth do not want to engage in this tourism business, they rather prefer the smuggling of gasoline to neighbouring Burkina Faso for sale which is very lucrative because these towns are closer to the neighbour country. This makes the only elderly mostly involved in this tourism business.

4.3.4 Uses of households' income from tourism ventures


The section presents the various uses that business man and women put the monies earn through tourism related businesses. It was revealed through the household survey that business men and women who are interested in tourism invest their income into farming related businesses since these fringe communities are basically farming communities. The



survey results revealed that there are various uses that people use the income they from operating businesses either at the tourist sites. Business operators use proportions of their income gathered for tourism activities to perform funerals. About 35.15% of the respondents are of the view that their income is used in performing funerals than any other purposes. This has variations in terms of the males and females. There are many females who use their money for funerals than men. While about 37.9% use their money in funeral rites, about 33.4% of males use their income from tourism businesses in performing funerals. The next use that income generated from tourism businesses are put into is for building of residential facilities to support their households shelter needs. This was represented by about 31.2% of the respondents' views. In terms of males and females' category, about 28% of them respondents use their monies made from tourism businesses for building houses for their families while about 27.2% of them who are females use their monies in building for their households (Table 4.4a).



Table 4.4a: Sex of Respondent and Uses of Income from Tourism Businesses Cross tabulation

			Uses of Income from Tourism Businesses				Total	
			Payment of School Fees	Building of Residential Facilities	Settlement and Medical Bills	Performing of Funerals		
Sex of Respondent	UNIVERSITY FOR DEVELOPMENT STUDIES	Male	Count	17	37	16	35	105
		% within Sex of Respondent	16.2	35.2	15.2	33.4	100.0	
	Female	Count	34	28	2	39	103	
		% within Sex of Respondent	33	27.2	1.9	37.9	100.0	
Total		Count	51	65	18	73	208	
% within Sex of Respondent		24.5	31.2	8.7	35.15	100.0		

Source: Field Survey, 2019

The next uses respondents put their income into is payment of school fees. About 24.5% of the respondents use their income spawned from tourism business to pay their wards school fees. While about 16.2% males use their income to pay school fees, about 33% of females use theirs in paying school fees. Just few percentages of them use their income in attending to medical bills, this is represented by about 8.7% of the respondents' views (Table 4.4a).

Table 4.4b: Chi-Square and Fisher's Exact Tests on the uses of income generated from tourism businesses

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1- sided)
Pearson Chi-Square	19.289 ^a	5	.002	.001	
Fisher's Exact Test	19.843			.001	
N of Valid Cases	208				

a. 2 cells (16.7%) have expected count less than 5.

The minimum expected count is .50.

b. The standardized statistic is 1.056.

Source: Field Survey, 2019

In the test using a 2 * 4 contingency table, the observed value of the Pearson's statistic is $X^2 = 19.289^a$, and the asymptotic p value is the tail area to the right of 19.289^a from a chi-square distribution with 5 degree freedom is 5. The p value is therefore 0.02. The implication is that it is reasonable to assume row and column independence. The expected



p value is 0.001. This also implies that there is a strong row and column interaction (Table 4.4b).

Responses from key informants' interviews showed that has actually brought about some monumental benefits to the fringe communities. It was asserted that the tourism activity has impacted positively on the lives of people and their entire family, especially, the traders. Some respondent had it that through business at the tourist site they have been able to build some three block rooms that accommodate her family. A lady trader had this to say;

I built my three-rooms house from income generated from the tourism by business. The era of getting worried anytime it is raining is over. Then, I used to suffer a lot during the raining season. Presently, I sell items such as pots, smocks, hats, basket, local cloths and sandals which are largely patronized by the tourists. And, from this business I have shelter for my family and myself (KII, Sirigu, 16th April, 2019).



Businesses at the tourists' sites have empowered many people financially and emotionally. Again, the presence of tourist sites has led to the improvement in basic infrastructure in the fringe communities. For instance, the regional tourism board in collaboration with the Kassena Nankana West District have provided facilities such as CHPS compounds, clinics and health centres, boreholes to provide portable drinking water, and educational buildings in aid of basic education for children. On human development issues, respondent during focus group discussion asserted that the incidence of school dropout in the community has declined remarkably because families who are engaged in this lucrative business are able to pay their wards school fees, buy uniforms

and other stationary so the dropout level has actually been reduced. Quite apart from that, families are now able to pay their medical bills as a result of the lucrative nature of the business.

Apart from the above, it was said that infrastructural development such as a road linking the communities to the tourist site are constructed and personal properties like guest houses have sprung up in the communities. However, these guesthouses are sub-standard so the tourist mostly do not patronize them. One of the challenges facing these tourist site is that some communities are not closer to the health facilities constructed. In situations where a tourist falls sick during the visit, it becomes a problem.

4.4 Socio-cultural Impacts of Tourist Sites Operations

This section deals with looking at the nature impacts of tourism on the socio-culture lives of people living in fringe communities of tourists sites. The sustainability geared towards the conduciveness of social amenities available using specific indicators. It also looks at how the economic dynamics resulting from the presence of the tourists' sites using some level of parameters. This is linked to the impacts it has on the livelihood development of the people. Themes under this section ranges from social sustainability in the operation of tourism, the category of people who use available social facilities, effects of tourism operation on the social life of the people, tourists and tourist sites community relations, social benefits of tourism to fringe communities and state of growth of tourist sites under the prevailing socio-economic conditions.



4.4.1 Social sustainability in the operation of tourism activities

This section explores the effects of tourism on the social life of native of the fringe communities. This is to infer the future of people life in the advent of the operation of tourism in fringe communities.



Table 4.5: Social sustainability of tourism operations

Community	Available Amenities Count/Measurement (%)						Total
	Very High	High	Mode rate	Low	Very Low		
Availability of Schools							
Dua	0	14	32	24	30		100
Paga	15	38	38	9	0		100
Pikworo	2.5	10	65	22.5	0		100
Sirigu	2	13	69	1	15		100
Tenzug	0	13	13	31	44		100
Availability of Clinic/Health Facility(s)							
Dua	3	31	44.4	6	17		100
Paga	8	60	24	4	4		100
Pikworo	3	30	55	10	13		100
Sirigu	0	22	71	0	6		100
Tenzug	7	13	40	13	27		100
Availability Retailing Shops							
Dua	00	9	14	40	43		100
Paga	10	17	40	13	21		100
Pikworo	3	20	43	40	5		100
Sirigu	3	8	26	34	29		100
Tenzug	0	0	0	57	43		100
Availability Entertainment Centers							
Dua	0	9	20	40	31		100
Paga	4	33	46	9	7		100
Pikworo	0	5	33	48	15		100
Sirigu	0	5	3	54	38		100
Tenzug	0	6	25	50	19		100

Source: Field Survey, 2019.





The survey results showed that the availability of education related facilities like schools is moderate in the fringe communities of tourist sites resulting from the operation of tourism in the area. This was represented by about 49.5% of responding households interviewed. This is followed by about 18.8% of the respondents are of the view that tourism facilities have high impact on the readily availability of school facilities in the fringe communities. Just 4.8% respondents share the view that there is very high availability of school facilities through the operation of the tourism sector. However, about 13.9% respondents said that schools are availability is low while about 12.9% respondents said that there is low availability of these facilities (Table 4.5). Also, there are differences in responses in terms of community specific. In Sirigu community, about 40% of the respondents' beliefs that there is the availability of schools resulting from the presence of tourist sites is moderate while in Paga community about 20% of the respondents' belief that there is high and moderate availability of schools due to the presence of tourism site in the area.

Again, the results showed that the availability of tourists sites have led to the provision of health facilities especially primary healthcare facilities to take care the health needs of both the residents of the fringe communities and tourists. In the survey, respondents said the availability of healthcare facilities in the fringe communities of tourist sites is moderate. About 49% of the respondents to this take. This is followed by about 33% of the respondents who belief that the tourism operation has high influence of the providing health needs in the area. In terms of peculiarity of this assertion, the people of Sirigu, and Pkworo belief that these healthcare needs are moderately provided. This is represented by about 71% respondents and 55% of the respondents respectively. It was ascertained

that the people of Paga asserted that there is high level of healthcare needs attainment in the community through the operation of the tourist site in the area (Table 4.5).

Furthermore, in assessing the availability of retailing shops brought in by the tourism operation, it was discovered that there is low availability of retailing shops in the areas. About 32% of the respondents share this sentiment. This was followed by those who said is moderate availability of retailing shops in the areas. About 28% of the respondents' belief that it is so. On the other hand, about 25% of the respondent said that there very low availability of retailing shops in the area due to the presence of the tourists' sites. Difference in the responses based on site specific showed that about 34% respondents interviewed in Paga supported this idea by agreeing to the fact that retailing shops availability is moderate (Table 4.5).

Also, it was asserted that there are low entertainment centres in the fringe communities resulting from the operation of the tourist sites. This was agreed by about 38% larger proportion of the respondents representing of the respondents interviewed during the survey exercise. Other views included moderate availability (about 24%), very low availability (about 5%), and high availability (about 13%) (Table 4.5).

Results from the key informant interviews showed that there are some benefits people of the fringe communities of the tourists sites are getting. These opportunities are made possible because of situating tourism facilities in and around the area. Some of the benefits are the provision of basic schools including Junior High Schools (JHS), primary schools as well as Kindergarten. Facilities such as primary healthcare facilities such as clinics and CHPS compounds to satisfy the health needs of the indigenous people while



meeting that of the tourist's as well. Water infrastructures such as boreholes are constructed in many of the fringe communities to help solve water problems in the area (Plate 4.3)



Plate 4.3: A borehole constructed by the tourism site in Pikworo community

Source; Field Observation, 2019.

Others include the provision of retailing shops which help in meeting demands of both tourists and indigenes, the provision entertainment centres in the area to comfort the stay of tourist when they visited the facility. During focus group interaction, a participant has share this;

The presence of the tourist sites helps us to get community health and planning service (CHPS) compound in the community to improve health services. Nurses' bungalow is provided to offer emergency assistance. An NGO has



provided a car to transport patients to the bigger hospitals on referrals and from villages to the health centers. The government has built a new clinic six years ago due to the increase in the number of people and service delivery has increased. The road from Bongo to Bolga has been constructed which can improve health service delivery and other purposes (FGD, Tenzug, 18th April, 2019).

However, there are still more to be done in some areas. For instance, in some areas, the number of patients is more than the clinics and this brings about delays in providing health service. There is no medicines stock in the pharmacy. Some areas do not have access to the available ambulance to carry the sick to the regional hospital.

4.4.2 Category of people who use social facilities available

This section deals with the utilization of facilities available at the tourist sites. The assessment was based on whether available social facilities are available and accessible to all. The survey results showed that the categories of people who use the facilities available at the fringe communities of the tourist sites mostly are indigenes of the community. This is represented by about 40.9% of the respondents' views. It was also revealed that about 34% of the respondents share the view that the available facilities are used by both normal residents and the tourists who visit the sites (Figure 4.4).



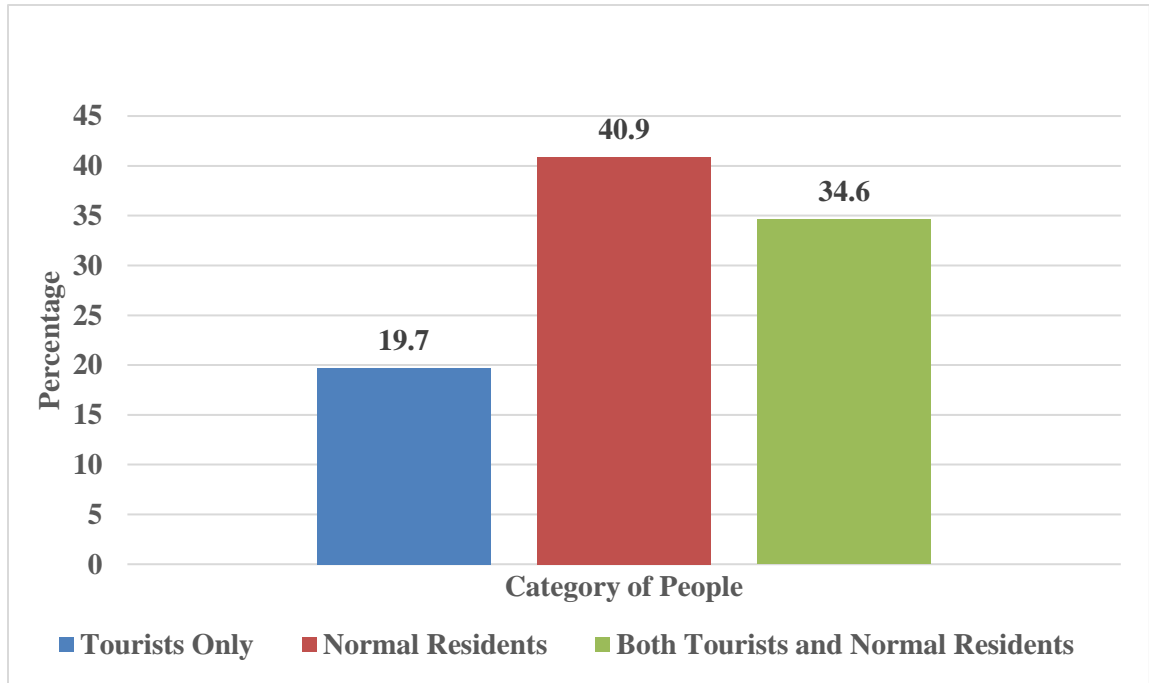


Figure 4.4: category of people who use the available social amenities

Source: Field Survey, 2019.

However, about 19.7% of the respondents showed that there are facilities that are used basically by only the tourists who patronize the tourists' facilities. Key informants' responses showed that there are many facilities that are developed to serve the dweller of the fringe communities as well as those come in as tourists. These facilities include the building of schools, health facilities, guest houses, restaurants, places of convenience and retail shopping centres. The usage of these facilities is not restricted to some group of people but are general and opened to everyone with few exceptional cases. It was reported during focus group discussions sessions that the schools are benefiting only the indigenous people and there are some places of convenience that are meant for clients of neither tourists sites only. This is done to ensure cleanliness of the places used by tourists. As part of the facilities social obligations, they constructed public places of



convenience for the community people to use. Facilities such as clinics, CHPS compounds and mini-stores for retailing are used by both the tourists and the community people.

4.4.3 State of growth of tourist sites under the prevailing socio-economic conditions.

This section looks at the current state of the tourists' sites in the area. Some of the respondents' belief the tourists' sites are at equilibrium in terms of development and further progress. This was represented by about 39.4% of the respondents. This was followed by those with the views that the tourists' sites are under rejuvenation or revamping to meet contemporary standards. This was also represented by about 35.1% of the respondents' views while about 15.9% said the tourism facilities have reduced in terms of growth (Table 4.6).

Table 4.6: Community member's perception on the state of tourism site

State of Tourists Sites	Frequency/Percentage
Rejuvenation	73 (35.1)
Reduced Growth	31 (15.9)
Stabilization	82 (39.4)
Rejuvenation and Stabilization	9 (4.3)
Rejuvenation, Reduced Growth and Stabilization	1 (0.5)
No Idea	10 (4.8)
Total	208 (100.0)

Source: Field Survey, 2019.



Key informant response showed that the tourists sites are better off of late. contrasting before, when there were no business prospects to the natives in the fringe communities. Now, many of the indigenes are into many forms of business activities resulting from the operation of the tourism facilities in the communities. From the focus group discussions, it was ascertained that there is growth in the tourism sector generally particularly, those around the tourist sites. There have been many improvements especially the Ghana tourism board coming into the various communities to give training to people on strategies to develop and improve on business ideas to make more income. This has gone long way to helping the people particularly the old people who manufacture local/indigenous artefacts and trade with among tourists.

4.4.4 Effects of tourism operations on the social life of the people

The section tries to analyze the relationship that exists between the natives and the tourists due to the presence of tourism. The survey results showed that tourist and the indigenes relate well with one another. The results revealed that most of the tourists who visit the sites are always friendly towards the natives. This idea was supported by about 58.2% of the respondents. Whereas about 18.7% of the respondents showed some kind of indifference in their responses, about 2.9% of them said tourist are not friendly and about 2.4% of them belief that very unfriendly (Table 4.7).



Table 4.7: The relationship between tourists and fringe communities' members

Nature of Relationship	Frequency/Percentage
Very Friendly	37 (17.8)
Friendly	121 (58.2)
Indifferent	39 (18.7)
Unfriendly	6 (2.9)
Very Unfriendly	5 (2.4)
Total	208 (100.0)

Source: Field Survey, 2019.

Key informants interview sessions revealed that tourists socialized with the normal residents of the fringe communities. Socialization is an important way in which communities and individuals improve their lives and build their ties especially with the strangers. In view of this, respondent noticed that the activity has engaged a lot of the children who used to run to Kumasi for menial jobs which exposed them to all sort of dangers particularly the girl-child. Some tourists through interaction with these children make them to wish being like them as many of the clients of the tourist sites are high educated people. A key informant has said that;

...In most of these communities, some tourists have adopted children of native to cater for them in education. Some of them are currently gainfully employed and can provide their own needs, this has led to a reduction in teenage pregnancies and crime related issues in most of the fringe communities... (Tourist guard, Sirigu, 18th April, 2019).

Thus, the presence of tourism often gives women economic independence, rural depopulation due to migration and rich rural returnees. In terms of Politics, there is



international and external influence and control through introduction of international best practices. The moral standard of the people especially the youth is reducing through tourism whereby the indigene associates themselves with people from different cultural background. It was also found that tourism is suppressing the local languages by international languages such as English and “*twi*”. However, tourism brings about reduction in local values such excessive noise at night and crimes.

Since there are no restrictions as who is not supposed to take part in this business activity, some tourists give business ideas to people in the communities and they are making it in life. This has made members empowered to actively take part in business activities. In a focus group discussion, this is what a 50 years old woman said;

There are benefits drive from the contributions by tourist to improve their products. She has been able to improve on the designs of her pots and weaving through recommendations by a tourist who is a white man (FGD, Sirigu 18th April, 2019).

The relationship between the community members and the tourist has brought about some cultural exchange and transfer between tourist and community members particularly during the “*Adaakuya Festival*”, some of these tourists take part in our activities and this has helped to bind the relationships. Some tourist especially the Europeans usually eat the local foods that are prepared at the tourist site and this makes us happy. This makes the occasion very interesting especially when they attempt taking part in the festivities.

There are some negative effects resulting from the operation of tourism in fringe communities Apart from the benefits that are accompanied with the presence of tourism



operations in and around the fringe communities, there are some sort of negatives that are posed to the communities as results of the existence of tourists sites. This was assessed using multiple responses. The survey results showed that there an increase in robbery activities around areas where tourism sites are found. The number of households who with this view represents about 72.6% of the respondents. Again, about 50.9% of the respondents also agreed to the fact that the incidence of teenage pregnancy among girls in the communities due to the influx of strangers. It was also agreed that the presence of tourist sites brings about a reduction the quality and improvement of people social life and traditions. This view was supported by about 46.6% of the respondents and about 44.7% for decrease in the moral standard of the people. However, some respondents disagreed with the assertion that the presence tourists' sites have some effects on the society. This was represented as reduction people social life (about 43,3%), decrease in the social life of the people (about33.2%), increase in teenage pregnancies among young girls (about 29.3%) and increase in robbery (about 24.6%) (Table 4.8).



Table 4.8: Negative effects of tourism to surrounding communities

Effects	Frequency/Percentage			
	Agree	Disagree	Neutral	Total
Reduction Social Life	97(46.6)	90 (43.3)	21 (10.3)	208 (100.0)
Increases in teenage pregnancies	105 (50.9)	61 (29.3)	41 (19.7)	208 (100.0)
Increases in robbery	151 (72.6)	50 (24.6)	7 (2.8)	208 (100.0)
Decreases moral standard in the youth	93 (44.7)	69 (33.2)	46 (22.1)	208 (100.0)

Source: Field Survey, 2019

Reponses from key informants showed that the tourist site has a lot of challenges. There are robbery cases which are usually on the tourist who visit the facilities. These bad guys are having the feeling that they have a lot of money leading to the attacks. Many of the tourists who visit the tourist sites engaged themselves into unhealthy practice such as impregnating the young girls of school going age in some of the communities there is also lack certain social amenities in or around the site like entertainment joint and playing field, and this affect the tourism activities. This makes it is difficult to socialize largely with the tourists. Meanwhile, apart from touring to experience nature there is the need for this tourist to socialize. The only means of socialization is for them to interact with us and this happens when they are buying our products. Some of the youth copy the lifestyle of the many people who influx the facilities. Some of them include imitating the dressing and hairstyle of these tourists.



4.5 Ecological Impacts of Tourism Activities on Fringe Communities

This section of the study assesses the environment impacts of the tourism industry generate in the surrounding communities. The themes that were examined are location of economic activities and the state and management of sanitation in the fringe communities.

4.5.1: The location of main economic activities at the tourist sites

Results from the survey showed that many of their economic activities are situated on the lands that are meant for agriculture found within the zone areas of the facilities. This was indicated by about 42.3% of the respondents. About 30.3% of the respondents revealed that their economic activities are located in areas outside the parameters of the tourists' sites. However, about 25.5% indicated that their activities are sited within the tourist sites environment (Figure 4.5).

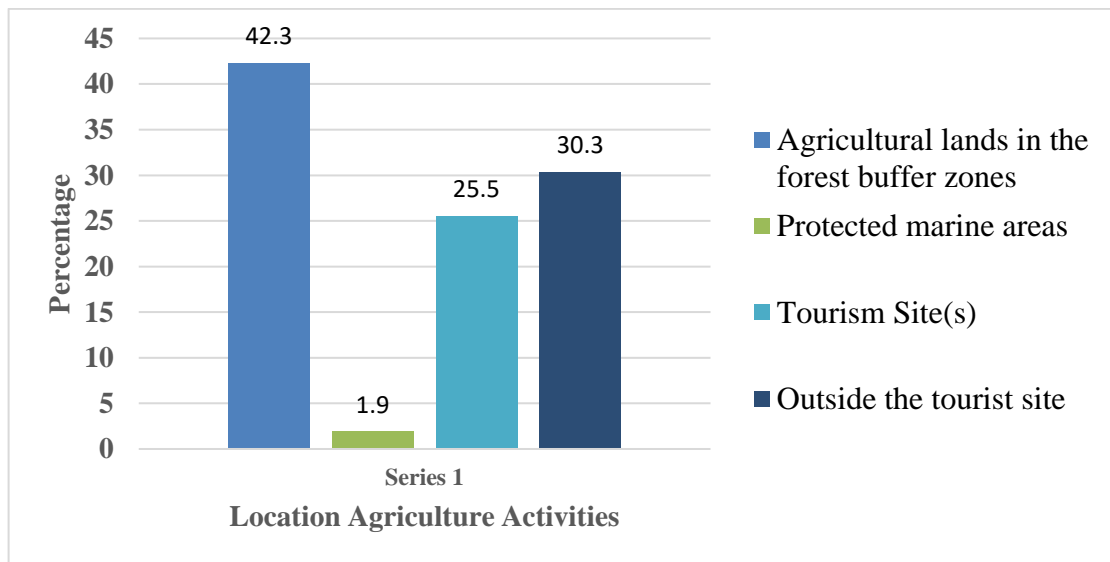


Figure 4.5: Location of main agriculture activities at the fringe communities

Source: Field Survey, 2019.



Key informant responses indicated that even though the respondent admitted that the tourism business in the community has brought about some significant developmental impacts, it is quiet revealing as the respondent noticed that the environment which serves as the basic survival of humans is treated with disdain attitude hence the “environmental care” is lacking in the tourist site. It was stated that the site where, particularly, pot dig the clay for their work of art is not reclaimed after the activity. This is what a key informant has to say:

It is realized that the traders leave the land unattended to after collecting the clay for the art, as result this has led to erosion and other associated accidents at the site leaving a lot of people injured (KII, Sirigu, 18th April, 2019).

Also, the respondent acknowledged that there is indiscriminate logging around the tourist site as community members are cutting the trees for fuel wood thereby destroying the aesthetic beauty of the site. Base on that, the chief came out with some punitive actions against people who destroy the vegetation through logging. The aim is to protect and safeguard the environment.

Focus group discussions revealed that there has also been some kind of advocacy by community and opinion leaders to drum home the need to safeguard the environment from total destruction. When it comes to decision making as to protecting the environment and strategies to making the business lucrative all and sundry (men and women) is given the opportunity to participate and contribute. Due to this everyone is seen as an important stakeholder in the improvement of the business and protection of the



environment. For instance, respondent asserted that the slave camp is surrounded by trees so the vegetative cover there is very beautiful. This is particularly, during the raining season, hence, certain stringent measures have been put in place to ensure that the trees are not cut down, this is meant to ensure the protection of the ecosystem and prevent the extinction of species at the site. In view of this people who are logging within the site are set charged and at the same time made to plant four trees each and take care of the trees till they grow into matured trees.

4.5.2 The state of sanitation and management at tourism sites of fringe communities

Survey results revealed that sanitation situation and management in the tourist sites is not much of a problem. There is quite good control in terms of the disposal of waste generated from the activities of the tourism including the business operations. About 39.4% of the respondents attested to this fact.

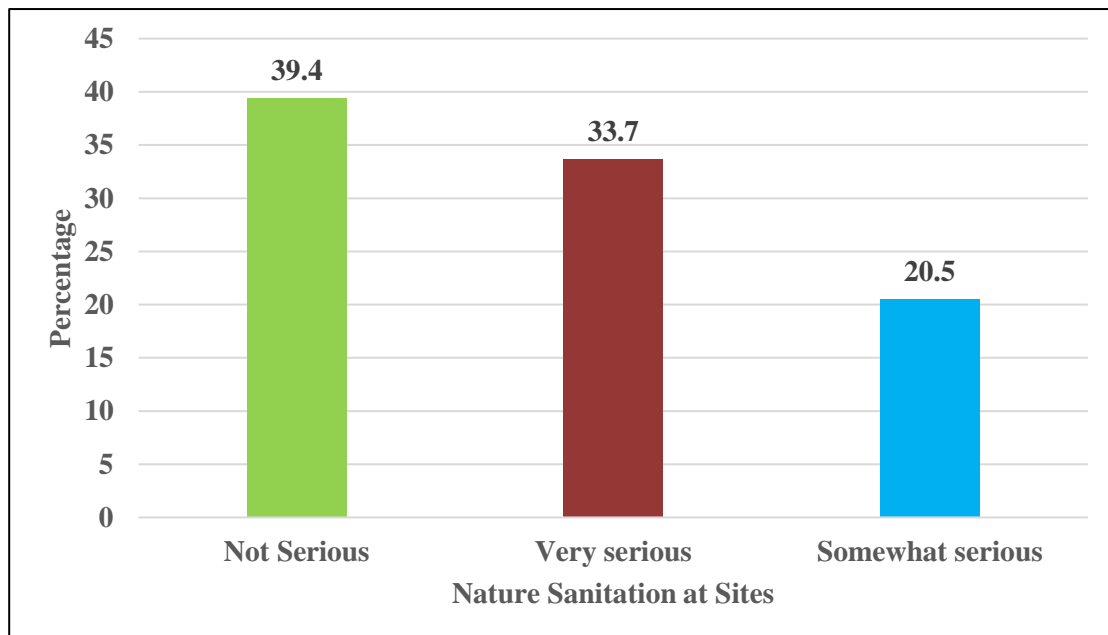


Figure 4.6: Tourists and sanitation situation

Source: Field Survey, 2019.



Even though some of the responses showed that sanitation situation is a challenge in both the fringe and host communities as well as the sites, some are of the view that sanitation situation is somewhat a problem in the area. In this, about 33.7% and 20.5% of the respondents share same views respectively (Figure 4.6).

Key informant responses indicated that sanitation issues and management is paramount to the both the natives and the tourism authority. They said in the tourist sites environmental protection is very useful to them. The waste that is generated here by the tourist and normal residents is collected into two waste bins provided at the sites which are collected every weekend by Zoom Lion Ghana Limited, however, if the waste collection company default, the waste is burnt or added to others in compost pits. . We have one toilet facility here which is woefully inadequate, for instance, when someone is using it, you can't go in and this is not good for us, particularly, if one is suffering from diarrhoea. So it sometimes we chance both tourist and traders doing open defecation closer to the site which can be attributed to the unhygienic and inadequate toilet facility at the site. Meanwhile people are constantly educated to stop open defecation at the sites and surrounding communities.

Focus group discussions showed that at the sites there is the free will to trade and carryout your business peacefully hence everybody participates in decision making process in this tourist site. Many of the traders at the site are mostly empowered through in-service training by our leaders in collaboration with the regional tourist authority on the need to improve on our business while protecting the environment. Aside this, the burning of the waste generated at the site by local manufacturers makes breathing very difficult due to the presence of smoke in the air, particularly, asthmatic patients in the area suffers and



this often results in health problems to tourists. The burning is due to the fact that the agency contracted to collect the waste most often fail to collect the waste and the blight forces people to set fire to the waste. Also, it was clear that environment and sanitation education is given to them by the tourism authorities and the environmental health and sanitation department from the auspices of the government on the importance to keep themselves clean and manage waste very well. However, some of the business men particularly the manufacturers indiscriminately dispose and burn waste at the sites.

4.6 The Nature of Patronizing Tourist Sites

This section investigated the current level of patronage of the selected tourist sites in order to provide answer to research question four. Thematic areas covered are the level of patronage of the facilities, the availability of supporting amenities in addition to the beautiful scenery and reasons for the current level patronage of the site services.

4.6.1 The level of patronage of tourist sites

The survey results indicated that there is low level of patronage of tourism services in the area. About 48.6% of the respondents are of the view that the patronage of the tourism services is low. It was also revealed that, about 20% of them are of the opinion that there is very level of patronage at the tourism sector in the area. However, about 16.3% said that patronage of tourism is very high in the area while those who said patronage is very low and those who play neutral role in estimating the level of patronage represents about 4.8% and 6.3% respectively (Figure 4.7).



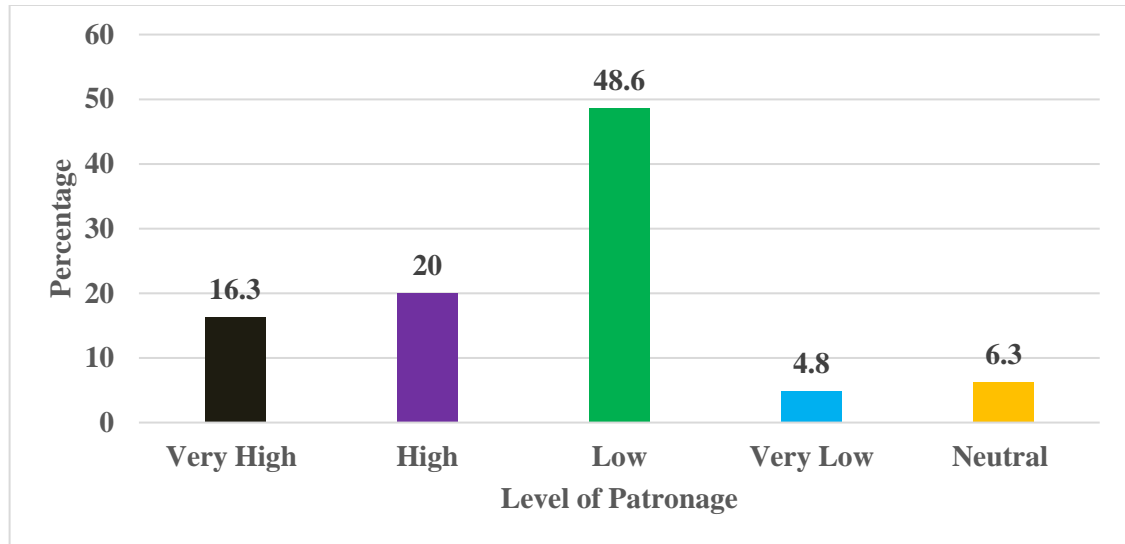


Figure 4.7: The level patronage of tourism services in the area.

Source: Field Survey, 2019.

Key informants interview results indicated that the patronage of tourist sites has been good over the years. In fact, it has been increasing over the years as there are so many change in the setting. These changes include but not limited to increase in business opportunities, increase in buying of local products, the provision of many social amenities such as clinics CHPS compound and their supporting services in the area. But the problem is the quality and quantity of accommodation at the site including security when the tourist visits the site, they are unable to sleep at most tourist sites due to nature of accommodation facilities which are below standard hence they normally come to the sites and lodge at guest house in Bolgatanga, the Upper East Regional capital. Security is also a major concern at the sites; the area is much closer to Burkina Faso so there are security issues around the vicinity to the regulate the influx of people into the sites anyhow. The expected expenditure on accommodation has not been forth coming the sites and the



fringe communities hence, there is low patronage due to less investment in the accommodation sector to help improve the patronage.

Also, the focus group discussions showed that even though, there is patronage by both domestic and foreign tourists, there are challenges on security at the tourist sites since most of the places are border town. The indigenes are having the fear that tourist coming from Burkina Faso could be a threat to their lives if nothing is done to improve security at the sites. Participants were of the view that if this is done there will be increase in the level of patronage of the site because tourist can now have comfortable places to relax in peace without any fear or panic. A participant said that:

People have been patronizing the pot particularly the market women and the tourists. They buy it and go to retail. There are benefits in the business. However, tourists do not pass the night at the sites to get more interesting products to buy because of the poor nature of the accommodation. Business in the fringe communities is low because the people do not spend their money at the sites but rather, they go home with it or spent it elsewhere (Pikworo, 16th April, 2019).

4.6.2 Factors influencing the current level of patronage in tourist sites

This section deals with some existing factors that have impacts and define that current level of patronage of the services of the tourist sites in the area. It was revealed during the survey that the development and patronage of tourism in the area is seriously affected by limited land to expand some of the tourist sites for more interesting component to be added to meet clients' demands. About 87% of the households interviewed are of the view that it is actually a problem and needed attention. Also, it was found that one of the



challenges facing the development of these tourist sites is the existence of conflicting objectives among land owners as to the nature and usages of their lands. This was supported by about 69.3% of respondents. Other respondents (63.9%) shared the view that the relationship between the two governance systems: traditional and modern political systems is not harmonious. However, it was revealed that language barrier does not play any role in the level of patronage in the tourist's sites. Inadequate finances (52.9%) and lack of development funds (50%) were considered as very serious problems influencing patronage.



Table 4.9: Factors affecting the current level of tourism patronage

<i>Factors</i>	<i>Serious</i>	<i>Not Serious</i>	<i>Somewhat</i>	<i>serious</i> <i>Not</i>	<i>Applicable</i> <i>Total</i>
No harmony between traditional and modern leaderships	63.9	20.7	9.1	6.3	100.0
Language Barrier	9.6	52.9	24.5	13	100.0
Conflicting objectives among landowners	69.3	10.6	14.9	5.3	100.0
Inadequate financing or development funds	24.5	7.7	50.0	17.8	100.0
Poor management of Facilities	48.6	16.8	18.3	7.2	100.0
Limited land for Expansion	87.5	1.9	2.9	7.7	100.0

Source: Field Survey, 2019



Key informants' interviews indicate that there are many factors that impacts negatively on the patronage of tourism services. This goes a long way to reduces the ability of the sites to development and be attractive. It was revealed that there are conflicting issues in terms of decisions-making between the local authorities and the tourism facilities management. It was said that the management of the tourism site does not factor in the current traditional laws and beliefs in their decisions taken. Some decisions go a long way to flaw the customs and conventions of the local people. Upon the benefits that the natives get from tourism related businesses, they are offended when their traditions are undermined.

In focus group discussions, it was asserted that low infrastructural development is affecting tourism businesses which further aggravates low tourist patronage. Tourist do not get facilities such as accommodations' that meet their standard, hence they do not spend full night at the facilities but rather prefer commuting from bigger cites with good accommodation's to the sites. There is domination of non-native business men and women in the area, as results of this, the natives feel not meeting the expected markets for their products due to the competition set in by the non-native merchants. They of the view that their products are good as compared to the non-natives own. Patronage of products from non-natives is low because they do not know much in the business. The chief is the one who controls the number by not allowing every outsider to participate. The tourist themselves have realized that the non-natives are not good at the tourism business. The natives add more value to the products so that the tourist will like it more than the non-natives own. However, the non-natives can take part in some businesses such as bulk purchase of the local goods for sale outside that fringe communities. They

are usually sack when they refuse to follow these orders by the chiefs because the involvement of non-natives of the tourist sites communities in the native tourism activity brings about negative impact on the local economy.

4.7 Results and Discussions of Major findings

This section presents the discussion of the major findings from the study. Issues digested are along the following angles: economic development and sustainable tourism, socio-cultural development and sustainable tourism, ecological impacts and sustainable tourism as well as the level of patronage and ways of promotes sustainable tourism.

4.7.1 Economic development and the sustainability of tourism

The study revealed that agriculture is the main occupation of study respondents. This is followed by tourism related businesses. These two forms of economic engagement provide both direct and indirect job opportunities. It was reported that households use proceeds from tourism business activities in maintaining their households such as buying of basic needs. This supports the work of Sandbrook (2010) that revenue from the operation of tourism businesses are used in by households in supporting member's needs; this brings about significant improvements in the local community irrespective the leakages. It also corroborates with the findings that local communities where tourism sites are located benefit from the ventures identified as means of livelihood improvement (Nyaupane & Poudel, 2011). They however argued that these benefits vary greatly in the stage of development and there are many linkages with other sectors of the economy. There are many business opportunities available meanwhile, majority of the people (about 52%) do not invest in these businesses and do not make use of the opportunities available. This finding is in line with the assertion that many businesses do not actually



invest much into business opportunities that are available at the sites; this is because of cost and capital to start it including competition in the environment and sometimes lack of government support (Frey & George, 2010)

The direct workers encompass those employed by the management of the tourism facility and those informally employed are other business men and women who are into trading who are not into direct works with the tourists. The income accrued are used to improve the standard of living of the people. This helps in live improvement. It is similar to the work of (Huang and Coelho, 2017 cited by Peprah 2018) that although, sustainable tourism is to deliver the triad sustainability, there is impeccable evidence emerging from the Coral Triangle Region of Asia to proof that sustainable tourism impacts positively on only economic sustainability and fails to show positive signs on the social and ecological sustainability. The triad sustainable tourism (ST) is made of the economic, environment and socio-cultural.

The business avenues are open to everyone in the fringe community without any segregation. Many of the businesses owned by the settlers (those who are not from the communities) do not normally employ people within the tourism locality to work. This supports the assertion that, tourism can achieve its sustainability standards if there is long-lasting interest and profit across the entire society, particularly those communities that host or share ownership of the tourist destination. This can be attained through giving some sort of high-level satisfaction to the tourist who patronize the facility in order to meet the market demand (Mihalic, 2016). Economic activities at the local levels where tourists' sites are situated can be control through collaborations with local government system for effective and efficient resource mobilization for local and citizenry



development, especially the surrounding communities and neighbourhoods of the sites (Ezebilo & Mattsson, 2010). Hence many people who supposed to benefit from these are not considered. This corroborate with the findings that the presence of a tourist site does not necessarily mean that there is going to be local development in the fringe communities. It is common that local economic development is being controlled by companies and organizations who are outside the communities who supply and bring their own staffs to the area (Gmelch, 2010).

However, majority of these business operators are women because they are they are having business ideas and managerial skills. At least someone engaged by tourism related business can make a monthly profit between about GHS 300.0 to GHS 400.00. Generally, many households do not get enough from tourism business. It agrees with the findings that tourism has economic impacts at various levels particularly, for community development through directly and indirectly contributions of the sector to the national economy in the form of gross domestic product (GDP) and diversification of the local economy (WTTC, 2015). The income generated from these businesses are used to meet households and social needs of members. Some of the basic uses of the income include but not limited to re-investing into farming activities, building of residential facilities, payments of wards school fees, settlement of medical bills and other uses.

The study discovered that there are a lot of economic benefits such petty trading, income generation and market for the sale of local manufacture products that are associated with tourism operation. Thus, the presence tourism often gives women economic independence, rural depopulation due to migration and rich rural returnees. Despite these benefits, only those who operate businesses in the area stand the chances of getting these



profits. Those who indirectly benefit from tourism businesses are the people from households with at least a member engaged by tourism either as a worker in the sites or operating a business.

4.7.2: Socio-cultural development and sustainable tourism

The results revealed that the presence of tourists' sites has led to unprecedented improvement on the social life of the people. The findings support the results of Hall, Scott, & Gössling (2013) who concluded that there are several effects pose by tourism on destination communities which ranges from the angle of social, economic and environmental perspective. The improvements come in the form of providing the fringe communities with social facilities such as healthcare, boreholes, schools, entertainment centre, construction of feeder roads as well as retailing facilities. Similarly, the findings support the fact that there are several effects pose by tourism on destination communities which ranges from the angle of social, economic and environmental perspective (Hall, Scott, & Gössling, 2013). This does not corroborate with the findings of Gascón (2015) impact of tourism leads to an unequal distribution of income could imply a loss in the quality of life for the majority of a rural population: the high-income social sector tends to increase its economic and political power to the detriment of other social sectors. It also in line with the findings that sustainable tourism in the rural areas and villages helps to improve livelihoods of the people, meanwhile many community tourism projects fail to achieve their desirable goals and objectives (Mbaiwa & Stronza, 2010). The feeling that tourism and tourism management actions sometimes flaw the tradition of the people. The findings support the fact that one of the sources of failure in management comes from religious differentiation and similarities. Religion has a role to play in the sustainability





of tourism in the contemporary world; for instance, Islamic beliefs and practices have a lot of negative repercussion on the operations of tourism (Zamani-Farahani & Musa, 2011). Therefore, there is the need to take measures that will not affect the indigenes traditions and customs. Vemuri et al. (2011) argued that getting higher income by residents from tourism related economic activities do not really satisfy the people but rather access to clean natural environment stand the chance to bring higher satisfaction irrespective of scale. On this note, Gu et al (2013) suggested that conflicts created in tourist sites between the indigenes and operators can be solved using interaction and social exchange. the minorities voices must therefore be listened to in decision-making processes (Swanson & De Vereaux, 2012).

Apart from this, the people are able to better their lives through engaging in income earning activities in the form of both direct and indirect employments. This does not conform with the claim of Job and Paestler (2013) that irrespective of the this it does not translate into improvement in the living standard of the people. This helps them to be able to meet various households needs such as provision of shelters and meeting educational needs of members. This is in line with the assertion that although, sustainable tourism is to deliver the triad sustainability, there is impeccable evidence emerging from the Coral Triangle Region of Asia to proof that sustainable tourism impacts positively on only economic sustainability and fails to show positive signs on the social and ecological sustainability (Huang and Coelho, 2017 cited by Peprah 2018). The triad sustainable tourism (ST) is made of the economic, environment and socio-cultural.

It was also revealed that equal opportunities are given to everyone to undertake any form of business venture in the area in as much as it will profit the fellow increasing standard



of living. This idea does not conform with the assertion that despite the business opportunities in most tourist sites but this does not actually translate into poverty reduction (Job & Paesler, 2013). Upon this friendly atmosphere in the tourism business environment, businesses are dominated by women and majority of these business man and women (48%) are the aged. The youths have less interest in tourism businesses. This is in line with the Latkova & Vogt, (2012) argued that tourism have many benefits in the sense that residents adopt the tourism as an alternative livelihood strategy if any exist and this serve as an incentive to improving their living standards.

There are good communities and tourists' relationship in the tourism sites. This is made more effective through socialization natives have with them. This supports that the most important reason for the inclusion of local inhabitants in ecotourism is equity, taking into consideration the conservation of the area through ecotourism development which inevitably entails restrictions in the traditional usage of local resources by the residents (Eagles et. al., 1992 cited in Manu, 2012). The socialization takes the form of interactions and sharing of ideas, tourists participating in local traditional activities such as festivities. The indigenous people learn a lot of thing from the tourists like getting business ideas from some of them, some tourist adopt children and cater for their education and other needs. In fact, tourism is complex and dynamic, with linkages and independencies and therefore requires multiple stakeholders with diverse and divergent views and values (Manu, 2012). There are many benefits associated with the operation of tourism. This agree with the assertion that sustainable tourism makes the tourism industry in Africa to contributes to the livelihood development of the people which comes about through the many forms of business activities that people use (Harmer, 2011).



There are improvements in the tourists' sites due to many structural changes ranging from managerial to the presence of infrastructures and good customer-care high level of hospitality among community members. This is not in line with the assertion by Snyder and Sulle (2011) who argued that some of these benefits emanate from the land ownership rights they possess; they get a lot of royalties as well as compensation from the tourism authorities for the use of their resources. However, there are a number of negativities resulting from the operation the tourists' sites. These include but not limited to reduction the standard of the natives' social standards, increase in the rate of teenage pregnancies, increase in robbery cases and decrease in the moral standards of the people especially among the youth group. Some sites are static in growth with no improvement due to less attention form authorities and managements for example the Tongo rocks. This is in line with the assertion that business packages bring about livelihood improvement in many livelihoods strategies meanwhile many of these businesses are sustainable due to crises from the local and external environment; these crises affect the nature of the business environment and the resilience is aimed at going beyond just a survival (Dahles & Susilowati, 2015). The low development of the tourists' site is also partly associated with of interest among land uses forms. Many of the challenges that affect the effective management of tourism sites result from conflicts generation. This sometimes results to conflicts over the ownership and possession of land resources that aid the operation of tourism and related businesses (Alden Wily, 2011). These effects can be catered for through proper managerial skills and control measures (Chu, Lee & Chen, 2014). There is are instances whereby community leaders do not agree with tourism management on pertinent issues. In fact, tourism is complex and dynamic, with linkages and

independencies and therefore requires multiple stakeholders with diverse and divergent views and values (Manu, 2012). Some of the hazards associated the operation and development of tourism is the generation of conflict of interest among many stakeholder of the industry (Kuvan & Akan, 2005). Latkova & Vogt, (2012) are of the view that rural households face many form hardships resulting from either a declined rural industry or the collapse of their sources of livelihoods.

The study brought to light the fact that despite the contribution of tourism to the socio-economic development of societies, it affects societal norms. In terms of Politics, there is international and external influence and control through introduction of international best practices. The moral standard of the people especially the youth is reducing through tourism whereby the indigene associates themselves with people from different cultural background. It was also found that tourism is suppressing the local languages by international languages such as English and “*twi*” However, tourism brings about reduction in local values such excessive noise at night and crimes. The belief and practices of the people are gradually changing due to influx of tourists who come in with all sort of different lifestyles. 4.6.3: Ecological impacts and sustainable tourism

There is some level of environment management in the tourism sites. The tourism authority in collaboration with individuals in the business environment help in attaining full control of the natural environment. The results therefore support the assertion that due to the benefits in the tourism environment calls for frantic efforts by decision makers to be able to coordinate all the interest of all parties involved (Florida, Mellander, & Stolarick, 2011). It is also in line with the that management of social, economic and environmental challenges in the tourists’ sites is a collaborative effort from management





and the traditional authority in achieving full potentials in the tourism industry (Inoue & Lee, 2010). There is adherence to rules and regulations by the traditional authority in protection from destruction of the ambient quality of the natural environment. The collaboration of the local people with tourism management supports that conclusion that rural tourism can be developed much better when emphasis is laid on conflict management which is generated between residents (Zhao, Ritchie & Echtner, 2014). This conforms with the point that when this is done there is the possibility of achieving full sustainability of such facilities in both short and long run. Sustainable tourism cannot be fully achieved if the residents or natives do not support and collaborate with the tourism authorities (Nunkoo & Romkissoon, 2013; Sharpley, 2012). People who wrongly locate their business or undertaken any unauthorized activities in the natural environment are subjected to the local laws aside the national laws protecting the tourism industries in Ghana. There are designated places for the disposal of waste which are subsequently managed by waste management body like zoom lion Ghana Limited. The host communities with a with very high massive concentration of tourist activities and very attractive natural environment, waste disposal becomes a challenge and indiscriminate disposal as well as improper management of waste can be a major problem to the natural environment, rivers, and other aspects of the environment. Measures are also put in place to create the awareness of people on proper management of the environment while still benefiting from its resources. This is done through organizing sensitization workshops for business operators at the tourist sites. In these workshops, the package includes business development and management strategies. At the tourists' sites, waste bins are located at vantage places to aid proper disposal and management of waste produce by the

tourists. Sustainable tourism cannot be materialized in the presence of denying the residents their own resources such as farmlands and other uses they put these parcels (Wang & Ryan, 2012; Shepherd, 2011).

However, some of the natives of the sites encroach into the buffer zones to satisfy their interest because they have no arable lands to farm on. This sights with the work of Job and Paesler (2013) the presence of tourism has effects on the local economy especially it displays people from subsistence agriculture which is the main form of livelihood to the people before the creation of the tourist sites. These include environmental challenges such as pollution brought about through the existence tourist sites at the destination communities just as any human endeavours generate waste detrimental to the quality of the area. It supports the fact that tourism activities contribute to the emission of pollutants such as the production of greenhouse gases resulting from the frequent travelling they undertake all the time (Pechlaner, et al., 2010). It is on records that air transport contributes barely 40% of the emission of carbon dioxide globally and this is one of the major means of transport that tourists use. There is the problem of waste control by the local manufacturers at the sites. Their by-products or waste are sometimes disposed indiscriminately. They are burnt at places that are not suitable. It is in line with Kormos & Clifford (2014) that most of these tourists travelled from long distances to enjoy things of interest but this sometimes cause environmental problems. The nature of environmental problems caused by business operators at tourist sites including the tourists themselves is defined by their behaviours, norms and orientations at various levels. On this notes, Juvan and Sara (2014) also argued that behaviour and intensions of people at tourists' sites helps in environmental sustainability.



The study argued that tourism operation has some sort of effects on the ecological environment. The relocation of settlement closer to the tourist sites brings about destruction of the environment in order to make life in the new place they established. The presence of the tourist cases pollution in the form of waste and noise in the surrounding areas.

4.7.3: Level of patronage and sustainable tourism

Results revealed that there is low level of patronage at some tourist sites. The patronage of the services of these tourism facilities in the area is seriously affected by a number of factors. These include limited land for the expansion of the existing tourist facilities, conflicting objectives among landowners in tourism sites as well as no harmony between operation of the traditional systems and that of the modern systems especially the leaderships. This sighted with the assertion that the most important reason for the inclusion of local inhabitants in ecotourism is equity, taking into consideration the conservation of the area through ecotourism development which inevitably entails restrictions in the traditional usage of local resources by the residents (Eagles et. al., 1992 cited in Manu, 2012). Similarly, language barrier and management of the site do not have effects on the level patronizing the tourism sites. This finding supports the fact that there many of the challenges that affect the effective management of tourism sites result from conflicts generation; these sometimes results to conflicts over the ownership and possession of land resources that aid the operation of tourism and related businesses (Alden Wily, 2011). These effects can be catered for through proper managerial skills and control measures (Chu, Lee & Chen, 2014). Some of the hazards associated the operation and development of tourism is the generation of conflict of interest among



many stakeholder of the industry (Kuvan & Akan, 2005). Latkova & Vogt, (2012) are of the view that rural households face many form hardships resulting from either a declined rural industry or the collapse of their sources of livelihoods.

On the other hand, inadequate financing or development funds is somewhat having effects on the level of patronage in the tourists' sites. In many cases there are couple of issues in decision making processes between the traditional authorities and the modern system. This corroborates with the work of Faulkner (2003) who asserted that the achievement of sustainable tourism objectives depends on the assumption of an inclusive participatory model, involving significant arrangement of the local community, the tourism sector and the relevant government parastatal and agencies in the strategic planning process as this will enhance socio-economic benefits thus improving the potential for tourism sustainability. This argument is further enhanced in relevant research where stakeholder participation has been identified as a requisite for the sustainable planning process (Sophia, 2011). Similarly, it is also in line with the assertion that sustainable tourism can see the light of the day if there is collaboration and self-help cantered on networking taking into consideration the local concerns and the dynamism in the indigenous system in the mist of different actors in the tourism industry (Erkuş-Öztürk & Eraydın, 2010). Some actions and inactions of the tourism management violate the traditional customs and conventions and there is the need for local participation. This conforms the assertion that there is an outstanding improvement in the development of tourism when there is local participation and the destination residents' income increases as well as growth in the population and improvement in the standard of living of the people (Job & Paesler, 2013).



However, there are instances whereby common decisions are taken to promote the development of the tourist sites. This is in line with finding by Brawell (2010) who argued that sustainable tourism can be promoted through the full participation of the destination communities in terms of decision making since they are also part and parcel of the stakeholder who actions and inaction can either affect the development of the positively or negatively. The author further argued that community participation is very paramount in managing facilities of such nature. The findings however, do not support the findings by Robin and Haywantee (2010) who asserted that in the management of tourism, the industry can also be managed and controlled through perceived behaviour control using the norms, traditions, beliefs and practices of the people; this make them feel being part of the process in way that their moral values are still intact. The study revealed that there is low patronage in the tourist sites. This is due to poor managerial activities and unavailability of modern facilities in the form of infrastructure in the sites. These include restaurants, befitting guest houses and bad roads.



CHAPTER FIVE

MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.

5.1 Introduction

This chapter presents the summary results of the study. It also includes conclusions and recommendations of the study. The recommendation consists of recommendation for best practice and management of tourist sites in achieving sustainable tourism as well as recommendations for further research.

5.2 Summary of Major Finding

5.2.1 Summary of findings for objective one

It was revealed that the main occupation in fringe communities of tourists sites is from the agricultural sector and followed by tourism related businesses; both direct and indirect worker. The direct workers encompass those employed by the management of the tourism facility and those informally employed are other business men and women who are into trading. The business avenues are open to everyone in the fringe community without any segregation. However, majority of these business operators are women because they are they are having business ideas and managerial skills. At least someone into tourism related business can make a monthly profit between about GHS 300.0 to GHS 400.00. The income generated from these businesses are used to meet households and social needs of members. Some of the basic uses of the income include but not limited to re-investing into farming activities, building of residential facilities, payments of wards school fees, settlement of medical bills and other uses.



5.2.2 Summary of findings for objective two

The results revealed that the presence of tourist's sites has led to unprecedented improvement on the social life of the people. The improvements come in the form of providing the fringe communities with social facilities such as healthcare, boreholes, schools, entertainment centre, and construction of feeder roads as well as retailing facilities. Apart from this the people are able to better their lives through they also engagement in income earning activities in the form of both direct and indirect employments. This helps them to be able to meet various household needs such as provision of shelters and meeting educational needs of members. It was also revealed that equal opportunities are given to everyone to undertake any form of business venture in the area in as much as it will profit the fellow. Upon this friendly atmosphere in the tourism business environment, businesses are dominated by women and majority of these business man and women are the aged.

The youths have less interest in tourism businesses. There are good communities and tourist' relationship in the tourism sites. This is made more effective through socialization natives have with them. The socialization takes the form of interactions and sharing of ideas, tourists participating in local traditional activities such as festivities. The indigenous people learn a lot of thing from the tourists like getting business ideas from some of them, some tourist adopt children and cater for their education and other needs. There are improvements in the tourists' sites due to many structural changes ranging from managerial to the presence of infrastructures and good customer-care high level of hospitality among community members. However, there a number of negatives resulting from the operation the tourists' sites. These include but no limited to reduction the



standard of the natives' social standards, increase in the rate of teenage pregnancies, increase in robbery cases and decrease in the moral standards of the people especially among the youth group. Some sites are static in growth with no improvement due to less attention from authorities and managements.

5.2.3 Summary of findings for objective three

The findings indicated that there is some level of environment management in the tourism sites. The Ghana Tourism authority in collaboration with individuals in the business environment help in attaining full control of the environment. There is adherence to rules and regulations by the traditional authority in protection the destruction of the ambient quality of the environment. People who wrongly locate their business or undertaken any unscrupulous activities in the environment are subjected to the local laws aside the national laws protecting the tourism industries in Ghana. There are designated places for the disposal of waste which are subsequently managed by waste management body like zoomlion. Measures are also put in place to create the awareness of people on proper management of the environment while still benefiting from its resources. This is done through organizing sensitization workshops for business operators at the tourist sites. In these workshops, the package includes business development and management strategies. At the tourists' sites, waste bins are located at vantage places to aid proper disposal and management of waste produce by the tourists. However, some of the natives of the sites encroach into the buffer zones to satisfy their interest. There is the problem of waste control by the local manufacturers at the sites. Their bye-products or waste are sometimes disposed indiscriminately. They are burnt at places that are not suitable for that.



5.2.4 Summary of findings for objective four

The results revealed that there is low level of patronage at some tourist sites. The patronage of the services of these tourism facilities in the area is seriously affected by a number of factors. These include limited land for the expansion of the existing tourist facilities, conflicting objectives among landowners in tourism sites as well as no harmony between operation of the traditional systems and that of the modern systems especially the leaderships. However, language barrier and management of the site do not have effects on the level patronizing the tourism sites. On the other hand, inadequate financing or development funds is somewhat having effects on the level of patronage in the tourists' sites. In many cases there are couple of issues in decision making processes between the traditional authorities and the modern system. Some actions and inactions of the tourism management violate the traditional customs and conventions. However, there are instances whereby common decisions are taken to promote the development of the tourist sites.

5.3 Conclusions

5.3.1: Conclusion to research question one

The study concluded that tourism activities have had some sort of positive impacts on the lives of people living in and around the fringe communities of the facilities. Even though the main sources of income of the people is farming but there are closed and other sources of the people is from the tourism sector promoted through the presence of tourist sites in the area. These beneficiaries cut across both direct and indirect beneficiaries. The direct beneficiaries include those natives employed and paid by the tourist facility while the indirect beneficiaries on the other hand consist of those who engage some sort of trade



and self-business activities at the tourist sites. There are equal opportunities to everyone to be part based on their capacity and resource availability. Most of these beneficiaries are the aged and women are dominating. People within the youthful category do not have interest in engaging in tourism business activities in the fringe communities. However, these benefits are peculiar to those with business ideas and skills.

5.3.2 Conclusion to research question two

It can further be concluded that tourism has socio-cultural significance. The presence of tourists sites helps in meeting the social needs of the people. Through the operation of tourism, fringe communities get social development infrastructures such the provision of schools, primary healthcare facilities provision (clinics, CHPS compounds, ambulances and tourism authorities lobbying for health workers), the construction of roads leading tourist sites and provision of portable water by drilling boreholes for the communities as part of their social obligations. The engagement of natives in to tourism helps in meeting households' social needs such as sponsoring children education and other needs. Tourist participation in festivities of fringe communities promote the cultural heritage of the people. Tourism businesses in the area open to everyone to be part but people who are business minded with ideas to develop and maintain their venture. The business environment is dominated by women and most of them including their men counterparts are the aged. This has been a form of life sustainability to the people especially, the less privilege such as women, aged and the challenged. There have been improvements in the tourism sector in the area due to good customer care, high level of hospitality and good managerial ability. However, the presence of these facilities in the sites is a danger and a challenge on the lives of residents. They include increase in armed robbery, teenage



pregnancies and reduction in moral standards of the people especially the youthful group. This is as results of assimilation of cultural norms and values of the societies through the invasion of western culture by tourists

5.3.3 Conclusion to research question three

Furthermore, the management of tourism sites should incorporate the ideas and decisions of the indigenes as stakeholders of the facilities as part of policies regarding tourism operation in Ghana. This will help promote self-belongings in the facilities. This can best be done through the establishment of community-based tourism management committees to play pivotal roles in connecting the modern system of management and the traditional or informal settings. Development can be increased if there is much support from the residents of the facilities. This will in the end sustain tourism in the country at large and the communities in specific.

5.3.4 Conclusion to research question four

Conclusion can be made on the basis that there are efforts put in place to ensuring environmental sustainability at places where tourist sites are located. This bid is made possible through the enacting of traditional rules, customs and regulations to supplement with the already existing national laws governing the management of designated areas of national interest. Offender to these rules, regulations and law are punished in the form fine or imprisonment or both, depending on the magnitude of the offense. Hence business operators are very circumspect with how the environment is handled on the frontier of their activities. People adhere to local laws that the national laws governing the operation of tourism facilities in the area. However, there are some people who mishandle the environment through encroaching into the tourism sites as well as improper handling of



wastes. This affect the quality of the environment as their actions leads to degradations. Some local manufacturers are poorly handling waste generated through their activities which sometimes reduce the quality of the environment. Lastly, despite the increase in business activities as said by business operators, the level of patronage is still low in some sites as compare to others. There are a number of issues confronting the tourism sector such as any other organization. Some of them are limited land for the expansion of the existing tourist facilities, conflicting objectives among landowners in tourism sites as well as no harmony between operation of the traditional systems and that of the modern systems especially the leaderships interference of the tradition of the people by the tourism authorities and their clients. Notwithstanding these challenges, frantic efforts are made to bring the traditional authorities and the tourism authorities on common platforms to take pertinent decisions that will help in fostering the growth and sustainability of the tourism sector and the general improvements in the lives of the people.

5.4 Recommendations

The study recommends the following;

5.4.1 Recommendation for research objective one

The introduction of periodic trade-fair at tourist and entrepreneurial training to business operators

The Ghana tourism board in collaboration with interested stakeholders should come together to organize annual trade-fair to exhibit the products of businesses at the various tourist sites. This should be coupled with entrepreneurial training to equip the people with

basic skills in business establishment at the tourist sites. This will create more opportunities to people to raise income to propel development at the local level.

5.4.2 Recommendations for research objective two

Maintaining of facilities social benefits from tourism

The tourism authorities and community opinion leaders should collaborate to educate the beneficiaries of the social facilities such as boreholes and schools provided through the presence of the tourist sites. This can be done by means of promoting and inculcating the habit of maintenance culture in them. Again, there should be the formulation of community bye-laws in the form rules and regulations regarding deviancy to control the behaviors of the people. This can further be enriching through socialization of the youth to be familiar with the norms and moral value of the communities.

Negotiation on acquiring lands for expansion works in tourism sites

There should be a good negation between the tourism authorities and the indigenes particularly, land owners to willingly give space for the expansion of tourism sites to meet international standards. This can be done through compensating landowners or creating an alternative livelihood ventures for them after using their lands. This will not make them actually feel the loss of lands to tourism activities which serve as their main livelihood sources.

5.4.3 Recommendation for research objective three

There should be the formulation of more bye-laws toward environmental protection at the tourist sites by the traditional institutions operating around the tourist sites. This should be done in consultation with the tourism management boards of the various sites.



The existing traditional rules, customs and regulations should have strengthened to cover environmental protection and management.

Awards to tourist sites on best environmental management

The Ghana tourism board should put up an initiative to give awards to tourist sites that have put up the best environmental management of the year. This will go a long way to make other sites to emulate the shining examples of other sites. This should be done based on the drawing and implementation of certain defined environmental management plans.

5.4.4 Recommendation for research objective four

Advertisement of tourism sites in Ghana

The Ghana tourism board should adopt modern strategies in advertisements of the beautiful sceneries found in the areas. This can be done through creating tourism maps using Geographic Information System (GIS) and remote sensing technology to display these maps on the tourism websites of Ghana to attract not only global tourists but also the local ones. This will help market the sector to increase patronage.

The promotion of Public Private Partnership in Tourism Management

The study also recommends that to increase patronage of tourist sites, the government through the Ghana tourism board should make a favorable environment for the involvement of private business men and women to partner in the development of the sites. This can be done by decentralizing the decision-making to the local level management to help bring on board the construction of facilities that can best meet the standard of tourist when visit the scene instead of heavily relying on government to provide them facilities such as building of standard accommodation facilities and



restaurants will not help develop the sites but also improve business activities because tourists will lodge overnights and spend more in the local economy.

5.4.5 Recommendation for Further Studies.

The study recommends the following for further studies:

1. Customer Satisfaction and the Growth of the Tourism Sector: The case of Tourism Sites in Northern Ghana.
2. Stakeholder Analysis and the promotion of Sustainable Tourism in Northern Ghana.
3. The Influence of Cost at Tourists sites on the Patronage of Tourism Facilities in Northern Ghana.



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APPENDIXES

Appendix 1: Survey Questionnaire for Households.

My name is Samuel Akonga a graduate student from the University for Development Studies. I am conducting a research on “Sustainability of tourism in the Kassena Nankana West District of the Upper East Region. Any response taken will be used for only an academic purpose and your response shall be kept confidential between you and me. If you choose to participate in answering these questions, please do answer all questions as honestly as possible.

Instructions: Kindly circle the answer where appropriate

SECTION A: DEMOGRAPHIC CHARACTERISTIC

1. Sex (a) Male (b) Female
2. Age (a) 15-24 (b) 25-34 (c) 35-44 (d) 45-54 (e) 55-64 (f) 65+
3. Marital status (a) Married (b) Divorced (c) Widow (d) Never married
4. Level of Education (a) basic school (b) secondary/Middle school (c) A Level/ O Level (d) Not Educated



SECTION A: ECONOMIC IMPACTS OF SUSTAINABLE TOURISM

1. What is your main occupation?

- (a) Farming (b) Tourism business (c) Civil servant (d) Fishing (e) Charcoal production

2. What is your main source of income?

- (a) Agriculture (b) quarry (c) logging (d) Tourism business (e) others (specify).....

3. What is your secondary source of income?

- Agriculture (b) quarry (c) logging (d) Tourism business (e) others (specify).....

4. Are members of your household engaged in tourism activities? (a) Yes (b) No

- If yes which category of people are involved? (a) Boys and girls only (b) Men only (c) Women only (d) Everyone

5. What do you do with the income you earn from the activity you engage in? (a)

- Payment of school fees (b) Building of houses (c) settlement of medical bills (d) perform funeral

6. Where does your main primarily activity take place?

- (a) Agricultural lands on the forest buffer zones (b) Protected marine areas (c) Tourism sites (d) Outside the tourist site



7. Indicate the number of your household members who are employed in the following business sectors. (a) Tourism activities (b) Agriculture activities.....

(b) Gold mining activities (d) Hunting

8. What is the salary range of your family members who are employed in the tourism sites

(a) 300-500 (b) 600-800 (c) 900- 1200 (d) 1300-1700

9. In your own opinion which of the following provide the best opportunities for future economic activity in this area?

(a) Restaurant business (b) tourism activity (c) agriculture (d) Hunting (e) other (specify)



10. Are the natives involved in the tourism business? (a) Yes (b) No

11. Are non-indigenes allowed to participate in the tourism business?

(a) Yes (b) No

12. Do you think the tourism business is been dominated by non-natives? (a) Yes (b) No

13. It is often suggested that the involvement of “foreigners” in the native tourism activity brings about a negative impact on the local economy. Is the situation the same in this community? (a) Yes (b) No

If yes how is the situation?

14. What effort(s) have you as a community made to stop or reduce this foreign domination

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

15. Has the tourism activity in your place been overshadowed by other economic activities like agriculture and others? (a)Yes (b) No

If yes what is it?



SECTION B: ENVIRONMENTAL IMPACTS OF SUSTAINABLE TOURISM

16. Where do you as a community carry out your farming activities?

(a) In the forest (b) around our homes (c) closes to the tourist site (d) others

17. What type of farming do you practice? (a) Subsistence farming (b) commercial farming peasant farming (c) agroforestry (d) none of the above

18. Whenever you are clearing the land for farming do you burn the farm residue?

(a) Yes (b) No

19. Where do you get fuel for cooking?

(a) Fuel woods by the tourist site (b) Use of gas (c) Use of electric cooker

20. Do you as a community member carry out fishing in the pond

(a) Yes (b) No

21. During the rainy season do you farm around the tourism site? (a) Yes (b) No

22. Do you cover the pits that you obtain the clay from to mold your pots?

(a) Yes (b) No If no when it rains what happens?

.....
.....

23. Where do you acquire the wood that you use to carve the artifacts?

(a) From the forest (b) we import (c) we cut the trees by the tourist site (d) none of the above

24. Is there any toilet facility within the tourist site? (a) Yes (b) No If No when you want to free yourself where do you go to toilet? (a) In my house (b) In the bush (c) By the tourist site (d) others.....





25. The waste that is generated at the tourist site how do you manage them? (a) We burn them (b) we throw them into a pit (c) the service providers convey them (d) they are left on the environment

26. Are there existing community-based bye-laws put in place to regulate the usage of the natural resources within and around the facility? (a) Yes (b) No.

27. What are some the natural scenes at this site?
.....

28. What are some of the artificial/ man-made attraction at this tourist site?
.....

29. Social amenities at the tourist site

Amenities	Very high	High	Moderate	Very low	low
Accommodation					
Restaurants					
Beverages outlets					
Entertainment center					
Retailing shops					
Clinic/health facility					

30. Are these facilities used by tourists only or with normal residents?

(a) Tourists only [] (b) normal residents []

31. Environmental education is normally given at the tourist site?

(a) Not often [] (b) often [] (c) neutral []

32. Environmental Impact Assessment Practices at the tourist site/destination

Variables/indicators	Very high	High	Moderate	Very low	low
Compliance with EIA rules					
Accommodation					
Restaurants					
Health facilities					
Waste generation					
Places of convenience					
Air pollution					
Water pollution					

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SECTION C: SOCIO-CULTURAL IMPACTS

33. What benefit(s) has the tourism site provided for your community?

- (a) Hospital [] (b) social center [] (c) borehole/dam [] (d) schools [] (e) other specify

34. Whenever you are sick where do you seek treatment?

- (a) Clinic [] (b) Herbalist [] (c) Self-medication []

35. How many clinics are in this community? (a) 1 [] (b) 2 [] (c) 3 [] (d) None []

36. Has the government or any non-governmental organization provided new health facilities for the community in the past 10-15 years? (a) Yes [] (b) No []





37. Do you think the tourism activity in this community has brought about an improvement in health service delivery? (a) Yes [] (b) No []

If yes state your reason(s)

.....
.....

If No why

.....
.....

38. Where do you fetch your drinking water? (a) Pipe-borne water [] (b) Bore-hole [] (c) Dam [] (d) Pond []

39. Is the water portable and safe for drinking? (a) Yes [] (b) No []

40. How many portable drinking water facilities have been constructed in your community over the years? (a) 2 [] (b) 4 [] (c) 6 [] (d) None []

41. Is the water accessible to all in the community including tourist? (a) Yes [] (b) No. []

42. Has Tourism development increased infrastructural facilities? (a) Yes [] (b) No [] If yes, to what extent?

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

43. It is perceived that sustainable tourism development bring about an increase in social interaction among different groups of society. To what extent do you

agree?.....
.....

44. Has the tourism activity in your community brought about some improvement in your life?

(a) To a greater extend [] (b) To some extend [] (c) Not at all []

45. Do you like tourist visiting your community? (a) Yes [] (b) No []

46. In your opinion are tourists friendly or unfriendly towards the local people?

(a)Very friendly [] (b) Friendly [] (c) Indifferent [] (d) Unfriendly [] (e) Very unfriendly [] .

47. Have you notice any changes with regards to tourists visit to your community in terms of cultural transfer/heritage? (a) Yes [] (b) No []

If yes how do you regard these changes? (a) Positive [] (b) Negative []

48. Do you feel that crime rate in this community has increased over the years?

(a)Yes [] (b) No []

If yes can the upsurge in crime in the community be traced to the influx of all manner of person's as tourist into your community? (a) Yes [] (b) No []

49. It is perceived that the tourism activity in the Kassena Nankana West District has led to increase in teenage pregnancies and school dropout among the girl child. Do you agree?

(a) Strongly agree[] (b) disagree [] (c) Agree [] (d) don't know [] (e) strongly disagree [] .

50. Are women in your community allowed to take part in the tourism activities? (a) Yes [] (b) No []



If No why are they not permitted to take part in the activity?
.....

51. Are women in this community benefit from the proceeds of the tourism activity?

(a) Yes [] (b) No []

52. Do you believe the community would benefit from developing a sustainable tourism framework?

(a) Strongly agree [] (b) Agree [] (c) Don't know [] (d) Disagree [] (e) Strongly disagree []

53. How far has tourism impacted on?

(a) Cottage and small scale industries
.....

(b) Development of the tourism sector in your community
.....

54. The present of the tourist site decreases moral standard among the youth

(a) Agree [] (b) Disagree [] (c) Neutral []

55. Tourism has positive influence on the lifestyle of normal residents

(a) Agree [] (b) Disagree [] (c) Neutral []

56. Tourism has negative influence on the lifestyle of normal residents

(a) Agree [] (b) Disagree [] (c) Neutral []

57. Please indicate whether or not you consider the following to be an obstacle(s) to sustainable tourism development in your community.



Stakeholder analysis



Issues	Is this an obstacle 1=YES 2=NO	If yes what is the degree of impact? 1=very serious 2=not serious 3=somewhat serious 4=not applicable
a. Conflicting objectives among landowners		
b. Management of waste generated at tourist site		
c. Lack of tourism business understanding		
d. Lack of harmony between traditional and modern leaderships		
e. Language barrier		
f. limited land for expansion		
g. Low participation of women in tourism activities		
h. poor management of facility		
I. Poor leadership		
J. Lack of financing or development funds		

58. Please fill in the table below by writing

Stakeholders	Roles/responsibilities	Linkages with other stakeholders
Host communities		
Tourism		
Investors in tourists		
Employees		
Pressure groups		
Youth groups		

59. which of the facilities in the town or outside the tourist center do you use or share with normal residents?

(a) wash room [] (b) accommodation [] (c) transport [] (d) restaurants

60. how often do tourists interact with normal residents in the community?

(a) Very often [] (b) often [] (c) moderate [] (d) very low [] (e) low []

61. Tourism at the site has given economic empowerment or some economic development to women

(a) Agree [] (b) Disagree [] (c) Neutral []

Thanks for your time



Appendix 2: Key Informant Interviews (KII) and Focus Group Discussion (FGD) Guide

My name is Samuel Akonga a graduate student from the University for Development Studies. I am conducting a research on “Sustainability of tourism in the Kassena Nankana West District of the Upper East Region. Any response taken will be used for only an academic purpose and your response shall be kept confidential between you and me. If you choose to participate in answering these questions, please do answer all questions as honestly as possible.

1. Time, date of interview and place of interview
2. Tell me about yourself (the **emphasis would be on** the background information of the Interviewee)
3. How do you involve in the tourism activity? (**Emphasis would be on** whether his/her family has benefited from tourism)
4. Over the years what do you think the tourism activity has contributed to the development of your community? (**Emphasis would be on** what went particularly well, how can it be maintained or further improved, what needs improvement and how)?



5. How do you contribute to the development of this tourist site? (**Emphasis would be on**; roles, relations with workers and tourists and fellow neighbours/colleagues)

6. In your opinion what do you think causes a low attraction of the tourist site? (**Emphasis would be on** the improvement of facilities and management of the site).

7. What do you think should be done as a community to make the tourist site more competitive and attractive to tourist? (**Emphasis should be on** what the community should do, tourist should do, and the facility management/government should do).

8. what stage has this destination reached in Doxey's Irridex?

Doxey;s Irridex	Option
Euphoria	
Apathy	
Irritation	
Antagonism	
Final stage	

Thank you for taking time off your busy schedules to partake in this discussion.

