

# Sustainable Tourism Development in the Keta Lagoon Complex Ramsar Site, Ghana



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EMPOWERING PEOPLE FOR SUSTAINABLE DEVELOPMENT

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## Abstract

Many developing countries use tourism as a tool for (local) socio-economic development and environmental conservation. However, these countries often face environmental degradation where nature is a key component for attracting tourism. The Keta Lagoon Complex Ramsar Site (KLCRS), a protected wetland area in the south of the Ghanaian Volta Region, is one of the tourism potential areas facing environmental, socio-economic and institutional challenges.

This thesis explores the sustainable tourism potential in the Keta Lagoon Complex Ramsar Site. Key focus points are how the current enabling environment is influencing the tourism potential and whether and how tourism can contribute to nature conservation and local livelihood enhancement. In the research, a qualitative method consisting of observations, in-depth interviews and focus groups discussions is used to get an understanding of the complex dynamics in the study area and to assess the tourism potential.

The tourism potential is dependent of several key elements, for example the environmental constraints, governance context, quality of attractions and activities, infrastructure, presence of facilities and domestic and foreign market.

The KLCRS experiences many internally and externally natural resources related challenges like deforestation, commercial salt mining, salinization and fish stock depletion. Environmental degradation is often related to the lack of environmental awareness and education. Local communities often do not see the potential tourism can be for them. In order to get the support from the local communities for the conservation of the natural resources - which are often important for tourism - direct benefits from tourism to the local communities need to be demonstrated.

Governance issues in terms of lack of political will, uncoordinated management, no cooperation between institutions and insufficient financial support contributes to the challenges the area is facing for tourism development. These are some of the issues to be addressed to ensure sustainable management and conservation of the protected area.

When sustainably developed, tourism can bring benefits for both the local communities and nature conservation. Via generating employment, revenues, cultural enhancement and the multiplier effect, socio-economic development will get a boost. Nature conservation will get improved via increasing local support and the generation of revenues and taxes for conservation efforts.

However, tourism will have different impacts on stakeholders, whether they are individuals or groups. This is often related to the control, use and access to natural resources. Impacts can be positive when resource dependent groups are well-involved and participating in tourism development.

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## List of abbreviations

DA(s)	District Assembly(ies)
DI	The Development Institute. The host organization based in Accra and Ho, Ghana.
EIA	Environmental Impact Assessment
EPA	Environmental Protection Agency
FC	Forestry Commission
FGD(s)	Focus Group Discussion(s)
GO	Governmental Organization
GSGDA	Ghana Shared Growth and Development Agenda
GTA	Ghana Tourism Authority
IGO	Intergovernmental Organization
KLCRS	Keta Lagoon Complex Ramsar Site
MOTCCA	Ministry of Tourism, Culture & Creative Arts
NGO	Non-Governmental Organization
SMEs	Small and medium-sized enterprises
TO / TA	Tour operators / Tour agencies
UNWTO	United Nations World Tourism Organization
WD	Wildlife Division

## Chapter 1 Introduction

"*Tourism, key to development, prosperity and well-being*" (UNWTO, 2016). This is the sentence the UNWTO opens its 2016 Tourism Highlights report with. In the past decades, tourism has become one of the fastest growing industries. In the world's 49 least developed countries, tourism is already the primary source of foreign exchange (Chandrasekhar, 2013). Many developing countries assigned tourism to be a key sector in which needs to be invested for their countries prosperity. As stated in the report, 7% of the world's exports in goods and services is linked to international tourism. Tourism is in that sense a faster growing sector than world trade. For many developing countries tourism is a strategy to alleviate poverty. Tourism generates socio-economic progress through the creation of jobs and business and revenue generation. Furthermore, tourism contributes to the infrastructure development and the development of other facilities and services. For many developing nations, tourism is the first ranked export sector, according to the UNWTO (2016).

Developing countries largely depend on their natural resources, also for attracting tourism. These countries often face environmental vulnerability and ecological degradation caused by both natural and human activities, threatening the quality of the natural resources. Examples include poaching, sea level rise, coastal erosion and deforestation. As human population rises, pressure on natural resources increases. Because of natural degradation, primary livelihoods such as fisheries and agriculture might not be beneficial anymore. Continuing with these activities can even result in more degradation, e.g. due to overfishing and soil degradation. This is a vicious circle in which poverty results in daily natural resource extraction, this extraction results in over-exploitation and increases the poverty in the end (Niek Beunders, personal communication, 07-02-2017; Sebastiaan Soeters, personal communication, 31-01-2017; Development Institute, 2016a).

In some contexts of environmental vulnerability and natural resource degradation, diversification of livelihoods contributed to the preservation of natural resources and the enhancement of livelihoods. One of these new livelihood options could be tourism. Several studies from all over the world and especially East-Africa suggest that revenues generated through tourism (e.g. ecotourism) support conservation activities and contribute to the livelihood enhancement of the local communities (see for example Kideghesho et al., 2007; Honey, 2009; Goodman, 2002; Goldman, 2011). However, tourism cannot be the solution to all the local problems and can place other constraints on the natural resources and the local communities as well. The answer for the question 'can tourism benefit the local community and conservation efforts?' cannot be just yes or no, but rather where, when, how and whom.

Central in this thesis is the Keta Lagoon Complex Ramsar Site (KLCRS), a protected wetland in the south of the Volta Region in Ghana. This lagoon is of great international importance and protected under the Ramsar Convention on Wetlands. However, the lagoon is threatened by natural resource degradation like fish stock depletion, salinization of arable lands, coastal erosion and mangrove deforestation. These issues are both nature and human-induced and threaten the local livelihoods (Niek Beunders, personal communication, 24-10-2016; Development Institute, 2016a).

The environmental degradation requests a more sustainable alternative for the local livelihoods to ensure wise use of the natural resources. Tourism could be an opportunity to conserve the environment and contribute to livelihood enhancement as well. This thesis assesses therefore the sustainable tourism potential in the Keta Lagoon Complex Ramsar Site (KLCRS) based on the visions and perceptions of stakeholders and experts, observations, policies and official documents and secondary data. Central in the study is whether there is a sustainable tourism potential to contribute to natural resource conservation and livelihood enhancement and how the current enabling environment influences the sustainable tourism potential.

The relevance of this study is expressed in its multiple purposes. Firstly it assists in the efforts of the host organization, the Development Institute (DI) in Ghana, and the Ghana Tourism Authority (GTA) to develop a sustainable tourism strategy for the Keta Lagoon Complex Ramsar Site. Natural degradation and socio-economic deprivation is large; the development of a tourism industry could contribute to alternatives to the destructing livelihoods. No tourism strategy or plan has yet been developed for the KLCRS and no tourism potential assessment has been done in the area. This research will create the basement for a sustainable tourism strategy by identifying the economic, socio-cultural and environmental dynamics in the area, identifying the possible attractions and tourism development sites, assessing the governance context, determining how tourism might fit in the local livelihoods and to see whether or not tourism has the potential to contribute to both livelihood improvement and nature conservation.

The second purpose of the research is to contribute to the scientific knowledge and debate. A lot of research is conducted on the potential of tourism in many destinations. However, there is less research done on tourism potential based on the stakeholders' perceptions, visions and needs. There is a knowledge gap about what the opportunities are of local stakeholder involvement, their perceptions and needs (Sirakaya et al., 2002). The study will contribute to the academic debate of how tourism could be designed in such a way that it contributes to both the local livelihood enhancement and to nature conservation, from a multi-stakeholder perspective.

Many studies recognize the potential benefits of tourism and the subtypes ecotourism and community-based tourism for local communities and local socio-economic development. However, in order to ensure sustainable tourism which contributes to local socio-economic development and the environment, there are essential prerequisites (Williams, 2009; UNEP & UNWTO, 2005; Ashley et al., 2000; Pena, 2008; Coate et al., 2006; Ahebwa et al., 2015). The study will contribute to the knowledge on the pre-requisites needed to ensure long-lasting success of tourism projects.

This study will also contribute to the knowledge on local perceptions and attitudes towards tourism projects and conservation efforts and how this explains the success of tourism and conservation projects (See for example Sirakaya et al., 2002 and Akyeampong, 2011).

Last, the findings of this research support the academic knowledge on factors which influence the tourism potential and the direction of the physical sustainable tourism development (e.g. Williams, 2009; Mill & Morrison, 2012). This is useful for tourism planning in existing and potential tourism destinations as well as providing informed evidence for policies, development plans and strategies.

## 1.1 Research question

The objective of this research is to explore the sustainable tourism potential in the Keta Lagoon Complex Ramsar Site, including whether sustainable tourism could be a good option to enhance nature conservation and local livelihoods under the current enabling environment. The results provide information for a sustainable tourism strategy which can be adopted by the Development Institute and and Ghana Tourism Authority. The central research question (RQ) is formulated as:

**RQ: What is the sustainable tourism potential of the Keta Lagoon Complex Ramsar site and could sustainable tourism be a good option for enhancing nature conservation and local livelihoods under the current enabling environment?**

The following sub-questions (SQ) are developed to achieve the objective of this study:

- SQ1:** *To what extent is the context – the economic, socio-cultural and ecosystem dynamics – in the KLCRS influencing the sustainable tourism potential?*
- SQ2:** *Who are the stakeholders to be involved or affected by tourism development?*
- SQ2a:** *What are the mandates, stakes, interests and influences of the stakeholders in sustainable tourism development in the KLCRS?*
- SQ2b:** *What are the roles of the key governing authorities and what are their governance challenges to tourism and conservation?*
- SQ3:** *To what extent can the development of sustainable tourism benefit local communities and support nature conservation, and who of the stakeholders will lose or gain from tourism and why?*

## Chapter 2      Theoretical framework

### 2.1      Sustainable tourism

Tourism is dependent on the basic elements as nature and culture. Without these elements or a degradation of these elements, the tourism potential of an area would be rather limited. The ever-growing tourism business around the globe due to the rising incomes of the world's population and the fast modes of travel caused huge pressure on the two key elements for tourism. In the last decades of the 20<sup>th</sup> century, tourism experts, governments and other organizations realized that the increasing pressure on these elements threatens the tourism potential and thus the future of the businesses, livelihoods and biodiversity among others. Therefore, sustainable tourism as a concept came in place. In recent research, sustainable tourism is determined to be the best approach to develop tourism to benefit all the involved parties, keeps nature and culture relatively intact, ensures economic stability and does not harm and deplete the natural resources. Sustainable tourism is defined according to the UNWTO (2017) as:

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*

Three objectives are developed for sustainable tourism by the UNWTO (2017). Which are more specifically, sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Secondly, sustainable tourism development should respect the socio-cultural authenticity of host communities, conserve their cultural heritage and traditional values and contribute to inter-cultural understanding and exchange. And thirdly, viable and long-term economic operations should be ensured, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Murphy (1994) in Williams (2009), developed some key principles which are significant for sustainable tourism development and relate to the objectives above. These are:

- Ensure that renewable resources are not consumed at a rate that is faster than rates of natural replacement;
- Maintain biological diversity;
- Recognise and value the aesthetic appeal of environments;
- Follow ethical principles that respect local cultures, livelihoods and customs;
- Involve and consult local people in development processes;
- Promote equity in the distribution of both the economic costs and benefits of the activity amongst tourism developers and hosts.

The UNEP & UNWTO (2005) developed a list of twelve aims which are equally important to achieve sustainable tourism development (see table 2.1). These aims reflect the basic principles listed above.

Table 2.1: Twelve aims to achieve sustainable tourism development.

<b>Twelve aims to achieve sustainable tourism development</b>		
Economic viability	Visitor fulfilment	Physical integrity
Local prosperity	Local control	Biological diversity
Employment quality	Community well-being	Resource efficiency
Social equity	Cultural richness	Environmental purity

Source: UNEP & UNWTO (2005).

All kinds of organizations, companies, governments and consumers are taking part in different sustainable approaches to tourism, often referred to alternative forms of tourism (Williams, 2009; Bishop, 2014). Two popular approaches are ecotourism and community-based tourism. These concepts and its effects in the Global South are explained in the next paragraph.

## **2.2 Sustainable approaches to tourism**

Eco-tourism and community-based tourism are popular attempts to develop sustainable approaches to tourism in order to achieve benefits for both the host and guests and the environment (Bishop, 2014).

There exist multiple definitions for these concepts but they are generally poorly theorized and tend to be problematic in reality. However, ecotourism can be defined as ...

*"... responsible travel to natural areas, which conserves the environment and sustains the wellbeing of the local people"* (International Ecotourism Society, 2005).

... and has the specific objective of:

*"... studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas. Ecotourism implies a scientific, aesthetic or philosophical approach, although the 'ecotourist' is not required to be a professional scientist, artist or philosopher."* (Ceballos-Lascurain, 1996).

Key for ecotourism is that it minimizes the negative impact on the host society and the environment and that it maximises benefits for local economies and contributes to the preservation of the natural environment and cultural heritage, as well as it contributes to the quality of life of the hosts and visitors (UNEP & UNWTO, 2005). Ecotourism is also characterized by its function to provide better linkages, reduce leakages of benefits out of the locality, create local employment, create a multiplier

effect and foster sustainable development of the locality (Khan, 1997 and Belski, 1999 in Manu & Kuudur, 2012; Campbell, 2002).

There is also critique on ecotourism; some authors argue that ecotourism is simply a pioneering stage in new practices of mass tourism (Butler, 1994), meaning that ecotourism sooner or later will be a subtype of mass travel, developed into a larger scale and more organized forms of visiting. When larger numbers of tourists visit vulnerable natural areas, this can cause ecological and environmental damage (Williams, 2009). Bishop (2014) mentioned a case in Laos, where tourists outweighed the locals leading to threats to the local culture, lifestyle and society. Another risk is that the development of ecotourism sites into larger enterprises or projects, the initially meant local benefits will be leak outside the locality and taken up by new businesses (e.g. travel companies) (Page and Dowling, 2002). Other criticism is that ecotourism lacks the economic scale important for national, regional and local economies, meaning that it leaves only a small impact behind in the total economy (Williams, 2009).

The socio-economic benefit for local communities and their livelihoods is a central aspect of sustainable approaches to tourism. In this research the local community is defined as a group of people with a common (socio-economic and political) characteristic or interest and a shared history and culture and are living together in a common area within a larger society (Merriam-Webster, 2017). Within local communities, a *"community livelihood is about everything that makes an impact on people's lives like education, health, and access to food among others"* (Pena, 2008 in Ahebwa et al., 2015). Community livelihoods can be enhanced by the access to different capital assets (natural, physical, financial, human and social assets) as argued by several authors (Ashley et al., 2000; Pena, 2008; Coate et al., 2006). The livelihoods are affected by opportunities which are created by the natural assets around them. This includes ownership, control and access to land, water and forests (Ahebwa et al., 2015).

Community livelihoods are related to community development, which Masud et al. (2017) defines as *"community development makes essential resources available to the community to improve their standard of living, to safeguard their natural and cultural legacy and to provide them with economic prospects."*

A sustainable approach to tourism in order to enhance livelihoods and contribute to community development is called community-based tourism. CBT is defined by the UNWTO (2005) as:

*"the subset of tourism concerned with the lifestyle of the people in various geographical areas, the history of those people, their art, architecture, religion(s), and other elements that help shape their way of life."*

CBT enables the community to own and operate tourism activities themselves. This minimises constraints arising from social frustration, unmanageable mistreatment of resources and financial leaks and other tribulations (Masud et al., 2017).

CBT has several functions and benefits. Ahebwa and Van der Duim (2013) argues that CBT is a means to enhance livelihoods and help to conserve cultural and



natural resources on which a community is based, since the communities are direct owners and managers of a community-based tourism project. According to Adiyia et al. (2015), benefits flow to the communities as CBT enables communities to penetrate in the tourism value chain. These benefits might be directly and indirectly (Ahebwa et al., 2017). Tourists may require different services which can range from food, accommodation and entertainment to souvenirs and guiding services, which fall under the direct benefits. Indirectly, local communities benefit through the multiplier effect tourism has in the locality. Other positive impacts, as mentioned by Williams (2009), are increased knowledge and understanding of host societies and cultures, promotion of the cultural reputation of the hosts in the world community, introduction of new (and by implication more modern) values and practices and the revitalisation of the traditional culture via arts, rituals, and crafts.

The ownership and participation of communities in tourism projects creates more awareness among the community in the alternative forms of tourism. This results in the conservation of their cultural and natural resources, since these are fundamental for tourism. In many cases, CBT and ecotourism is linked to community-based conservation (CBC) in order to drive conservation and local economic development. Masud et al. (2017) investigated community-based ecotourism management for sustainable development of marine protected areas in Malaysia. According to them, community-based ecotourism management safeguards the communities' environment from damages and fulfils the need of conservation of natural and cultural resources. However, the major findings suggest that the intention of local communities to participate in community-based ecotourism management is influenced by several factors, which are environmental knowledge for sustainable development, motivation to be involved with community-based ecotourism management, and the local perceived economic, social and cultural impact. This implies that communities with a decent understanding of the potential impacts, sufficient knowledge and motivation are more likely to participate in and manage community-based ecotourism projects (Masud et al, 2017). Besides these challenges for CBT, Ahebwa et al. (2015) mentioned issues such as limited skills, lack of financial resources, conflicts over interests, and governance issues which need to be addressed. Low levels of knowledge and awareness often result in a failure of a CBT project.

Liu et al. (2014) found out that the direct economic benefits are not the only factors influencing the behaviour of local people in supporting tourism projects and having a pro-environmental attitude. According to Liu et al., the cognitive and structural social capital – consisting of values, attitudes, beliefs and the norms and rules within the community – determine to a large extent the local behaviour towards CBT and conservation. This goes against the allegations that local attitudes and willingness to participate are influenced by single economic returns.

### **2.3 Tourism and conservation**

*“The environment, be it predominantly natural or largely human-made, is one of the most basic resources for tourism and a core element of tourism products”* (Wall and

Mathieson, 2006). The designation of national parks and protected areas to preserve the nature and wildlife increased globally due to its economic value for tourism, strengthening the argument for nature conservation (MacEwan and MacEwan, 1982). For protected areas in East-Africa, there is a strong relation between need for preservation and the growing popularity of safari holidays and the potential it has for benefiting local communities (Sindiga, 1999).

Tourism – conservation relationships are both fundamental and highly complex (Williams, 2009). Tourism and conservation are two different sectors; where their operation overlap can be critical to success of both (Buckley, 2010). According to Page and Dowling (2002), coexistence need to be sought in order to benefit both.

One of the objectives of this study is to explore whether tourism could contribute to nature conservation and local livelihood enhancement simultaneously. (Eco)tourism is used as a local development and conservation tool in efforts to balance the needs of local communities and nature conservation (Snyman, 2016). Studies from for example East- and Southern Africa suggest that tourism has a great potential for the conservation of natural resources such as forests, savannas and its fauna. Most of these studies are conducted in contexts of pastoralists who were forced to settle down due to national park establishment. Free movements with their cattle was restricted. Several authors argue that conservation efforts (e.g. in the national parks) were only successful if the fringing pastoralist communities see direct benefits flowing to them from the national parks and the related tourism (see for example Goodman, 2002; Honey, 2009; Sindiga, 1999; Karanja, 2003).

Kideghesho et al. (2007) examined the attitudes of local people in the western Serengeti (Tanzania) towards the Serengeti National Park and the surrounding game reserves. One of the outcomes was that communities who experience benefits from nature conservation are more likely to support conservation projects than communities which experience more wildlife induced costs (=negative). These costs are majorly linked to human-wildlife conflicts where cattle is hunted by carnivores or crops are damaged as a cause of trampling. Although this context in Tanzania is not comparable with the Ghanaian context, where a lesser variety of large wildlife is found, it is important that the local communities have a positive perception of conservation efforts and see direct benefits from it. Kideghesho et al. (2007) is in that sense in line with Okello (2005) and Scanlon & Kull (2009) who argue that local communities will only conserve nature and wildlife if they will gain economic benefits from them and as long as their interests are not threatened.

The success of conservation efforts depends on to what extent nature conservation benefits the communities which are surrounding conservation areas (e.g. national parks and game reserves) and to what extent these local communities are involved or participating in decision-making, management and coordination. Scheyvens (2002) argued that *"too many efforts at implementing environmentally sensitive tourism have focussed on conservation of resources and failed to embrace the development imperative, thus neglecting the livelihood needs of local communities."* this is mainly due to low levels of inclusion and participation of local communities in the overall process of tourism development (Williams, 2009). If the need is to both meet the conservation needs and local development, community-

based approaches to resource management are essential, as argued by Ashley (2000). Therefore, involvement of local communities should go further than consultation alone, but active participation will empower communities.

Scheyvens (2002) and Brennan and Allen (2001) mentioned an example from community-based conservation in KwaZulu-Natal, South Africa. In this case-study, community-conservation and tourism can only be successful if the community members have shared interest and aspirations. In case such assumption is absent, and concerns shaped around poverty and personal safety are fundamental, the sustainable future of such initiative can be elusive. Often, the animals, plants and other sources conserved in a protected area are for local communities much needed resources. A lack of direct benefits for local communities – the compromise for the conservation of natural resources – often contributes to the destruction of conservation initiatives (Williams, 2009). This is related to the argument of Karki (2013) where nature conservation becomes a development issue for local communities since it restricts agricultural expansion and resource exploitation with potentially large costs for those communities which are living in a context of high poverty.

There is also critique on conservation to meet the needs of the tourism sector. Green grabbing for example is a concept pointing at large tracts of land acquired for conservation purposes, privately or state-led. These conservation areas are often acquired to support the tourism industry. However, local communities and their livelihoods are disadvantaged over conservation efforts and are often excluded from the projects (TNI, 2012).

#### **2.4 Tourism & conservation: Residents' perceptions and attitudes**

Sustainable tourism development encourages the inclusion and participation of local communities. In many tourism development policies, government bodies stress the importance of local entrepreneur and community inclusion in the tourism sector in order to benefit local entrepreneurs and communities in terms of employment, income generation, awareness raising, access to infrastructure and to generate conservation support (MOTMCA, 2005; Akyeampong, 2011). This paragraph focuses on the expectations, perceptions, attitudes and experiences of the resident population towards tourism and tourism development using examples from academic studies conducted in Ghana.

Akyeampong (2011) examined the residents perception of the effects of tourism development towards their community, using an example from Kakum National Park in the south of Ghana. Resident expectations of potential benefits from tourism development were diverse, some residents showed good knowledge of the potential benefits, whereas others expected too much benefits compared to what they received in reality. The benefits are partly related to the extent of involvement of the local community in tourism. The experiences from the residents in Kakum NP was depending on direct involvement in the activities in the national park or related to (pro-poor) interventions from the tourism development programme. Involvement in national park operations and tourism development generated more benefits for the communities than when this is not the case (Akyeampong, 2011). However,

communities in the national park which are popular by tourist visits earn more revenues than other communities. These most visited communities earn their tourism-related income through for example craft selling.

Akyeampong (2011) argues that younger people from the local communities have a more positive attitude towards tourism than the older people. The attitude of the older populations – as explained by Akeyampong (2011) – is influenced by their strong connection or bonding to the natural resources, the forest and the land. This is partly due to the changing interests and dynamics of the younger population to, for example, move to cities, study and work in other sectors of the economy, while the older population is still working on the land and are depending on that resource.

There was also a significant relationship between length of residence in the community and the attitude towards tourism. Older people, who lived their whole life in the community, had a more negative attitude towards tourism than the youth. Akyeampong (2011) concludes that participation in decision-making by resident population is key for successful sustainable tourism development. Livelihood enhancement through tourism contributes to the residents' acceptability of tourism development in their region. Furthermore it is important that there is a spatial equal distribution of tourism facilities to avoid unequal benefit distribution among the residents. These conclusions from Akyeampong (2011) supports the findings of Kideghesho et al. (2007), Okello (2005) and Scanlon & Kull (2009) that local people can be supportive towards tourism and conservation as long as their interests are not threatened and they benefit from tourism development.

Holden et al. (2011) studied the relation between tourism and poverty reduction as interpreted by the poor of Elmina in the south of Ghana. The authors revealed that there is a high potential of tourism for livelihood enhancement and poverty reduction. However, barriers to entrepreneurship development, employment within the sector, lack of access to credits, exclusion from decision-making, poor skills and excessive bureaucracy hinder the poor in achieving poverty reduction. Holden et al. (2011) argued for inclusion of the poor in tourism policy and practice to create such benefits and ensure poverty reduction. Furthermore, a better understanding of poor people's experiences of poverty can be used in a tourism strategy to alleviate poverty.

In their paper, Sirakaya et al. (2002) examined the residents' support to tourism from the Ghanaian towns of Cape Coast and Elmina. The towns share a same colonial history and are among the major tourist hot spots from Ghana since they are home to several UNESCO World Heritage sites. The study from Sirakaya et al. (2002) conclude that support for tourism development is dependent on or influenced by several factors, namely perceptions of tourists, the impacts of tourism, the residents' employment status, membership in community organizations and awareness of tourism development projects in the community. These factors contribute to the residents' view on tourism development. Implications which arise is that in some cases the residents' are to a certain extent not informed of the nature of tourism development projects. This can be the cause of exclusion from decision-making processes or withholding of information (Sirakaya et al., 2002).

Sirakaya et al. (2002) also recognizes the lack of knowledge and awareness about the concepts tourist and tourism among the Ghanaian residents. In most cases the residents are able to identify tourist attractions but do know less about the possible potentials for the local community. Involvement of local communities and awareness of benefits and impacts is according to this study important for tourism development projects to be successful.

## **2.5 Participation**

Earlier paragraphs already mentioned the importance and the issue of participation of local communities. Participation of all relevant stakeholders in the decision-making processes of the conservation efforts and management of the conservation project is significant for success. The needs and perceptions of the relevant stakeholders should be equally reflected and represented in the process and outcomes (Ashley, 2000; Williams, 2009; Goldman, 2011). This paragraph explains the concept of community participation and how this is shaped and what its relevance is for tourism development and the sustainability of tourism projects.

Local participation is often promoted as a key principle for sustainable development. However, the reality is complex and participation is implemented in different ways. The unequal distribution of power, control, use and access between locals and other interest groups, local circumstances and the interpretation of participation influence how participation is implemented into practice. Six types of participation are described by Pretty and Hine (1999), see table 2.2.

Porter et al. (2017) explored the viability of tourism as a development strategy for remote fishing communities in the Philippines. Porter et al. argue that remote communities often lack direct exposure to tourism activities. This would result in low levels of awareness of tourism. Combined with limited understanding of tourism, this might withhold any meaningful participation in tourism planning and development strategies since the communities do not know what tourism can bring them. Other factors that withhold local communities' participation in tourism development include, according to the study of Bello et al. (2017), lack of financial resources, centralisation of tourism planning, lack of trained and skilled personnel, lack of coordination amongst key stakeholders, lack of adequate comprehensible tourism information, low educational levels, human-wildlife conflicts and apathy.

Liu et al. (2014) argue that the level of community participation and pro-environmental behaviour is dependent on the direct economic benefits and the role of social capital within the community. Liu et al. (2014) found out that social capital directs the behaviours of residents through the norms, rules, and values of the community which is a means to achieve long-term sustainability. The social capital thus has a longer lasting effect than the direct economic benefits which tend to be short-term (Liu et al., 2014).

Table 2.2: Pretty's typology of participation.

	<b>Typology</b>	<b>Characteristics</b>
1	Passive participation	People participate by being told what has been decided or has already happened. Information being shared belongs only to external professionals.
2	Participation by consultation	People participate by being consulted or by answering questions. Process does not concede any share in decision-making, and professionals are under no obligation to take on board people's views.
3	Bought participation	People participate in return for food, cash or other material incentives. Local people have no stake in prolonging technologies or practices when incentives end.
4	Functional participation	Participation seen by external agencies as a means to achieve their goals, especially reduced costs. People participate by forming groups to meet predetermined objectives.
5	Interactive participation	People participate in joint analysis, development of action plans and formation or strengthening of local groups or institutions. Learning methodologies used to seek multiple perspectives and groups determine how available resources are used.
6	Self-mobilisation and connectedness	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over resource use.

Source: Pretty and Hine (1999) in Mowforth and Munt (2007).

## 2.6 Tourism development and planning

Several studies have discussed the prerequisites or factors which shape the physical development of tourism (see for example Britton, 1989; Pearce, 1987). The interplay between several factors determine the actual direction a tourism development might take. According to Williams (2009), the primary factors which shape tourism development are physical constraints, the nature and quality of tourist resources and attractions, the state of the tourism market, planning and investment conditions and the levels of integration.

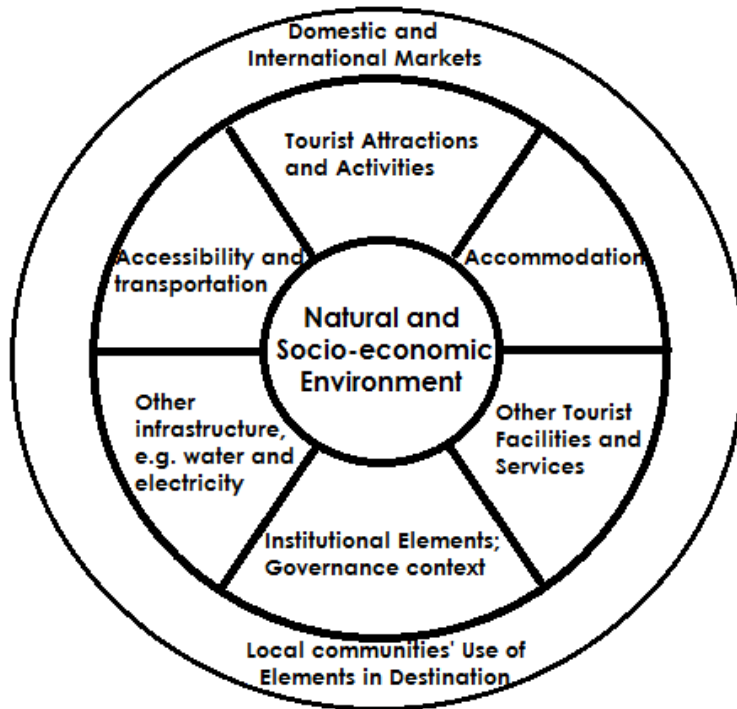
The governance context plays a fundamental role in shaping the regulatory frameworks as well as how these frameworks impact upon tourism development. Shaw and Williams (2004) mentioned a number of influencing effects of the regulating governance context on tourism:

- Controls over the movement of labour and capital;
- Mediating between state and economy;
- Creation of legal frameworks that regulate production;
- Application of national, regional and local development policy;
- Management of state security.

Other factors influencing the potential development of tourism have also been discussed in literature, for example the accessibility of tourism destinations and the

competitive position compared to other destinations. The accessibility is, however, often dependent upon government investments, and therefore governance related (Williams, 2009).

Figure 2.1: Elements which shape (potential) tourism development in a destination.



Source: Adapted from Williams (2009).

There are multiple elements which shape (potential) tourism development in a destination, according to Williams (2009). These elements, or the context, consist of the present natural and socio-economic environment (including the dynamics). Within this environment, there are the already existing and potential attractions and activities, accommodation and other tourism facilities, the accessibility and transportation, infrastructure and the governance context or institutional elements. The tourism development is furthermore determined by the use of the environment, facilities, attractions and infrastructure by the local communities as well as the demand of the domestic and international tourism markets (Williams, 2009).

Planned tourism tries to benefit both the local communities and the domestic and international tourists. Effective planning aim to enhance the tourism product. Hall (2000) argues that integrative planning is needed in order to balance economic development, environmental protection and social justice according to the concept of sustainable tourism (Coccosis, 1996). Hall (2000) also argues that tourism can have the potential to minimise the negative effects, maximise economic benefits to the destinations and construct positive attitudes among local communities towards tourism, however, if well planned and implemented. Tourism planning is done at different levels, i.e. national, regional and local. Hall (2000) says that tourism acts via policies as a primary mechanism for governments to achieve several outcomes:

- The integration of tourism alongside other economic sectors;
- The direction and control of physical patterns of development;
- The conservation of scarce or important resources;
- The active promotion and marketing of destinations;
- The creation of harmonious social and cultural relations between tourists and local people.

Burns (2004) argues that national tourism plans often represent a reductionist, homogenising view of tourism that often reflects the patterns of known market segments. Besides that, Burns claims that national tourism development plans are undemocratic and over-dependent upon expert knowledge at the expense of participation of local communities.

## **2.7 Stakeholder approach**

As part of sustainable tourism development, it is important to include all relevant actors – being in the landscape tourism will be integrated, along the value chain or in the management, among others. The identification and involvement of all stakeholders creates the opportunity to reflect their needs and interests which contributes to a long-lasting success.

A stakeholder can be defined as an individual or group without whose support a project, plan, organization, company or industry would stop to exist and are any group or individual who can be involved in, affect or can be affected by a development plan or project (Freeman & Reed, 1983; Freeman, 1984). Essential in a stakeholder approach is that a development process should be implemented to satisfy the direct stakeholders but also other groups which are related to the project. To achieve this, relationships between stakeholders and other groups should be established and the interests of all identified stakeholders should be integrated in order to ensure a long-lasting success (Peric et al., 2014). The interaction between different stakeholders can, according to Caffyn & Jobbins (2003) in Saffic et al. (2011), contribute to a better understanding of each other's needs and interests in the project.

Many studies and reports are dedicated to a stakeholder approach and the importance of it for tourism development. Conservation International (2005) mentions that the identification and involvement of stakeholders is important to influence the potential of tourism to address welfare and biodiversity issues. Local stakeholder involvement contributes to raise awareness of the natural and cultural resources of the destination, and furthermore how these resources can be leveraged for sustainable development. To assess the tourism potential of a destination, involving stakeholders in the process from the beginning will (Conservation International, 2005):

- Allow communities to share priorities and concerns;
- Give opportunities to answer questions and explain details further;
- Engage in open discussions of concern regarding any immediate concern about tourism development;
- Allow communities to cite key issues that they think are important;



- Decide on the community's level of general readiness for tourism development;
- Decide if the assessment should proceed in full, in part, or not at all.

Important note is that communities are heterogeneous and thus diverse. Within a local community, there can be different local stakeholders which share different interests, views and perceptions. Bramwell and Sharman (1999) support this by stating that local stakeholders have different power positions and different views. They argue that there are several areas of potential difficulty which can affect stakeholder partnerships. This include the extent to which collaborating stakeholders represent all sections of local community, the nature and frequency with which local stakeholders are involved in the process, the inequalities in power and influence between local stakeholders, the level of understanding among stakeholders on both the process and other stakeholders' views, and the willingness to accept consensus. However, Bramwell and Sharman (1999) also identify benefits of including local stakeholders. These are potential reduced levels of conflict, increased political legitimacy, improved coordination of policy across physical, economic, social and environmental sectors, increased likelihood of sustainable solutions.

Many authors have written about the different kinds of stakeholders which could be identified (see for example Saftic et al., 2011; Sautter & Leisen, 1999). A selection can be made in direct/primary or indirect/secondary stakeholders. However, this depends on the context of the assessment or project. Primary stakeholders include the groups or individuals who can direct influence or can direct be affected by tourism development and have a central influence on tourism impact on biodiversity and community welfare. Secondary stakeholders include groups or individuals which also might play an important role but are generally dependent on the contribution they can have and this contribution is dependent on their ability to influence the primary stakeholders (Conservation International, 2005).

When stakeholder involvement in tourism development is carried out in a proper way, it has several outcomes. Byrd (2011) mentions that the outcomes of stakeholder involvement can be:

- Stakeholders are informed and educated about the topics and issues of the project;
- Public values and opinions are integrated in the decision-making process;
- Improved quality and legitimacy of the decisions;
- Generation of new ideas;
- Trust increases between all stakeholder groups;
- Conflict and lawsuits are reduced;
- More cost-effective process;
- The promotion of shared resources and responsibility

## Chapter 3 Methodology

### 3.1 Research questions and trajectory

#### 3.1.1 Research questions

The objective of this research is to explore the sustainable tourism potential in the Keta Lagoon Complex Ramsar Site, including whether sustainable tourism could be a good option to enhance nature conservation and local livelihoods under the current enabling environment. The results provide information for a sustainable tourism strategy which can be adopted by the Development Institute and Ghana Tourism Authority. The central research question (RQ) is formulated as:

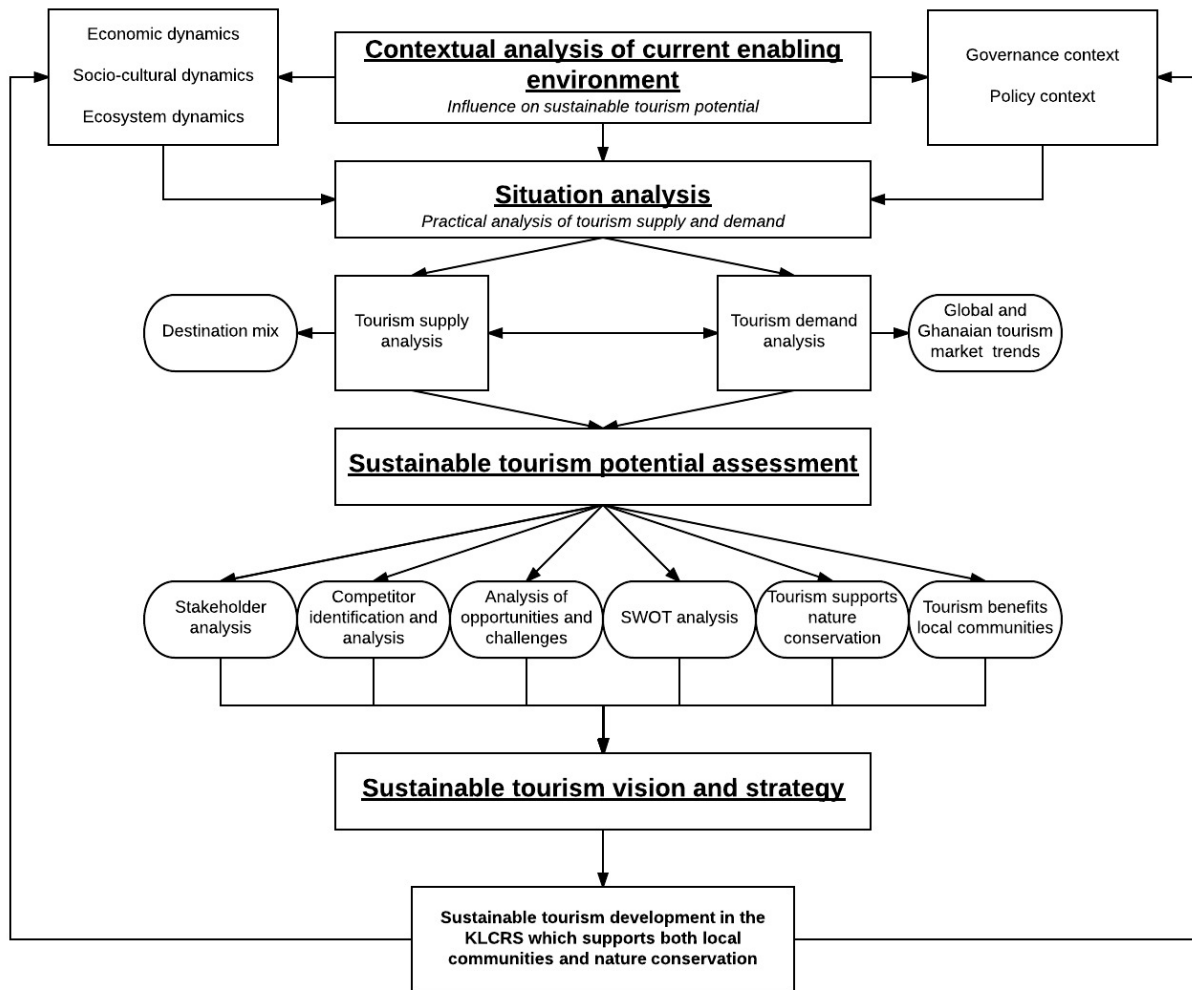
**RQ: What is the sustainable tourism potential of the Keta Lagoon Complex Ramsar site and could sustainable tourism be a good option for enhancing nature conservation and local livelihoods under the current enabling environment?**

The following sub-questions (SQ) are developed to achieve the objective of this study:

- SQ1:** *To what extent is the context – the economic, socio-cultural and ecosystem dynamics – in the KLCRS influencing the sustainable tourism potential?*
- SQ2:** *Who are the stakeholders to be involved or affected by tourism development?*
- SQ2a:** *What are the mandates, stakes, interests and influences of the stakeholders in sustainable tourism development in the KLCRS?*
- SQ2b:** *What are the roles of the key governing authorities and what are their governance challenges to tourism and conservation?*
- SQ3:** *To what extent can the development of sustainable tourism benefit local communities and support nature conservation, and who of the stakeholders will lose or gain from tourism and why?*

### 3.1.2 Research trajectory

Figure 3.1: Conceptual model.



Source: own work.

Figure 3.1 shows the research and practical trajectory to sustainable tourism development in the KLCRS. The trajectory and focus of the research is expressed, based on the research problem, questions and theoretical framework. The results of the research will support the development of a sustainable tourism vision and strategy for the KLCRS to be adopted by the Development Institute and Ghana Tourism Authority.

Covered in this research is an analysis of the context is conducted, identifying the economic, socio-cultural and ecosystem dynamics and the governance context within the KLCRS and to see what its influence is on the sustainable tourism potential.

The contextual analysis is followed by a practical tourism situation analysis consisting of a tourism supply and tourism demand analysis. For the tourism supply analysis, the destination mix framework is used. For the tourism demand several Ghanaian market trends are identified and discussed. With this information in mind, an assessment can be done for the sustainable tourism potential.

This sustainable tourism potential assessment is besides the contextual and situation analysis based on 6 aspects, This study covered a stakeholder analysis, a discussion to explore how tourism can benefit nature conservation and local communities and a SWOT analysis of the destination.

### **3.2 Keta Lagoon Complex Ramsar Site and study areas**

The Keta Lagoon Complex Ramsar Site, the focus region of this research, is a protected area designated by the Ramsar Convention. The whole area covers a surface of 127,280 ha (compare with the Dutch province of Utrecht). Towns and villages are scattered over the surface of the Ramsar site – but mainly around the lagoons fringes – and so are the stakeholders and the tourism attractions and facilities. Large parts of the KLCRS are characterized by degraded and monotone flat landscapes. The Keta Lagoon (the waterbody) itself only takes up a relatively small share of the KLCRS surface.

Due to time, infrastructure and financial limitations it is not possible conduct research in all parts of the region. After an introduction field visit to the main parts of the region is decided, in consultation with Utrecht University and the Development Institute, to select specific sub-areas within the KLCRS which are relatively good accessible. These sub-areas are chosen based on the following reasons:

- The presence of existing attractions which attract, however to a limited extent, some visitors;
- Stakeholders within an area are located close to each other: ease of logistics;
- The 'nature of the amenities' within a sub-area; e.g. all saltpan communities together in one sub-area, birding hotspots of Xavi and Anyako together in one sub-area, et cetera;
- Stakeholders and places of interest within one sub-area should be visited within 5 working days.

The initial plan was to cover the 5 sub-areas within 5 different fieldwork weeks (see Appendix I). However, due to delays in appointments, chaotic logistics and absence of participants, the researcher was not always able to visit all stakeholders and places on interest within a study area as planned. Therefore some changes in the working schedule were made. At a later stage, parts of several study areas were combined in a field work week and vice versa. Besides the study areas, some field visits and meetings with stakeholders took place in other places, e.g. Ada Foah, Ho, Accra, Elmina and Cape Coast (refer to Appendix I).

### **3.3 Research methods**

#### **3.3.1 Qualitative: interviews, observations and small focus group discussions**

In order to achieve the objective of this study, a variety of research methods are used to collect the necessary data. The objective and context of the research requested for in-depth information and perspectives and views from the participants. This inductive nature of the study needed a qualitative research method. Suitable for

this research are in-depth semi-structured interviews, (small) focus group discussions and observations.

During the study, semi-structured interviews and small focus group discussions (FGDs) are conducted to collect information on the stakeholders' perspectives and views on tourism, sustainable tourism development, governance issues, local dynamics, and tourism's relation to local livelihood enhancement and nature conservation among others (See Appendix II for an example of an interview guide). Interviews and FGDs are suitable for this because the research is based on the experiences, visions and perspectives of the participants (Hennink et al., 2015).

Interviews and FGDs generates new insights on issues and topics through in-depth information. The different story-lines from the participants contributed to an in-depth understanding of the potential of sustainable tourism according to the stakeholders. A total of 38 interviews and small FGDs were conducted with several participants. A list of interviewees and FGDs is provided in Appendix III.

The small focus group discussions are used to allow participants to reflect upon each other's views, perceptions, experiences and expectations and to add on each other's statements. This information was valuable to determine whether tourism has the potential to contribute to livelihood enhancement and nature conservation and to identify tourism attractions and activities as well as obstacles for implementation.

The interviews and FGDs were, due to time limitations – and the length of some interviews (e.g. 3.5 hours) – partly transcribed afterwards and then partly analysed using codes and other relevant techniques. The analysis helped to identify interrelationships between peoples, contexts and places and to develop a rich description or view of the stakeholders' perspectives. The analysis is done using the software called NVivo.

Observations, alongside interviews and focus group discussions, were necessary to identify possible tourist attractions and activities and to 'see' the reality on the ground as an outsider and observant. Observations helped to get an understanding of the local context with its people, behaviours, activities, places, and processes. The observation focus points were structured in a observation guide and functions as a leading guide for the researcher. If appropriate, a day-to-day record of events, experiences, work and observations was written down in a fieldwork diary (Stewart-Withers et al., 2014; Brockington & Sullivan, 2003 in Stewart-Withers et al., 2014). The data is used and treated in the same way as the interviews since observations and interviews are interrelated and support each other. The information is also used to make sense of abstract phenomena and problems which arise in the interviews (Cope, 2012).

The participants for interviews and FGDs are asked for permission to voice record the interview and to use the information in the thesis. An letter from Ghana Tourism Authority (see Appendix IV) is used to introduce the researcher and an informed consent is used to set the rights of the participant and ask for permission to participate in the research, to recorded the interview and discusses issues like anonymity (see appendix V for an example of the informed consent).

### **3.3.2 Participants for qualitative research**

The participants of this research were the stakeholders who might be involved in tourism development or who might be affected by it as well as experts and other relevant people. The majority of the participants were approached during the introductory field visit with the Development Institute on the 21<sup>st</sup> and 22<sup>nd</sup> of February. As mentioned earlier, the introduction of the researcher to the participants was also done via a letter written by the Ghana Tourism Authority. Other participants (i.e. community members) are approached during the data collection field visit via gatekeepers, especially colleague Irene Dotsey from DI who functioned as a guide and interpreter.

Some participants are seen as the representatives of a group, company, organization or community and these representatives reflect the needs, views, opinions and thoughts of these groups. The inclusion of relevant stakeholders created a more varied response which will increase the reliability and carrying capacity of the study. The contribution of the stakeholders in this study furthermore contributes to awareness of the tourism potential and paves the way for further development of a tourism strategy.

The identification of participants (i.e. stakeholders) is done in several ways:

- The majority of stakeholders are identified by DI and GTA. The researcher was introduced to them during the introduction field visit in February. Contact details to set appointments were provided via DI and GTA. Examples of these stakeholders include WD and the district assemblies;
- Some participants of stakeholders consisting of a group (like accommodations and local communities) which were identified by DI, GTA and the researcher, were randomly selected and based on availability of participants and restricted to time limitations. These participants then acted as a representative for the whole group;
- Selection of tour operators was based on the network of supervisor Niek Beunders – former tourism lecturer at NHTV Breda and currently tourism consultant with over 30 years of experience – and participant Kwaku Passah – former president of the Ghana Tour Guides association, also with over 30 years of experience.

### **3.3.3 Policy analysis**

A range of policies and development plans are examined before and during the process of data collection. Policies and development plans were used to investigate the governance context (in which a tourism strategy has to fit), the specific authorities' priorities and to gain background information of the MOTCCA, FC, WD and GTA. Policy data is used to support interview questions requesting information on the governance situation and dynamics. The policies studied are:

- National Tourism Development Plan (2013-2027) (MOTCCA, 2012);
- Wetland Management (Ramsar Sites) Regulations 1999 (FC, 1999);
- Coastal Wetlands Management Project (CWMP). Keta Lagoon Complex Ramsar Site Management Plan 1999 (Wildlife Division, 1999);
- Ghana Forest and Wildlife Policy 2011 (FC, 2011);

- Keta Municipality Profile 2015 (Keta Municipal Assembly, 2015).

### **3.3.4 Questionnaires**

Initially, due to time limitations, a questionnaire for tourism accommodations and tourists were developed to gain insights about the visitor numbers, services, how accommodations support the local communities and what their impact is on the environment. However, only 15 tourism accommodations were surveyed and 6 tourists were approached. Time limitations and the absence of tourists were the main factor for the small number of respondents. Due to this small amount of respondents and a shift in research focus, the data seemed to be partly useful and some data could only be used in a descriptive way to support interview outcomes and observations.

## **3.4 Ethical issues, practical issues and research limitations**

### **3.4.1 Positionality**

I position myself as both an outsider and insider during the research. Within the research area, I was an outsider, a white man conducting research in 'their' region. During my stay the local people called me Yevu / Obruni (white man). Yevu is often associated as someone with money and connections. There were then also many requests for money, friendships and other help. I expected to encounter difficulties because of my foreign, European and white-skin background. However, this was not the case. Most people were rather welcoming and helpful in providing the needed information. In some cases, official permission from authorities to access places and resources as well as permission for meetings and interviews was required. After introducing myself – together with the GTA introduction letter – the problems were taken away. This shows the power a letter from an authority can have.

The first few weeks of the internship were used to introduce and familiarize myself with the host country, region and stakeholders. This to make the people aware of my presence. During the first three weeks the host organization introduced me to important key persons, e.g. the Ghana Tourism Authority for the Volta Region, the Wildlife Division and the four district assemblies.

In the research I present myself as an independent master student. However, support from several authorities and organizations were needed to create capacity for the research (e.g. GTA). Although my independent position is elaborated on, participants might respond different and emphasize different aspects depending who they talk to. This can be dependent on the power relation, nationality, but also the way questions are asked. My personal introduction and the introduction via DI and GTA can play a role as well.

### **3.4.2 Power relations**

The power relations were different compared to the Netherlands. There is a strong hierarchy within the society, especially within communities and government institutions. This hierarchy has also implications for this study since community members, for example, were not always allowed to speak about certain topics. The chief or opinion leader from a community first had to give his view before community

members were allowed to speak. The power relations within government institutions also had implications for my research in some cases. An example is asking permission for this research and for arranging a meeting with the planning officer from the Executive Director of Ketu South district. Bureaucracy and assuring that the right letters were written and signed took a lot of valuable time.

### **3.4.3 Permission and confidentiality**

Before a participant is going to participate in the research, he or she is asked for permission to use the information for my thesis. Before an interview the participant is provided an informed consent and asked to sign it. The information provided by the participants is processed confidentially and anonymously if requested. Participants and other people pictured on photos were asked if this material could be used in the thesis.

Permission and capacity for the research is requested from the Ghana Tourism Authority, Wildlife Division and the four district assemblies. All parties were welcoming about the research.

### **3.4.4 Language barriers**

Ghana knows a variety of languages representing the different ethnic groups of the country. Although the official language is English and widely spoken, a legacy of the colonial period, members of local communities do not always speak English or do not speak it fluent. The language spoken in KLCRS is instead of English, Ewe. Ewe is a tonal language spoken in Eastern Ghana and Togo. The language is related the Gbe languages of Ghana, Togo, Benin and Nigeria. For the language issue a interpreter is hired to facilitate the interview which means translating the interview questions and translating the answers. A problem with this is misinterpretation of concepts or even whole answers or questions. The real meaning can get lost in the translation process. It is important to be aware of the language barriers and the possible influence on research results.

### **3.4.5 Other limitations of research**

One of the biggest limitations of this research is the absence of reliable and updated data on the KLCRS. Aside of the expired management plan for the KLCRS and a study on ecosystem services, no other academic studies or official publications are available on the research area. This makes it difficult as a researcher to build on existing data and makes this research in that sense more explorative. The lack of relevant data and maps has an impact on the quality of the research.

Other limitations was that some government officials came outside the KLCRS and were in some cases only active in the current position for less than 2 years. This means that they were not always aware of what was going on in their area of influence.

Some key stakeholders were not willing or able to share information or ideas. An example is the WD who did not want to provide their research report on ecotourism opportunities in the KLCRS. Another example is that local communities were not always allowed to share their opinions and perceptions on (sensitive) issues (e.g. commercial salt mining and tourism possibilities) since their chief has to give his



view first. Although the research needed views from local people as well, this was not always possible.

The researcher was not able to approach tourists since the area is generally not visited by tourists. Only 6 (international) tourists could be found in a time span of 3 weeks. This small number of tourists makes the use or analysis of the conducted surveys impossible and not reliable.

The lion-share of the research is based on interviews with stakeholders and observations. The information can therefore be biased.

Many participants had a different sense of time and in some cases appointments were delayed or postponed. This consumed a large part of the valuable time and financial resources. Some stakeholders made limited time available for a meeting with the researcher to conduct his interview.

Other practical limitations was lack of enough time to cover the whole area and to involve more participants in the research. Lack of proper logistics was time consuming and made it difficult to access a large part of the research area. Besides that, financial limitations of the researcher did not allow to cover more areas, field visits, meetings, and so on.

The author recognizes the limitations of this research, due to unavailability of sources, the complexity of the local context, the wide study area and the broad range of stakeholders. In some cases, this resulted in lack of evidence for statements. Wherever the author cannot prove the reality, the author uses footnotes as a disclaimer with additional information (e.g. reason for incomplete information).

## **Chapter 4            Regional and thematic framework**

### **4.1    Introduction**

This chapter provides background information on tourism and nature conservation in Ghana and the KLCRS in particular. The first few paragraphs concern with tourism themes. The paragraphs give a general background of the Ghanaian tourism industry as well as the Ghanaian tourism market trends. Besides this, the tourism supply side for the KLCRS is analysed, providing with information for the tourism potential of the area in terms of attractions, activities and events (analysis on facilities, accessibility, transportation and hospitality is available in Appendix VI) . The second part of this chapter deals with nature conservation in Ghana and the KLCRS. The subparagraphs explain the concept of Ramsar sites, and discuss the flora and fauna, ecosystem services and biodiversity issues for the KLCRS. The latter part of the chapter gives a short introduction to the socio-economic characteristics of the study area.

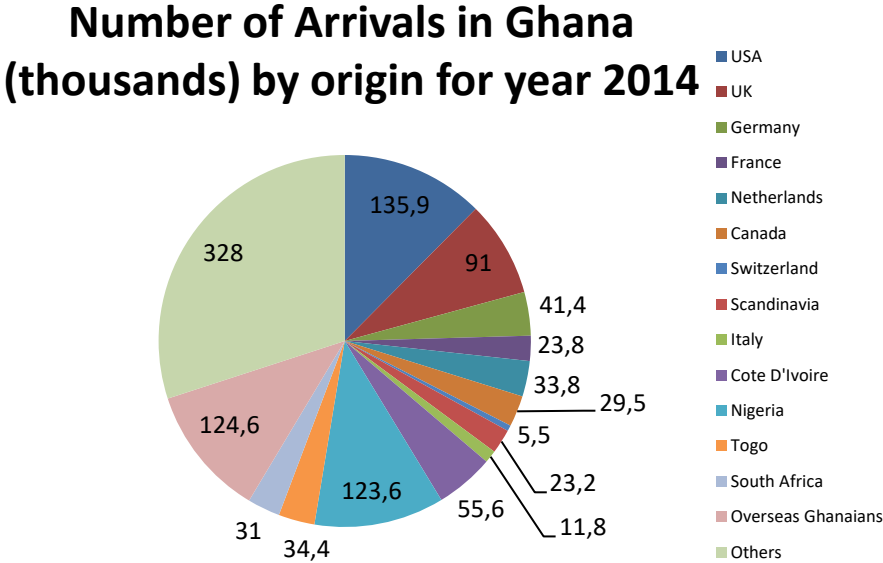
### **4.2    Tourism in Ghana and KLCRS**

#### **4.2.1    Introduction**

Ghana is experiencing an increase in tourist arrivals. The country is ranked 8<sup>th</sup> on the list of African countries experiencing direct contribution of tourism to the nations GDP, in 2016 (WTTC, 2016). The majority of arrivals to Ghana were of American, British and Nigerian nationality (Teye et al., 2002) (see figure 4.1). More than one third of the arrivals have their origin from within Africa. This is in line with the trend that the large majority of international travel takes place within the travellers' own region. In this case West-Africa and Africa as a whole (UNWTO, 2016). Increasing income levels in developing countries result in more travel within its own region (in this case Nigeria and South Africa for example). Another interesting finding in figure 4.1 that a large proportion of international tourists are overseas Ghanaians. These group has visiting friends and relatives (VFR) and visiting 'his or hers own roots' (e.g. cultural heritage) as major purpose of the trip (UNWTO, 2016; MDF West Africa, 2012). Besides VFR and cultural-heritage tourism, the majority of the tourists visit Ghana for business and other purposes (Niek Beunders, personal communication, 05-07-2017; MDF West Africa, 2012).

Tourism in Ghana is generally centred around the triangle Accra, Kumasi and Cape Coast. Some tourism corridors extend to the north to Mole National Park and Tamale and to the east to the Wli Falls in the Volta region and Ada Foah at the southeast coast. Major tourist attractions include the slave forts of Elmina and Cape Coast, the tropical rainforest and canopy walkway in Kakum National Park, the cultural sites in the capital Accra, beaches along the southern coastline and the traditional festivals of Kumasi (MOTCCA, 2012).

Figure 4.1: Number of tourist arrivals in Ghana by origin, 2014.



Source: Adapted from GTA (2015).

The Ministry of Tourism, Culture and Creative Arts (MOTCCA) is the official government body which develops policy for tourism development and which pursue a healthy and advanced tourism industry based on the rich Ghanaian culture and natural amenities. The ministry is the facilitating body between the government and implementing bodies in tourism (e.g. Ghana Tourism Authority), culture and creative arts, and international and civil society partners (MOTCCA, 2016).

The Volta Region, wherein Keta Lagoon is also located, has tourism resources which are unique and diverse. However, most tourism resources are not sufficiently developed. Remoteness caused by poor tourism infrastructure contribute to this. Low investments and undeveloped tourism products also cause the destination to be still unattractive. For a destination to be competitive to similar destinations in the region or even around the globe, a destination should continuously innovate and upgrading the standards. To achieve this, local communities and staff from tourism facilities should have professional skills to develop the destination and tourism products offered (Ghana Hotels Association, 2016).

**4.2.2 Ghana tourism market trends**

Several tour operators and other stakeholders were consulted to identify the tourism market trends for Ghana. Although all tour operators which participated in this research have their own field of expertise, their findings are relatively the same. The market trends and characteristics for Ghana are organized per topic below:

**“Experience”**

Since Ghana is a destination majorly to ‘experience’ culture and nature, this is one of the major trends indicated. The ‘experience’ is therefore also well embedded in the tour operators’ operations. As Easy Track Ghana (interview, 08-05-2017) says: “the

*experience of culture is key..*", meaning that this is one of the prerequisites of tourists for their travel experience in Ghana.

An employee at Peace Holiday Resort (interview, 03-05-2017) at Ada Foah made a distinction between the international and domestic tourist. Where international tourists want to experience by "*staying in a hut with a thatched roof*", the domestic tourist prefers luxury by "*staying in a concrete hotel with flatscreen TV and A/C*" (see also the section on luxury and leisure tourism below). To this extent, the 'experience' market trend is mostly relevant for international tourists.

### **Responsible travel**

According to Jolinaiko Ecotours (interview, 08-05-2017), the modern-day traveller has a strong feel of leaving a positive impact behind. This fits in the global tourism trend that more and more travellers are aware of the impact they might have in their host destination and are thus more opting for sustainable measures in their trips. The modern-day tourists are more interested in the environmental and socio-economic impact they will leave behind at the host destination and therefore more willing to support sustainable companies which embody these kind of values (Burkhard, 2016).

### **Custom-made trips – road trips**

Since Ghana is a relatively small country compared to other African countries, and since the country is well accessible, most tourists opt for a road trip through Ghana. However, most of the road trips are custom made to suit all the preferences of the client. Most tourists visit Ghana for a small period of time (e.g. 2-3 weeks), and want to see the major attractions within this time-span with some off the beaten track experiences (Easy Track Ghana, interview, 08-05-2017). In that sense, most custom-made trips follow the so called tourism circuits determined by the MOTCCA in their development plans (MOTCCA, 2012).

### **Cultural heritage tourism**

The backbone of the Ghanaian tourism industry is cultural-heritage, which is the most developed and attracting most visitors. An example of this is the earlier discussed 'triangle', mentioned in the MOTCCA national tourism development plan. This triangle, which connects the most visited tourism destinations with each other, is based on cultural-heritage. Slave forts, markets, Ashanti culture, the capital, all these attractions are part of the triangle. However, there are more cultural-heritage destinations in Ghana. Easy Track Ghana (interview, 08-05-2017), for example, sees a great potential in the Ghanaian traditional festivals taking place each year. Many tourists are willing to travel to Ghana only for these festivals. A constraint is that these festivals often have no fixed dates and no travel plans can be made by the tourists themselves. Jolinaiko Ecotours (interview, 08-05-2017) focuses on the off the beaten track ecotourism experiences, often related to cultural-heritage, especially local cultural traditions.

### Market according to nationality

A trend is occurring in the Ghanaian tourism sector in terms of nationality. The major markets the participating tour operators got their clients from are the USA, United-Kingdom, Australia, Germany and The Netherlands (Easy Track Ghana, interview, 08-05-2017). This might also be related to the culture – heritage tourism where visitors to Ghana want to see the remnants of the shared colonial history and where Ghanaian descendants want to see 'their roots'. But there is a trend occurring where new markets are opening up and bringing in a reasonable group of tourists, namely the Asian market, respectively India and China (Easy Track Ghana, interview, 08-05-2017)

### Luxury and leisure tourism

Easy Track Ghana (interview, 08-05-2017) indicated that an upcoming market trend in Ghana is luxury and leisure tourism. Especially among the elite Ghanaians and West-Africans, this type of upmarket and fun experiences is popular. It is not for no reason that these upmarket hotels and resorts pop up all around the country.

#### 4.2.3 Tourism supply in KLCRS

In order to assess the sustainable tourism potential for the KLCRS, the physical supply should be discussed as well as the context and dynamics in the destination. This paragraph analyses the supply side of tourism in the KLCRS using the destination mix of Mill and Morrison (2012). This inventory of destination elements is meant to be consulted and implemented for a tourism destination rather than for an attraction itself and thus will encompass a larger area, in this case the whole KLCRS. The destination mix consists of 5 interconnected elements, namely tourism attractions, facilities, infrastructure, accessibility/transportation and hospitality (see also table 4.1). All these 5 elements of a destination needs to be present in order to create a satisfying holiday experience for the visitor. This paragraph discusses the attractions section of the destination mix. The other sections are available in Appendix VI.

Table 4.1: The destination mix.

Destination mix				
Attractions	Facilities	Infrastructure	Transportation	Hospitality
Attractions, activities and events are the key components which make a destination suitable for tourism.	Facilities are there to cater for the visitor's needs. This can range from lodging facilities to F&B.	Infrastructure centres around the power and water services, waste management, communication networks and health and security facilities.	Transportation is the reflection of accessibility to and in the destination. Transportation by air, road, rail, and water is included. The transportation network, e.g. roads, as an influence on the transportation and accessibility characteristic of the area.	Hospitality refers to feel of welcoming at a destination but also the customer service. The hosts attitude, behaviour and hospitality greatly influences this experience.

Source: Adapted from Mill and Morrison (2012).

##### 4.2.3.1 Attractions, activities and events

The attractions element of the destination mix consists of attractions, activities and events in a (potential) tourism destination. The attractions, activities and events interesting for tourism development or tourism purpose are identified within the study

areas and assessed using the attraction evaluation sheets from Conservation International (2005). The evaluation of the attractions is available in Appendix VII.

### **Fort Prinzenstein**

Built by the Danes in 1784, Fort Prinzenstein is the western most European constructed fort in Ghana. The fort in Keta is built with bricks imported from Denmark, rocks from Accra and shells and mud from the Keta Lagoon. The fort is the result of some decades of wars and negotiations between the Anlo Ewe people and Europeans, mainly the Dutch and the Danes. The Dutch were first in transforming a trading lodge into a fort called Singelenburgh in 1743 but the fort was taken over by the Anlo Ewes years later. It were the Danes who continued their trading and expanding influence in the Keta area afterwards. After some turbulent years, the Anlo Ewe people – who were settled in the Keta Lagoon area – and the Danish traders signed a peace treaty consisting of the following (James Octoo Akorti, interview, 12-04-2017):

- The building of a permanent fort at Keta;
- There should be free passage for the Danes through Anlo;
- A Danish trading depot to be established at Anloga;
- Anlos not to trade with any other nation except the Danes;
- And, fishing activities should stop.

After 1784, Fort Prinzenstein was used as a trading structure as well as a dungeon for slaves awaiting to be transported to the Caribbean. The fort was sold to Britain in 1850 from when it functioned as a prison. The fort experienced heavy erosion due to its location on a sandbank next to the rough Gulf of Guinea. More than half of the fort was taken by the sea by 1980. The remains of the fort are now protected by the Keta Defence wall consisting of basalt blocks and groynes (James Octoo Akorti, interview, 12-04-2017).

Although a large part is swallowed by the sea, the fort still leaves a deep impression to visitors, especially the rooms where the slaves were kept. At the moment Fort Prinzenstein is managed by the Ghana Museums and Monuments board who installed 2 caretakers at the fort for daily maintenance and to facilitate guided tours (James Octoo Akorti, interview, 12-04-2017).

Figure 4.2 & 4.3: Fort Prinzenstein, Keta.



Source: Own picture, taken on the 21<sup>st</sup> of February 2017.

### **Sea turtles**

The beach stretch from Fuveme to Anloga is one of the major sea turtle breeding spots in Ghana. The beaches are the preferred breeding grounds for the leatherback, green and olive ridley sea turtle species. The breeding season extends from November till March when the sea turtles come on land to lay their eggs in the medium grain sized sand (Rex Bright, interview, 28-03-2017).

The status of the sea turtle species is threatened according to the UICN Red List of Threatened Species. Unfortunately the sea turtle population suffers from poaching. The flesh is for domestic use or traded by fishermen from the coastal communities (Rex Bright, interview, 28-03-2017).

Figure 4.4 & 4.5: Poached sea turtles at Anyanui.



Source: Pictures provided by Rex Bright.

Several companies, organizations and individuals are however involved in the conservation of the endangered sea turtle population by awareness campaigns in local communities. The Anyanui Tourist Information Centre is an example of a company committed to the protection of sea turtles. During the breeding season,

sea turtle watching trips are organized by Meet Me There African Home Lodge as well as Rex Bright from Anyanui Tourist Information Centre. According to Rex Bright (interview, 28-03-2017), there is an opportunity to train poachers and fishermen as sea turtle guides and guards because of their knowledgeable skills of the animals and to provide them with an alternative livelihood in order to conserve the turtles and to boost tourism.

### ***Reeds mats and basket weaving***

The communities along the road from Dabala to Savietula Junction are involved in reeds mats and basket weaving. The reeds are harvested along the lagoon and river banks and then traditionally woven into the famous reeds mats. This activity is one of the major livelihoods next to agriculture, fishing and mangrove forest cutting for these communities. The development of this activity into a touristic attraction can add to their livelihoods.

### ***Mangrove forests***

The mangrove forests are the cradles of many fish and other sea depending species. The forests have a rich biodiversity due to its function in the ecosystem. Therefore the mangroves are of significant interest for nature-lovers and wildlife spotters. Besides this, the mangroves create potential for the more adventure tourist by providing possibilities for boat cruises, canoe and kayak trips and other water activities (Rex Bright, interview, 27-03-2017; Rex Bright, interview, 28-03-2017).

### ***Water activities***

The lagoon, the streams, the estuary and river Volta provide potential for water activities. Boat cruises and canoe and kayak trips are just a few activities to be undertaken on water. This kind of concept is already developed in other parts of the Volta river, especially Atimpoku, Akosombo, Sogakope, Big Ada and Ada Foah where tourists can undertake a boat cruise or opt for other water activities. These concepts can be adopted at the Keta Lagoon side of the Volta River and the interlinked streams. An advantage of water activities is that flora and fauna can be seen from a different perspective. Therefore, water activities have a great opportunity to be used for wildlife watching since it can reach areas inaccessible by roads or overland in general (Rex Bright, interview, 28-03-2017; Kareem Abdul Fuseini, interview, 29-03-2017; Anyanui community member, interview, 28-03-2017; fieldwork diary, 04-03-2017 and 28-03-2017).

### ***Bird watching***

Bird watching is one of the amenities of the Keta Lagoon recognized by the GTA, WD, tour operators, district assemblies, several hospitality services and community members. However, its potential is not developed and the core bird spotting areas are not yet identified. The KLCRS has several bird watching locations. The locations are important breeding, feeding and nursing ground for specifically waterfowls, shore-, sea- and wading birds. A list of bird species found in the KLCRS is provided in Appendix VIII. According to WD manager Kareem Abdul Fuseini (interview, 29-03-



2017) and Wilson Kofi Bonuedie (30-03-2017), there are several 'birding hotspots'. These birding hotspots are created during the oil exploration period and indicated as bird watching site. These sites consisting of sand plates or islands are located near Anyako, Seva, Afiadenyigba, Kedzi and Keta (Kareem Abdul Fuseini, interview, 29-03-2017 and Wilson Kofi Bonuedie, interview, 30-03-2017). Besides this, distinct types of avifauna can be found in Xavi (Bright Ashinyo, interview, 30-03-2017). An issue with bird watching in the KLCRS in its seasonality. During the winter in the Northern Hemisphere, the birds migrate south to Ghana and return north to Europe before spring. This creates a natural birding season from September to January (Anyako community member, interview, 30-03-2017; Wilson Kofi Bonuedie, interview, 30-03-2017).

Initially, tour operators claimed the Keta Lagoon is not popular for bird watchers and only a few birding trips visited the KLCRS. However, Ashanti African Tours (FGD, 10-05-2017), Ghana's premier tour operator and expert specialized in bird watching and Ghanaian and West-African bird species conducted a bird survey in the Keta Lagoon area in June 2017 as a follow up on this research. Their experts identified 270 bird species within the KLCRS boundaries. This number is more than the approximately 100 bird species as identified by WD and Xavi Bird Sanctuary. The total number would be even more when migratory bird species are included. Although the bird survey is a positive step forward, it remains discussable if there is a real birding potential but will be explored at a later stage by Ashanti African Tours. The list of bird species as identified by Ashanti African Tours is not included in the appendices as the results of that survey belong to Ashanti African Tours.

### **Baobab trees**

The baobab trees of the species *Adansonia digitata* are present in the coastal savannah ecozone of the KLCRS. This ecozone is roughly located northeast of the lagoon and wetland zones. In other words north of the line Sogakope – Anyako – Afiadenyigba – Denu (fieldwork diary, 22-02-2017; 29-03-2017; 30-03-2017; 31-03-2017). Although baobab trees can be found in large parts of Africa, baobab tree groves – with a high density of baobab trees or unique trees (e.g. tall) – can offer an easy opportunity for tourists to see these enormous trees if the necessary infrastructure is developed. Around Xavi, there are some protected baobab groves established (Bright Ashinyo, 30-03-2017). However, the current infrastructure to these groves is burnt down as a cause of bushfire.

### **Traditional salt mining**

The communities in the Afiadenyiba and Kedzi areas are dependent on traditional salt mining (see figure 4.6 and 4.7). The landscape consists of flat open wetlands. Shallow artificial water bodies are surrounded with a ridge of soil, encouraging the evaporation process in order to get the most out of the salt production. Water from the Keta Lagoon is added to new artificial shallow water bodies and the already harvested salt mines for the new cycle of the evaporation process and salt production. Both men and women are engaged in salt related activities. Some of these activities are artificial water body creation, salt harvesting and salt purification.

The purification is done while using 3 buckets or bowls filled with fresh water and a filter. After filtering, pure but iodine poor salt is left behind. The salt is mainly sold to Sahelian countries like Mali and Burkina Faso, but also local markets (fieldwork diary, 22<sup>nd</sup> of February 2017; Afiadenyigba community members, 29-03-2017; Trans Volta Salt, 29-03-2017).

In Adina areas, the on salt mining dependent communities pump salty groundwater and fill small artificial saltpans. In this case the saltpans are owned by an individual or family (Adina community members, 29-03-2017). The salt winners experience competition from the industrial salt miners; see also paragraph 5.2.4.

Figure 4.6 & 4.7: Salt mining in Afiadenyigba



Source: own picture.



Source: own picture.

**Sugarcane distillery**

The communities on the west side of the Avu Lagoon (e.g. Tosukpo and Avuto) are engaged in sugarcane cultivation, harvesting and the distilling of the sugarcane into a locally alcoholic drink called 'akpeteshie' (see figure 4.8 and 4.9). The sweet-tasting drink is one of the local economic assets of the Avu Lagoon communities (fieldwork diary, 21<sup>st</sup> of February 2017). The rudimentary akpeteshie distillation is not without hazards for the consumer and could be improved by utilizing hygienic distilling systems as well as attractive packaging (e.g. bottles).

Figure 4.8 & 4.9: Sugarcane distillery at Tosukpo.



Source: Own picture.



Source: Own picture.

### **St Pauls Lighthouse – Woe**

St Pauls Lighthouse in Woe is one of the colonial heritage sites in the KLCRS. The red-white painted steel construction is built in 1802 during colonial times by the Dutch and named after its constructor Paul. The lighthouse was to avoid ships coming too close to the coast. These times, the lighthouse is still in operation and is open to the public. From the top one can have a bright view over the surroundings and the coast.

Figure 4.10 & 4.11: St Pauls Lighthouse in Woe.



Source: Own picture.

### **Cultural festival – Hogbetsotso**

For the Anlo people, the main festival is the Hogbetsotso. This festival celebrates the great exodus of the Ewes from Notsie, their ancestral home, to their present dwellings in the Keta Lagoon area during the 15<sup>th</sup> century. The festival is yearly celebrated in November in the town of Anloga, the traditional home of the Anlo people.

### **Traditional religion: Voodoo – shrines, idols and other sacred places**

The traditional religion of the Ewe people, who inhabit the KLCRS, is Voodoo. Although Christianity is becoming more and more practised, Voodoo is still present in the area. In some cases, people worship God and Voodoo spirits simultaneously. The physical expression of the Voodoo religion is still present in many communities in terms of shrines, idols and other sacred places like groves. The traditional religion is still an important cultural element of the local Ewe communities. Some shrines are open to the public after consulting the priest. Traditional village and religion tours are an opportunity according to several participants (e.g. Salo community members, interview, 01-05-2017).

## 4.3 Nature conservation in Ghana and KLCRS

### 4.3.1 Introduction

The coast of Ghana is characterised by wetland areas. These habitats can be defined as “a place where the land is [seasonally] covered by water, either salt, fresh or somewhere in between” (WWF, 2016). Wetlands may vary because of differences in soil, topography, hydrology, climate, water chemistry, vegetation, human interventions and animal species (EPA, 2016; Wetlands International, 2017). Different types of wetlands can be swamps and marshes, peat lands, floodplains, rivers, lakes, mangroves, sea-grass beds, coral reefs, oases, estuaries, deltas and tidal flats, underground aquifers, wet grasslands, and human-made wetlands, such as waste-water treatment ponds, reservoirs, salt pans and rice fields (Ramsar, 2010; Ramsar, 2014c; Wetlands International, 2017).

Wetlands are significant for the world for multiple reasons. Firstly, the wetlands house substantial amounts of animals, including mammals, birds, fish and invertebrates. In several cases, a wetland area functions as a breeding and nursery place for animal species. Furthermore are wetlands important for water filtration, storm protection, recreation and flood control. Besides this, wetlands are significant for food production, e.g. rice productions and fisheries (WWF, 2016; EPA, 2016; Ramsar, 2014).

According to Ramsar & UNWTO (2012), wetlands are the areas in the world most important for attracting tourists. In other words, the biggest proportion of tourists (approximately 50% of all international tourist arrivals) stay in areas classified as a wetland area. This classification includes for example coasts, beaches, lagoons and lakes (Ramsar & UNWTO, 2012). Opportunities of tourism in wetlands for local communities and nature conservation are multiple, being: job opportunities, creation of awareness and support for conservation, create and strengthen community participation in wetland management, revenues from tourist expenditure, and income for protected areas through entrance fees (Ramsar & UNWTO, 2012).

Wetlands of major national and international importance are protected under the Ramsar Convention on Wetlands (Ramsar). Designation as a protected Ramsar site means maintaining its ecological character through the implementation of ecosystem approaches within the context of sustainable development. The development component is called the ‘wise use’ principle of Ramsar (Ramsar, 2014d). Ghana knows 6 wetlands designated under the Ramsar Convention, these are (Ramsar, 2014c):

- Keta Lagoon Complex Ramsar Site (KLCRS);
- Songor Ramsar Site;
- Sakumo Ramsar Site;
- Densu Delta Ramsar Site;
- Muni-Pomadze Ramsar Site;
- Owabi Wildlife Sanctuary Ramsar Site.

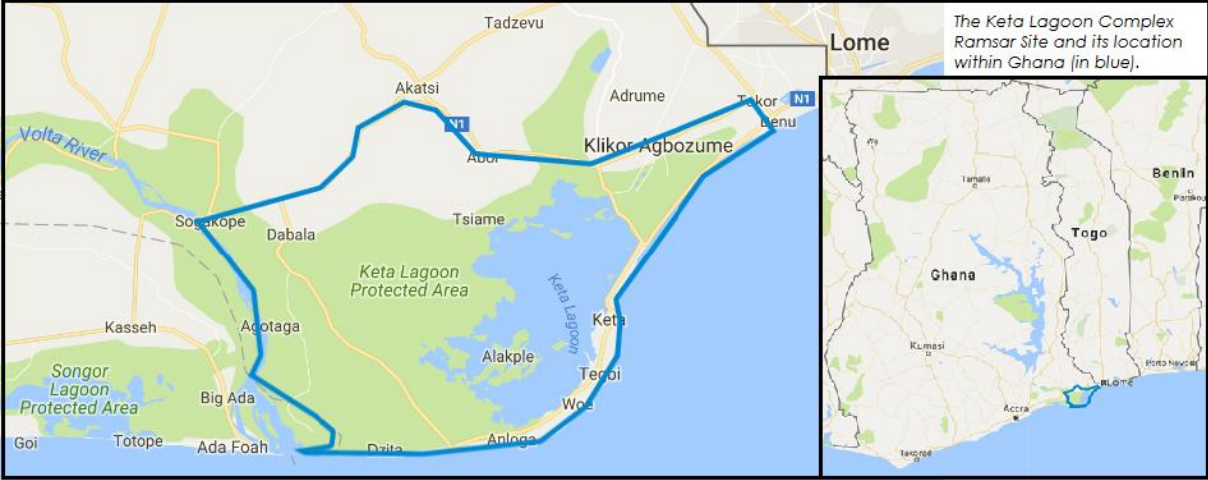
The Forestry Commission (FC) of Ghana is responsible for the regulation of utilization of forest and wildlife resources, the conservation and management of

those resources and the coordination of policies related to them. The FC has several divisions working on specific fields and are individually implementing the functions of protection, management, the regulation of forest and wildlife resources. The Wildlife Division of the Forestry Commission is responsible for the protection and the management of the protected areas in Ghana.

**4.3.2 Keta Lagoon Complex Ramsar Site**

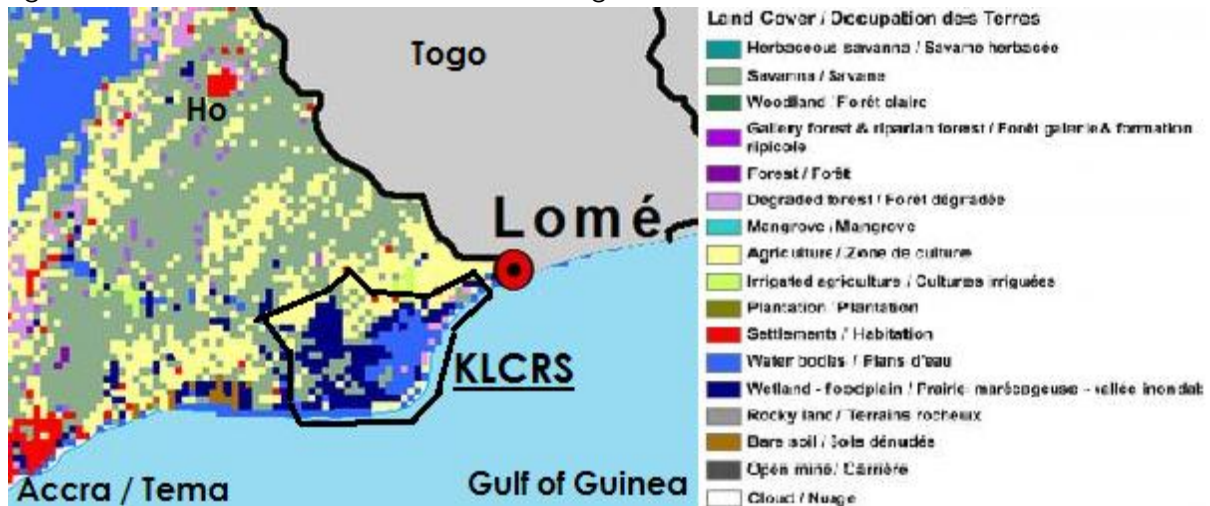
The Keta Lagoon Complex Ramsar Site became a protected wetland area under the Ramsar Convention on the 14<sup>th</sup> of August 1992. The borders of the lagoon are randomly drawn but based on the Tema – Aflao Road in the north, the Ghana – Togo border in the east, the Gulf of Guinea in the south and the Volta River in the west. The KLCRS spans a surface of 127,280 ha. From this, 30.000 ha consist of the water bodies of the rivers and lagoons (incl. Keta and Avu) itself (FC, 2016). The KLCRS is situated in the South Tongu, Akatsi South, Ketu South and Keta districts in the southern part of the Volta Region. The lagoon covers part of the Volta River estuary and has its main water supplies coming from the Todzie River and Avu Lagoon, Aka and Belikpa streams, the Volta River and sea water from the Gulf of Guinea (Okoree, 2010 in Development Institute, 2016a). The lagoon is characterized by vegetation types like wetlands, mangrove forests and coastal savannah vegetation. The randomly established boundaries of the KLCRS clarifies why not the whole KLRCS is characterized by wetlands, and thus also other vegetation and land use occurs. The KLCRS is managed by the WD of the FC.

Figure 4.12: Location of the KLCRS within Ghana.



Source: Adapted from Google Maps.

Figure 4.13: Land cover KLCRS and surroundings.



Source: Adapted from USGS (2017b).

### 4.3.3 Flora and fauna

Within the Keta Lagoon Complex Ramsar Site, multiple different vegetation types can be distinguished. The area is classified as belonging to the Coastal Savannah eco-zone characterized by low rainfall, grassland savannah and tidal flats and lagoons (USGS, 2017a; Wildlife Division, 1999).

Within the KLCRS, the vegetation distribution can be divided into 5 zones. The first zone consists of the sand dunes and beach heads. The vegetation here is used to temperature extremes, high evaporation and winds. Flora occurring here is mainly coconut (*Cocos nucifera*), herbaceous shrubs (*Ipomoea-pes-caprae*, *Canavalia rosea*), grasses (*Paspalum vaginatum*, *Sporobolus robustus*, *S. Virginicus*), the succulent forb (*Sessuvium portulacastrum*), shrubs (*Agave sisalana*, *Aloe buettneri*, *Euphorbia glaucophyll*) and the Sodom apple (*Rauvolfia vomitoria*) (Wildlife Division, 1999).

The second zone includes the lagoon margin and saline marshes belonging to the mud and salt flats. Flora in this zone are the forb (*Sessuvium portulacastrum*), grasses (*Paspalum vaginatum*, *Sporobolus virginicus*), sedges (*Cyperus articulatus*), reeds (*Typha domingensis*), shrubs (*Ipomoea-pes-caprae*, *Opuntia sp*), mangroves (*Avecinnia Africana*, *Laguncularia*, *Rhizophora*), doum palm (*Hyphaene thebaica*) and seagrass (*Ruppia sp*) (Wildlife Division, 1999).

The third zone covers inland wet-grasslands and marshes. Flora in this zone are mainly grasses and herbaceous species like *Cassia mimosoides*, *Croton lobatus*, *Indigofera sp.*, *Kylinga sp.* and *Vigna arnabacensis* (Wildlife Division, 1999).

In the fourth zone, the coastal savannah, the vegetation comprise grassland, thickets and shrubs. Small trees occur here on the more drier grounds. Flora species in this zone consist of prickly plants (e.g. *Parkinsonia aculeate*), trees (*Eleaophorbiu drupijera*, *Diospros mespiliformis*), tan palm (*Borassus uethiopiim*), savanna date palm (*Phoenix redinata*), baobab (*Adansonia digitata*) and cotton silk (*Ceiba penlandra*) (Wildlife Division, 1999).

The fifth zone are the areas comprising permanent and intermittent streams and the stagnant water bodies. Species include black velvet tamarind (*Dialium*

*guineense*), rhizomatous sedge, floating plants and emergent (e.g. *typha domingensis*) (Wildlife Division, 1999).

These vegetation zones are home to a broad number of fauna species. A list of fauna species is provided in appendix VIII, IX and X, divided according to their nature, being mammals, reptiles and amphibians and birds.

The largest mammal present in the Avu Lagoon part of the KLCRS is the sitatunga, an amphibian antelope dependent on the water rich habitat. This mammal is rare in Ghana and is of major importance for tourism around the Avu Lagoon according to Avu Lagoon CREMA guide Jacob Akakpo (interview, 11-04-2017). The sitatunga is however not frequently seen; community people around Avu Lagoon even claim there is only 1 sitatunga left in the Avu Lagoon, mainly due to habitat loss and poaching (Xavi community member, personal communication, 30-03-2017). There are no numbers available on the sitatunga population in Ghana.

Several stakeholders (e.g. government officials, Wildlife Division and the GTA) claim that the KLCRS is home to dozens of bird species which could be develop into a major bird spotting site in West-Africa. The lagoon hosts more than 270 species of birds who breed, nurse and feed in this wetland area. Important birding places are located in Anyako, Seva, Afiadenyigba, Kedzi, Keta, Avu Lagoon and Xavi (Ashanti African Tours, n.d.; Abdul Kareem Fuseini, 29-03-2017; Wilson Kofi Bonuedie, 30-03-2017; Bright Ashinyo, 30-03-2017 and Anyako community member, 30-03-2017). An incomplete list of bird species is provided in Appendix VIII.

Other fauna species in the area are the agama lizard, mamba snake, African python, crocodile, monitor lizard, vervet monkey and the mona monkey (Rex Bright, 28-02-2017 and Bright Ashinyo, 30-03-2017). Unfortunately, an updated list of fauna species for the KLCRS is not available; the list in the KLCRS management plan of 1999 is outdated and several species might be extinct in the region (Abdul Kareem Fuseini, 29-03-2017). An incomplete list of mammal, amphibian and reptile species is added in Appendix IX and X.

#### **4.3.4 Ecosystem services**

The KLCRS has its own particular ecosystem providing goods and services (Development Institute, 2016a). These can consist of provisioning (e.g. food, water, fuel wood), regulating (e.g. flood and erosion control), cultural and amenity (e.g. recreational, tourism) and supporting (e.g. nutrient cycling, biodiversity) services. The KLCRS ecosystem provides several services which benefits the local communities and the wider area (Development Institute, 2016a). These ecosystem services are of great importance to the KLCRS and determine the livelihoods and vulnerability of the region. There is a causality between ecosystem services, livelihoods, poverty and degradation (see chapter 5). An overview of the ecosystem services is listed in Appendix XI.

#### **4.4 Socio-economic characteristics**

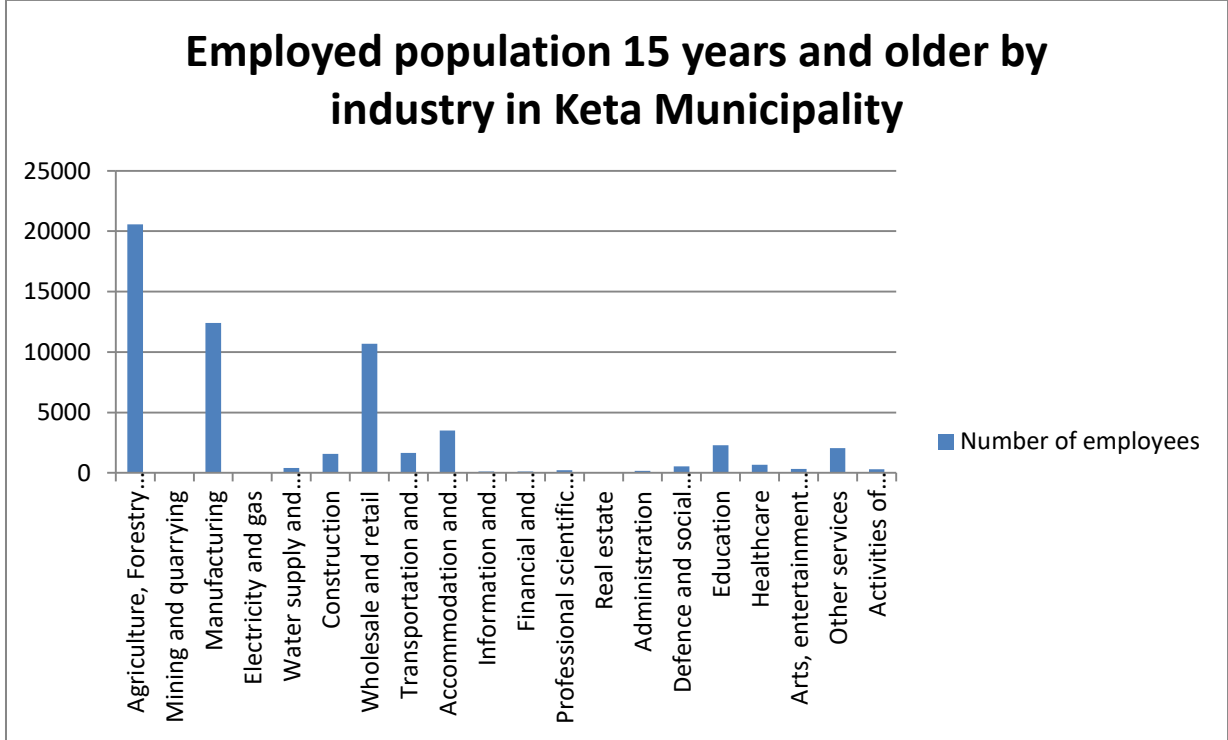
This paragraph gives an overview of the socio-economic characteristics of the Keta Lagoon area. The lagoon is home to multiple economic activities of which several are related to the ecosystem services provided by the lagoon. As mentioned earlier,

the lagoons surface is located within four administrative districts being Keta Municipality, Ketu South, Akatsi South and South Tongu. The Keta Municipality is fully covered by the Ramsar site, but the other three districts only fall partially within the KLCRS boundaries. Census data of these districts from the 2010 national census are used to gather information on the employment rates and economic sectors present, but might not completely represent for the part of the districts located within the KLCRS.

In the Keta Municipality, about 64% of the population aged 15 years and older is actively engaged in the economy. From this working population, more than 70% is self-employed without employees. Of the total population more than 90% is working in the private informal sector. More than 45% of the population not actively engaged in the economy are students (Ghana Statistical Service, 2014a). However, even in Ghana the rural exodus is a trend with the youth moving to the cities. Perhaps, this future labour force will move as well.

Figure 4.14 below shows the distribution of employed population for the Keta Municipality over several economic industries. Obvious is the large peak of agriculture and forestry which includes major economic activities like fisheries, vegetable farming and mangrove forest cutting. These 3 activities are part of the major ecosystem services offered by the lagoon. The data shows that the mining industry is rather small, while in reality many people are involved in traditional saltmining. The distortion in data might be caused by the reality that many people work informally, the businesses are small-scale or the people are self-employed. Besides that, salt mining is a seasonal activity.

Figure 4.14: employed population of 15 years and older by industry in the Keta Municipality.



Source: adapted from Ghana Statistical Service (2014a).



For the Ketu South district, 70.9% of the population aged 15 years and older is economic active. The difference in economic activity between both sexes is minimal with male (71.4%) and female (70.5%). 50% of the non-active population of 15 years and older is attending education. Different to Keta Municipality, for Ketu South district the majority of people are working in wholesale and retail, being 16,234 individuals and manufacturing, being 17,506 individuals. Agriculture, forestry and fisheries account for 12,000 individuals which is extensively lesser than Keta Municipality with more than 20,000 engaged in agriculture, forestry and fishery. This is mainly caused by Ketu South's commercial competitive location at the Ghana-Togo border (Ghana Statistical Service, 2014b).

The South Tongu district, located in the north-western part of the KLCRS, has a working population of 70.9% of the total population aged 15 years and older. 29.1% seems to be not actively engaged in economic activities. 44% of this not active population is attending education. In the South Tongu district, the majority of the economic active population is involved in agriculture, forestry and fishing (16,813) at time of the census. Other major industries include manufacturing (6,381), wholesale and retail (5,155) and accommodation and food services (1,637) (Ghana Statistical Service, 2014c). To this extent, the situation of South Tongu is comparable with Keta Municipality.

For Akatsi South district, 73% of the population aged 15 years and older is actively engaged in the economy. Of the non active population, 66.1% of the males and 45.5% of the females is attending school. The major economic industries are agriculture, forestry and fishing, accounting for 25,168 of the working population, and wholesale and retail (5,714). For Akatsi South, more people are working in wholesale and retail than manufacturing (4,713) compared to the other districts (Ghana Statistical Service, 2014d).

## Chapter 5      A complex context

### 5.1 Introduction

This chapter examines the complex context in the KLCRS as an enabling environment for sustainable tourism development. The sub research question *“To what extent is the context – the economic, socio-cultural and ecosystem dynamics – in the KLCRS influencing the sustainable tourism potential?”* is central in this chapter.

### 5.2 The complexity of the socio-economic and environmental dynamics

The ecosystem services – goods and services provided by the ecosystem – of the KLCRS largely determine the economic activities taking place in the region. Traditionally the majority of the population is working in the main economic sectors of vegetable farming, fishing and traditional small-scale salt mining. However, recently large-scale commercial activities are coming in, impacting both the environment and local communities. The following paragraphs discuss different issues per topic in more detail.

#### 5.2.1 Agriculture

Agriculture, to be precise vegetable farming, is and used to be one of the most important livelihoods of the local communities in the KLCRS, whether they lived north towards Akatsi or south in Anloga. The combination of a relatively good climate, hydrology and soil structure is the major reason why agriculture is widespread practised. Crops produced in the KLCRS are shallots, onions, carrots, okro, lettuce, cassava, cabbage, green and sweet pepper, chillies, garden eggs, rice, maize, sugarcane and coconut (Irene Dotsey, personal communication, 28-06-2017). The distribution of the crops is however determined by the ecological conditions where coconut seems to occur mainly along the coast, the vegetables more on the low-lying dry sandy but relatively fertile belts along the lagoon and rice and sugarcane occur more in the interior near the wetlands and rivers in the north-western part. Farming in the KLCRS is labour intensive and not mechanized. The agricultural activities are both for domestic use and for trade on local markets. To that extent, the activities seem to be commercial livelihoods in which the women are majorly involved in the trading aspect.

From the crops produced in the area, the biggest activities are the vegetable farming (shallots, onions, carrots, okro, lettuce, cassava, cabbage, green and sweet pepper, chillies, maize and garden eggs). Vegetable farming is done by the local communities themselves. The crops rice and sugarcane are produced more intensively. However there is space to expand this potential. Question is if expansion of the already intensive cultivation is also wise use and contributing to the sustainable development of the area.

Since a few years, the fertile soils attract commercial businesses buying large plots of lands from clans and families. An example is the rice producing company called Brazil Agrobusiness, which is has been expanding their plantations to more than 700 hectares with plans for further expansion.

These developments are in line with the development priorities of several districts which are trying to attract commercial industrial agro-businesses particularly concerned with crop processing to the area to boost the local economy. Expansion of existing farms (e.g. sugarcane and rice) is also part of this.

The Keta Municipal Assembly (2015) mentions that 13% of its working population are involved in industrial activities like agro-based industries (e.g. fish processing, cassava processing, sugar cane juice distilling and coconut extraction). It is debatable to what extent these agro-based activities can be called industries due to their small-scale nature. Most of these activities occur 'open-roofed' in or at the fringe of local villages.

Livestock keeping (i.e. cows) also seems to be increasing, especially in the northern and dryer part of the KLCRS. Most of the people involved in cattle herding are descendents from Fulani herdsmen which migrated from the north of Ghana down to the south in their search for green grass and fodder to feed their livestock. They now form part of the population of the KLCRS (Keta community member, personal communication, 13-04-2017). Other types of livestock, like goats and sheep, is also present but on a smaller scale and is more subsistence instead of commercial based. This also applies for poultry farming.

Salinization of groundwater – due to sea level rise and coastal erosion – cause loss of soil fertility and loss of availability of fresh water sources. The latter challenges farmers in search for fresh irrigation water. Salty unfertile farmlands become abandoned, causing unemployment and food insecurity in the region, resulting in hunger. Due to the hunger, farmers end up working in mangrove harvesting in order to earn a living. Putting another constraint on the already overexploited business (fieldwork diary, 28-03-2017). Due to the absence of vegetation and the drying out of the soil in deforested mangrove areas, salt intrusion makes the soil unfertile. Also intrusion of salt in groundwater as a consequence of excessive irrigation makes water resources for human consumption saline and undrinkable. In the context of salinization of arable lands, a potential might be the introduction of salt resistant crops.

### **5.2.2 Fisheries**

Besides farming, one of the major economic activities is fishing. Nearly all coastal and lagoon fringing communities are dependent on lagoon and sea fish and are in one way or the other involved in fishing practices using different techniques. The most used techniques are boats with nets and different types of traps (see figure 5.1).

The combination of the presence of mangroves for breeding, the influx of fertile fresh water from the Avu Lagoon, the influx of salty water from the ocean made the Keta Lagoon a perfect place for fish.

The overfishing of the fish stocks reduces the fish population inside the lagoon waters as well as the sea fish resources, which eventually results in depletion of the fish stock. Although, in some cases (e.g. in Anyako) fishermen still get relatively good prices for their fish due to the low supply, the exploitation can in the end cause negative impacts for the local communities. Fish sizes become smaller since the mature fishes are already caught (Anyako community member, interview, 30-03-

2017). According to the assembly man for Anyako, Wilson Kofi Bonuedie, the Keta Sea defence project (see paragraph 5.2.5 as well) is one of the major causes of fish stock depletion. Since the lagoon is not connected anymore with the ocean, sea water is not flowing into the lagoon and fish species cannot migrate from and to the ocean. Fish species are unable to breed in the mangroves because of the closure from the sea. This reduces the varieties of fish species as well as the total fish population (Wilson Kofi Bonuedie, interview, 30-03-2017). For the fish stock depletion, there seems to be connection with the Keta Sea Defence project and overfishing by communities. It is obvious that the fish population gradually reduced since the implementation of the Keta Sea Defence wall around the year 2000.

Figure 5.1: Fish traps used in respectively the communities of Anyako, Tosukpo and Xavi.



Source: Own pictures.

Same as for agriculture, recently commercial companies are coming in, making use of the fishing resources of the lagoon and the sea (Gulf of Guinea). Examples are the Vietnamese shrimp farm and the Chinese (deep sea) fishing port in Anyanui (see also paragraph 5.2.4).

### 5.2.3 Mangrove forest harvesting

Traditionally, the mangrove forests provide the local communities with another ecosystem service. The roots and wood are used for firewood (e.g. cooking and for the smoking of freshly caught fish). The mangrove forests are almost the only available source for firewood in area. The mangroves are harvested for both domestic use and trading, providing the families with an extra income.

Mangrove forest cutting is one of the main human caused degradation to the environment in the KLCRS due to the large-scale of the practices. Mangroves along the shores and banks of the lagoon, rivers and streams are harvested, often without replacement by new seedlings. Meaning there is hardly no re-generation of the mangrove forest volume. The increasing disappearance of mangrove forests makes the shores and banks fragile and vulnerable to flooding and erosion. The initial feature of mangroves for sea defence and erosion control is becoming absent (fieldwork diary, 21-02-2017; Abdul-Kareem Fuseini, interview, 29-03-2017).

There seems to be no or little awareness among local residents about the ecosystem and livelihood threats occurring as a consequence of mangrove harvesting. According to several interviews with participants and informal conversations with locals, most of the local residents do not replant the mangroves.

Only a few replant, mainly because they were participating before in mangrove replanting projects of DI and the Wildlife Division (Abdul-Kareem Fuseini, interview, 29-03-2017; fieldwork diary, 28-03-2017).

Previously, there was a balance between human mangrove harvesting and natural regeneration of mangrove trees. However, this natural cycle came to an end since hunger and unemployment rates – due to the salinization of and low yields on the agricultural lands – encouraged to work in the mangrove harvesting industry (Christian Ganah, interview, 28-03-2017; fieldwork diary, 28-02-2017). Another pressure on the mangrove resources is caused by an increasing population growth and the aspirations for prosperity as well as the increasing pressure on the remaining mangrove forests (Niek Beunders, personal communication, 01-07-2017). These trends is characterized by the harvesting of both mature and young mangrove trees without any regeneration or replanting of the mangrove trees. Degradation occurs in a rapid speed (Christian Ganah, interview, 28-03-2017; fieldwork diary, 28-02-2017).

#### **5.2.4 Large scale commercial economic activities<sup>1</sup>**

For several years now, large-scale commercial companies are landing in the Keta Lagoon Complex Ramsar Site for the exploitation of its resources. These foreign-owned companies have different impacts on the traditional livelihoods of the surrounding communities. Based on observations and interviews with several stakeholders, the following (foreign) commercial activities in the KLCRS are identified (Rex Bright, interview, 28-03-2017; Abdul-Kareem Fuseini, interview, 29-03-2017; Afiadenyigba community members, interview, 29-03-2017; Trans Volta Salt company employees, interview, 29-03-2017; Adina community members, interview, 29-03-2017; South Tongu district planning officer, interview, 31-03-2017):

- 1) Large-scale commercial salt mining;
  - Indian owned company Bayswater International in Adina;
  - Indian owned company Diamond Salt in Afiadenyigba;
- 2) Shrimp farming, Vietnamese owned company located in Agorkedzi;
- 3) Commercial (deep-sea) fishing, Ghanaian owned company called Omanyee Oceans Fisheries Limited located in Anyanui;
- 4) Rice farming, Brazilian owned company called Brazil located near Lolito in the South Tongu district.

Although these 4 commercial activities can have a great impact on the environment, the biodiversity and the communities, this is context dependent. Large-scale is not per definition unsustainable. However, several participants argued about the sustainability and the impacts of the activities.

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<sup>1</sup> There is no information on ownership of land by the commercial companies, neither does the author have information on possible Ghanaian capital in the commercial activities. The actual ownership distributions are untraceable. According to Ghanaian law, foreign companies are legally not entitled to buy and own land in Ghana, but are allowed to lease land from third parties. A local mediator is necessary in that case. For the companies, it is not always clear if a EIA is conducted and whether they legally obtained a permit for their operations.

Interviews with members of the community of Adina, which are involved in the traditional salt mining, stated that since the intrusion of Bayswater they are not able to sell their salt anymore. The Indian owned company have taken over the original markets of the local community (e.g. Lomé in Togo) (Adina community members, 29-03-2017). The commercial salt mining activities has put some constraints on biodiversity since the surface and groundwater level is reducing as a cause of the commercial companies' activities. Groundwater is pumped into their artificial saltpan, disturbing the local hydrology. Bird species varieties and bird populations in birding hotspot Afiadenyigba decrease as a result of these activities. The birds have left since there is no water and food available anymore (Afiadenyigba community members, interview, 29-03-2017).

Near Anyanui and Agorkedzi, a Vietnamese company has constructed a shrimp farm. Large parts of the important mangroves forest were cut in order to build the farm. According to Abdul-Kareem Fuseini (interview, 29-03-2017) the shrimp farm has no legal permit to proceed their operations which affect the biodiversity and the quality of the water since it is in connection with the river:

*"Our investigation shows that it has not been showed to EIA. We informed them to stop the work. The DA has said they did not know what was going on. It is some of the big people around here who are involved in it. The people just went into community and bought the land. They did it at the time at the blind side, at the Christmas time. And then they constructed at the estuary. They have another one on the beach, where they excavated the beach. There the juvenile ones are nursed. The DA decided that they had to stop and need to finish EIA."*

Two farms are developed, one for juvenile shrimps on the beach and one at the river side. The locations are chosen based on the right salinity of the water. To date, the shrimp farm does not have a permit for their operations, neither does it have conducted an environmental impact assessment for the EPA. The case is now handled at the EPA headquarters in Accra (Simon Sovoe, interview, 05-05-2017). However, before getting a permit, the EPA has to assess the EIA and approve it.

In the same area a Chinese (deep-sea) fishing port is constructed. Legally Ghanaian owned but outsourced to Chinese. The port is initially meant for docking fishing vessels. The company has obtained their permit but a security clearance is needed to avoid smuggling and other illegal activities (Simon Sovoe, interview, 05-05-2017).

### **5.2.5 Other environmental issues**

For the mangrove forests, other threats are invasive alien species. These weeds reduce the mangrove cover by killing and replacing the mangrove trees. This development is besides threatening the biodiversity, threatening the major source of income for the local communities (Rex Bright, interview, 28-03-2017). Also for fisheries and the river and lagoon water ecosystems invasive alien species are a threat. An example is the water hyacinth (*eichhornia crassipes*), an aquatic plant native to the South American Amazon basin. This invasive species is rapidly expanding in the

waters, especially the Volta River (see figure 5.2). The plant causes problems in many ways, e.g. tourism by polluting beaches and for fishing by blocking fishing nets and the propeller of motorized boats (Maranatha Beach Camp employee, personal communication, 03-05-2017; Villa Cisneros Hotel & Spa employee, personal communication, 10-04-2017). In and around the Avu Lagoon, the water lettuce (*pistia stratiotes*) seems to be a threat to daily activities, blocking canals, fishing nets and make the use of boats difficult (see figure 5.3) (Fieldwork diary, 11-04-2017).

Figure 5.2: Water hyacinth at Volta River estuary.



Source: Own picture.

Figure 5.3: Water lettuce near Avu Lagoon.



Source: Own picture.

Figure 5.4: Breakwaters protecting Keta.



Source: Own picture.

Figure 5.5: Groynes and erosion at Adina



Source: Own picture

Besides invasive species, coastal erosion and floods are threatening coastal communities. Recently, parts of some communities are washed away as a result of flooding. Besides this threat to local livelihoods, coastal erosion and the risk of flooding is threatening the sustainable tourism potential since it keeps potential investors away (Rex Bright, interview, 28-03-2017; Abdul Kareem Fuseini, interview, 29-03-2017).

The erosion started since the beginning of the 20<sup>th</sup> century. In decades thereafter, several communities were flooded with the 1980 Keta flood as one of the worst, affecting the Keta Township and taking a part of Fort Prinzenstein into the sea. These events requested for defensive measurements. Around Keta and Kedzi, the communities are now protected by the Keta Sea Defence project. In the 1990s, an



initial coastal defence project was revisited. By the end of the 1990s, a proposal was accepted and in 1999 the project became operational while executed by Great Lakes & Dredge Docks Company from the USA and Pentrex from Ghana (James Octoo Akorti, interview, 12-04-2017). The initial project included:

- Stabilizing of the shore line with breakwater and seven headland groynes (see figure 5.4 and 5.5);
- Feeder beach and nourishment between groynes bays;
- Flood control structures to prevent extreme flooding and perennial dryness of the lagoon;
- Land reclamation from the lagoon in the area of Keta, Adzido, Vodza and Kedzi;
- Creation of bird habitat islands.

The sea defence project is currently extended to areas between Savietula and Dzita as well as around Adina (fieldwork diary, 21-02-2017 and 29-03-2017).

### **5.2.6 Religion and natural resource degradation**

Most of the inhabitants of the four districts in which KLCRS is located have Christianity as their religion. During a workshop organized by the Development Institute on Community Conservation Resilience Initiative (CCRI) on the 9<sup>th</sup> and 10<sup>th</sup> of February in Ho (Volta Region), local communities and other participants from elsewhere indicated that the introduction of Christianity to Ghana has been one of the causes of natural resources degradation and other environmental issues (Development Institute & Global Forest Coalition, 2017; Agyare, 2017; Sekle, 2017). Especially the ignorance towards Christian values and beliefs is seen as an issue. The Keta Municipality planning officer (interview, 02-05-2017) identified the following:

*"In church people are told they have to take care about the environment, it is in the bible. But after church closes, people throw the rubber on the streets. There is no understanding of nature and what God has given."*

Ignorance of local communities concerning natural resource extraction causes degradation which eventually threatens their own livelihoods (Development Institute & Global Forest Coalition, 2017; Agyare, 2017; Sekle, 2017). According to the Christian religion, mankind rules over the natural resources and these resources are for the humans own benefit. However, mankind should take care of its natural surroundings (Mabel Agba, personal communication, 16-02-2017). This ignorance is also in line with the way of thinking that people do better today than tomorrow (Sebastian Soeters, personal communication, 31-01-2017).

Before the introduction of Christianity, people were practising traditional religions, mainly Voodoo. This religion centred around super-natural spirits in natural materials, species and water bodies like rocks, trees and streams for example. The spirits were thought to be evil when harmed. Communities established sacred groves, idols and shrines for worship. These areas were protected from any exploitation. Other areas were allowed to be exploited for e.g. firewood and food

harvesting (Mabel Agba, personal communication, 16-02-2017; Wilson Kofi Bonuedie, interview, 30-03-2017). For Ghana, the existing sacred groves were the basis for the establishment or designation of national parks and protected areas. During the period before the introduction of Christianity, people seemed to live in harmony with nature. The introduction of Christianity and the ignorance of its values and beliefs by locals caused a shift in this belief (Development Institute & Global Forest Coalition, 2017; Agyare, 2017; Sekle, 2017). A connotation to above statement – that since the introduction of Christianity the environment became gradually degraded – is that previously the population pressure on the resources was lower and modern technology was absent.

Voodoo religion is still practised nowadays, however to a lesser extent or in combination with Christianity (Mabel Agba, personal communication, 16-02-2017; Wilson Kofi Bonuedie, interview, 30-03-2017). This is also recognized by the Keta Municipal Assembly, stating in their district profile that (Keta Municipal Assembly, 2015):

*“The predominant religion is Christianity, which constitutes about 72.8 percent of the population followed by traditional religion 25.4 percent, Muslim 1.0 percent and others 0.8 percent. The fact still remains that Christianity dominates in the Municipality and some people practice it alongside traditional religion.”*

### **5.3 Awareness, appreciation, support and attitude**

*“I am involved in a group to help the community. But the people don't know what their economic potentials are. Also they do not know about tourism, the awareness is lacking. Even at the DA there are also no people who understand tourism and the economic role it can play in generating income ... Ghanaians are more interested in buying and selling and getting direct income and not in investing what will take a longer time, and which might be more sustainable ... People do also not see the multiplier effect of tourism (e.g. people who buy local gin, eat at chop bar..). If everybody is looking at only the entrance fees.. which should be shared .. that is not working.”* (Kwaku Passah, interview, 01-05-2017).

*“People do not appreciate tourism and its potential. There is no positive attitude towards tourism and the preservation of nature”* (C.K. Konadu, interview, 13-04-2017).

Above quotes reflect the issue of lack of awareness among the local communities in the KCLRS. The lack of awareness is broad and not only about tourism, also for nature conservation the awareness, appreciation, support and attitude is absent. This lack of awareness on the significance of the natural resources is partly causing the massive environmental destruction going on.

When talking about tourism and its potential, there also seems to be too high expectations among locals in terms of direct economic benefits for the local communities. When there is a mismatch between desired outcomes and the real outcomes, local people might lose their confidence in tourism development

(Andrew Agyare, interview, 08-05-2017). Dr Andrew Agyare of the Forestry Commission argued that tourism cannot be sustainable if the planned tourism development is not delivering on the desired outcomes or needs of the local communities. However, among the locals a certain level of sacrifice and commitment is needed before socio-economic benefits arise. Agyare also says that locals will have a more positive attitude towards tourism and nature conservation when benefits are demonstrated as from the start of the project (Andrew Agyare, interview, 08-05-2017).

One of the causes of the lack of awareness is referred to insufficient education. Awareness campaigns and environmental education at schools, on radio and in churches help to get a certain level of awareness. However, getting community support seems to be a gradual process:

*"Support from communities is a gradual process. Let them understand that the benefits will come."* – WD guide at Songor Ramsar Site (interview, 04-05-2017)

As Dr Agyare already explained, benefits need to be demonstrated to local communities to get their support for the project and let them understand the project is meant to benefit them.

Bright Ashinyo (interview, 30-03-2017) indicated that arguments within the community are leading to the destruction of the ecotourism project in the Avu Lagoon. Disputes over management and distribution of revenues halt the operations of the Avu Lagoon CREMA. This seems to be a consequence of a lack of sufficient direct benefits of the tourism project, where other activities like farming, fishing and poaching seem to be more lucrative. In order to earn a living, many community members of Xavi and surroundings rather opt to cut forests to expand their farms and kill mammals and birds for bush meat than conserving the natural resources for tourism purposes (Bright Ashinyo, interview, 30-03-2017).

#### **5.4 Lack of cooperation between stakeholders**

*"Community members in Keta [lagoon area] are individualistic."* – Aqua Safari Resort employee (interview, 04-05-2017)

*"The success of Ada lies in close collaboration between accommodation facilities, the Wildlife Division and the community. A management committee is in place which supervises everything in the lagoon. Members on the ground will inform WD on impacts on Songor. Hotels bring visitors to the Ramsar Site."* – Dicksons Agyeman (interview, 03-05-2017)

*"If we don't get a strong team within the municipality who understand the value of the things [nature conservation and tourism] it is difficult ... [to develop sustainable tourism]."* – Keta Municipality planning officer (interview, 02-05-2017).

The quotes above reflect the need for cooperation between stakeholders. The flexible nature of a Ramsar site requests collaboration between government bodies, the Wildlife Division, resource users, hoteliers, entrepreneurs and communities for proper management. Communities and other stakeholders in the KLCRS are seen as individualistic; *"everybody is just drawing things to themselves"* (Keta Municipality planning officer, interview, 02-05-2017). Lack of cooperation occurs on all levels in the KLCRS, from the management of the lagoon, exploitation of the resources, ensuring sustainable tourism development, to governance.

## **5.5 Summary**

This chapter dealt with the subquestion *"To what extent is the context – the economic, socio-cultural and ecosystem dynamics – in the KLCRS influencing the sustainable tourism potential?"* The dynamic context of the KLCRS – in terms of socio-economic, environmental and governance dynamics – is for a large part determining the constraints for developing sustainable tourism in the KLCRS. Tourism can only function in areas with a healthy enabling environment. For some types of tourism (e.g. ecotourism), an intact natural and cultural environment is necessary for tourism to function. In the context of the KLCRS, the (enabling) environment seems to be threatened by all sorts of internally and externally induced uncoordinated and uncontrolled economic activities, human encroachment, absence of community awareness and attitudes and religion related causes among others. These issues are challenges which need to be addressed before any sustainable tourism development can be undertaken.

# Chapter 6 Stakeholder analysis

## 6.1 Introduction

This chapter identifies and analyses the stakeholders relevant to tourism development in the KLCRS. For this research, stakeholders are every individual or group who can affect a project or can be affected by a project. The stakeholder analysis in this research has two purposes, an action purpose (involving and informing stakeholders) as well as an analytical purpose (to analyse the sustainable tourism potential of which a stakeholder analysis is an integral part). The inclusive approach used ensures that all stakeholders are identified and examined according to their mandate, importance, stake in tourism development, and interest in tourism development. An inclusive stakeholder approach – wherein all stakeholders get the possibility to share their views and perceptions on sustainable tourism development – is necessary in order to create a sense of ownership among the stakeholders. Besides that, the stakeholders' opinions helped to shape the project at an early stage and improved the quality of the work. Other benefits of a inclusive stakeholder approach is that stakeholders are able to fully understand the nature and related work of the project and they will understand the benefits the project has for them and in general (Thompson, 2017).

## 6.2 Stakeholder identification

As mentioned in the theoretical framework, a stakeholder can be defined as the individuals or groups without whose support a project, plan, organization, company or industry would stop to exist and are any group or individual who can be involved in, affect or can be affected by a development plan or project (Freeman & Reed, 1983; Freeman, 1984). According to this definition the following stakeholders are identified:

Table 6.1: Identification of stakeholders in the KLCRS

Level	Organisation	Type of organisation	Initial field of interest
<i>International</i>	<i>Ramsar</i>	IGO	Designation and protection of wetland sites of international importance
	<i>IUCN</i>	IGO	Setting standards for and contributing to knowledge about nature conservation
	<i>UNWTO</i>	IGO	Promotion of responsible, sustainable and universally accessible tourism
	<i>Birdlife International</i>	NGO	Conservation of birds and

			habitats
	<i>Wetlands International</i>	NGO	Conservation of wetlands and its flora and fauna
	<i>Delta Alliance</i>	IGO	Improving resilience in the world's deltas
	<i>TO/TA</i>	Private	Tourism
	<i>International tourists</i>	Individuals	Tourism
<b>National</b> Ghana	<i>MOTCCA</i>	GO	Setting policies and regulations for tourism
	<i>GTA</i>	GO	Promotion of tourism
	<i>Forestry Commission (FC)</i>	GO	Responsible for the regulation of utilization of forest and wildlife resources, the conservation and management of those resources and the coordination of policies related to them
	<i>Wildlife Division (WD) – division of FC</i>	GO	Responsible for the management and conservation of wildlife; e.g. management of parks and reserves
	<i>Forest Services Division (FSD) – division of FC</i>	GO	Responsible for the management and conservation of forest resources
	<i>Minerals Commission</i>	GO	Providing regulation and promotion for the minerals sector
	<i>Ministry of Food and Agriculture</i>	GO	Sustainable development and management of the agro-sector
	<i>Ministry of Fisheries</i>	GO	Sustainable management and conservation of the fish stock
	<i>TO/TA</i>	Private	Tourism; connecting tourists with destinations
	<i>Domestic tourists</i>	Individuals	Tourism
	<i>Hotels Association</i>	Association	Setting standards for hotel quality and services
<i>TOUGH (Tour Operators Union of</i>	Association	Influencing tourism legislation, awareness creation, setting	

	<i>Ghana)</i>		standards in the tourism industry and promotion of Ghanaian tourism
	<i>Environmental Protection Agency</i>	GO	Environmental conservation, legislature and providing permits
	<i>Ghana Museums and Monuments Board</i>	GO	Conservation and management of Ghana's cultural heritage
<b>Regional</b> Volta Region	<i>GTA for Volta Region</i>	GO	Promotion of tourism
	<i>Volta Regional hotels association</i>	Association	Setting standards for hotel quality and services
	<i>The Development Institute</i>	NGO	Ensuring environmental and human security and facilitate between micro and macro levels of society
	<i>Domestic tourists</i>	Individuals	Tourism
<b>Local</b> KLCRS	<i>District assemblies</i>	GO	(Socio-economic) development and management of the districts
	<i>WD for KLCRS</i>	GO	Management of the KLCRS
	<i>Foreign-owned salt mining companies</i>	Private	Commercial benefits from salt exploitation and trading
	<i>Vietnamese shrimp farm</i>	Private	Commercial benefits from shrimp nursing
	<i>Chinese fishing port</i>	Private	Commercial benefits from (deep-sea) fishing
	<i>Brazil – Brazilian rice farm and agro-business</i>	Private	Commercial benefits from rice farming
	<i>Anlo Traditional Council</i>	Traditional government	Land custodians and chieftaincy matters; serves as a symbol of unity among all people in the area

	<i>Accommodation</i>	Private	Providing accommodation
	<i>Avu Lagoon CREMA - Tosukpo</i>	CBO	Community natural resources conservation and management; tourism; livelihood
	<i>Avu Lagoon CREMA - Xavi Bird Sanctuary</i>	CBO	Community natural resources conservation and management; tourism; livelihood
	<i>Anyanui Tourist Info Centre</i>	Private	Tourism promotion
	<i>Fort Prinzenstein – Ghana Museums and Monuments Board</i>	GO	Tourism and colonial heritage conservation
	<i>St Pauls Lighthouse</i>	GO	Tourism and marine heritage conservation
	<i>Chieftaincy</i>	Chiefs	Traditional government; land custodians; promotion of peace and stability in their area of influence.
	<i>Local communities</i>	Communities	Livelihood; land owners
	<i>Local entrepreneurs</i>	Private	Socio-economic development

*Source: Based on interviews with stakeholders, desk research and author's educated guesses.*

This identification of stakeholders already shows the broad variety in initial interests, some even conflicting with an undisturbed sustainable tourism development. However, it is necessary to identify the stakeholders in an early stage to see who of the stakeholders might be affected or can affect tourism development.

Important to realize is the heterogeneity of local communities. Each community is different compared to the other in terms of livelihoods, socio-economic development, presence of attractions, willingness to participate, attitude, awareness of nature conservation and tourism potential, presence of entrepreneurs, etc. Also within communities there is a huge difference. For example the power distribution, different entrepreneurs, livelihoods and man-woman distribution among others. For now, no categorization is made of stakeholders within a local community since there would be many. Therefore it is chosen to keep these different stakeholders together under the name local communities. The differentiation within communities will be more important in chapter 7 where the potential winners and losers of tourism development will be discussed.



### 6.3 Stakeholder analysis matrix

After the identification of stakeholders, the mandate of business, the importance of the stakeholder for the KLCRS and their stake and/or interest in tourism in the KLCRS are determined. Table 6.2 below displays the outcomes.

Table 6.2: Stakeholder analysis matrix for sustainable tourism development in KLCRS

<b>National stakeholders</b>	<b>Mandate of business</b>	<b>Importance stakeholder for tourism development in KLCRS</b>	<b>Stake or interest of stakeholder for tourism development in KLCRS</b>
<i>MOTCCA</i>	Setting policies, regulations, standards and development plans.	Setting policy and governance context for tourism.	No specific interest in KLCRS, however, MOTCCA provides legal governance context.
<i>TOUGHHA</i>	Influencing tourism legislation, awareness creation, setting standards in the tourism industry and promotion of Ghanaian tourism.	Mediating between tour operators and government agencies and promotion of destination.	Tourism destination development of KLCRS.
<i>TO / TA</i>	Selling tour packages to tourists; tourism product development.	Bringing tourists to KLCRS; promotion of KLCRS.	Providing a satisfying experience for both the host and the guest.
<i>Minerals Commission</i>	Providing regulation and promotion for the minerals sector.	Provision of permits for commercial companies.	Conservation and sustainable exploitation of minerals.
<i>Forestry Commission</i>	Sustainable forest management.	Management and conservation of KLCRS by Wildlife Division of the Forestry Commission.	Development of new CREMAs and ecotourism sites as a tool for nature conservation.
<i>Ministry of Fisheries</i>	Ensure sustainable exploitation and conservation of the Ghanaian fish stock.	Umbrella GO for one of the main livelihoods.	Less pressure on the local fish stock.
<b>Regional stakeholders</b>	<b>Mandate of business</b>	<b>Importance of the stakeholder for tourism development in KLCRS</b>	<b>Stake or interest of stakeholder in tourism development in KLCRS</b>
<i>GTA Volta Region</i>	Stimulate, promote and market KLCRS	Promotion and marketing of the KLCRS	Development of KLCRS as a Volta

	as a sustainable (eco-)tourism destination.	to the international and domestic market tourism.  Provision of permits.	Region tourism destination.
<i>Volta Region hotels association</i>	Setting standards for hotel quality and services.	Sharing of knowledge and expertise. Promotion of destination. Attracting investors.	Development of tourism industry and accommodation facilities in the KLCRS.
<i>EPA Ho - Adidome</i>	Environmental conservation, legislature and providing permits.	Ensure legal development by conducting environmental impact assessments for hotels and other tourism development projects.	Providing tourism development projects with EIA.
<b>Local stakeholders</b>	<b>Mandate of business</b>	<b>Importance of the stakeholder for tourism development in KLCRS</b>	<b>Stake or interest of stakeholder in tourism development in KLCRS</b>
<i>Wildlife Division KLCRS</i>	Conservation and management of the KLCRS.	Make sure that the natural resources, 'the amenities', are preserved.	Enforcement of legislation.  Tourism can be a tool for the conservation of flora and fauna.  Socio-economic benefits.
<i>District Assemblies Planning Offices</i>	Developing, assessing and deciding on development projects. Provision of permits for land development, construction works and land acquisition.	Provision of permits for development projects.	Socio-economic development of KLCRS  Tourism should ideally benefit more economic industries
<i>Anlo Traditional Council</i>	No clear mandate	The Council assesses development projects within their influence area	Socio-economic development of KLCRS.
<i>Hotels and other accommodation</i>	Provision of lodging and other hospitality	Development of accommodation and	Socio-economic development.

<i>facilities</i>	services.	hospitality services.	Promotion of destinations.
<i>Anyanui Tourism Info Centre</i>	Provision of information on attractions and activities in KLCRS to tourists.	Local tourism actor who knows the needs and wishes of the local community.	Socio-economic development. Setting KLCRS on the map.
<i>Avu Lagoon CREMA Tosukpo</i>	Community conservation management of the Avu Lagoon.	Conservation of the Avu Lagoon area. Ensuring community participation.	Socio-economic development. Promotion of Avu Lagoon CREMA as an ecotourism destination.
<i>Avu Lagoon CREMA Xavi Bird Sanctuary</i>	Community conservation management of the Avu Lagoon.	Conservation of the Avu Lagoon area. Ensuring community participation.	Socio-economic development. Promotion of Avu Lagoon CREMA as an ecotourism destination.
<i>Fort Prinzenstein – Ghana Museums and Monuments Board</i>	Conservation and management of the cultural heritage of Fort Prinzenstein, Keta.	Caretaking of the local heritage and guiding tourists around.	Socio-economic development. Showing the local colonial heritage to the outside world.
<i>St Pauls Lighthouse</i>	Conservation and management of the St Pauls Lighthouse.  Warning and directing sea vessels.	Caretaking of the local heritage and guiding tourists around.	Socio-economic development. Showing the local colonial heritage to the outside world.
<i>Transportation owners</i>	Providing public transportation.	Accessibility of the area.	Socio-economic development.
<i>Other local entrepreneurs</i>	Doing business.	Provision of supply for tourists.	Socio-economic development. Engaging in supply chain.
<i>Chieftaincy</i>	Land owners and traditional leaders.	Consultation and support from chieftaincy needed for	Socio-economic development of

		any development in their influence area	community.
<i>Local communities</i>	Land owners.	Participation and positive attitude with regard to tourism development.	Socio-economic development. Participation and involvement. Feeling of ownership.
<i>Tourists</i>	Experiencing KLCRS.	Socio-economic development of the KLCRS.	Satisfying experience. Leaving an impact behind.

Source: Based on interviews with stakeholders, desk research and author's educated guesses.

The analysis matrix shows the mandate and power distributions between the stakeholders, this is relevant to determine who of the stakeholders will affect sustainable tourism development and who of the stakeholders are pro-tourism development and need to be involved in different development stages. The analysis matrix functions as the basis for the power – interest framework in paragraph 6.5.

## 6.4 Governance and governance issues

This paragraph focuses on the key governing authorities: GTA, WD and the DAs. Their roles, related governance issues and relevant policies are discussed.

### 6.4.1 MOTCCA and GTA

The MOTCCA (Ministry of Tourism, Culture and Creative Arts) is the official government body which develops policy for tourism development and which pursue a healthy advanced tourism industry based on the rich Ghanaian culture. The ministry is the facilitating body between the government and implementing bodies in tourism (e.g. Ghana Tourism Authority), culture and creative arts, and international and civil society partners (MOTCCA, 2016).

The tourism vision of the ministry reflects the development vision of the Ghanaian government in general. National development through tourism is built on the Ghanaian culture and creative arts. On their website, the MOTCCA mentions their five general main policy objectives, which are (MOTCCA, 2016):

- diversify and expand the tourism industry for accelerated job creation;
- intensify the promotion of domestic tourism;
- promote sustainable tourism to preserve historical, cultural and natural heritage;
- develop a competitive arts industry;
- harness culture for national development

The Ghana Tourism Authority (GTA) was established in 2011 by Act 817 of Parliament. The GTA is the successor of the Ghana Tourism Board (GTB), which was established in 1973 (GoG, 2011). The authority is the executing body which is involved in the regulation of tourism in Ghana through marketing and promotion, the classification and licensing of tourism services and facilities, tourism research and statistics, product development and investments, and human resource development (GoG, 2011; GTA, 2016; MOTCCA, 2012). The GTA implements the policy priorities as set by the MOTCCA (GTA, 2016; MOTCCA, 2012). The GTA is represented in each region, where the GTA headquarter for the Volta Region is based in the region's capital Ho.

GTA for the Volta Region is the GTA region subdivision working on the ground. The GTA gives advice for the MOTCCA on policies since they are on the ground as an agency. The mandate is marketing and promotion, but the GTA also has departments for research, product development, standards and policy assurance. Besides that, the GTA registers all tourism facilities in the region (Kwame Gyasi, interview, 27-04-2017). The GTA can only provide the technical assistance, knowledge and standards for the tourism sectors since the sector is too big. The GTA does not own tourist sites, those sites are private owned or owned and managed by other government agencies (e.g. WD).

The GTA for the Volta Region prioritizes investments by the private sector in the following sections (GTA, 2017):

- Investments in urban accommodation, especially star rated hotels;
- Development of riverside lodges along the Volta River and Lake;
- Development of safari lodges in Volta North;
- Development of beach resorts along the coast in the KLCRS;
- Development of Spas and Saunas;
- Restoration of old German buildings;
- Development of traditional and eco-friendly accommodation, with local dishes and drinks in the menu.

#### **6.4.1.1 National Tourism Development Plan (2013 – 2027)**

Why is tourism not developed according the tourism policies and development plans? That is the central question in this subparagraph. According to the National Tourism Development Plan from the MOTCCA, the main building block from which the Ghanaian tourism industry will develop in the coming years, the Keta Lagoon is not part of the tourism development. This development plan sets out goals and sub-goals as well as the steps which need to be taken to achieve the objectives. These goals are:

- Planning and development: develop tourism in a planned and sustainable manner;
- Business development: improve and expand commercial tourism facilities and services;
- Marketing: diversify tourism source markets and market segments;
- Human resources development: improve the capacity, quality, quantity and performance of human resource of the tourism industry;

- Institutional and management: provide an effective institutional, regulatory and financial framework to support development and growth of the sector;
- Maximise the economic impact of tourism: ensure maximisation of the tourism contributions to the economic development of Ghana.

In 5 year steps, the MOTCCA and partners tries to implement the strategy rationale. These phases are:

- The first phase is consolidation of areas where tourism is well established and already attracting a regular flow of tourists by creating a framework that will allow tourism to continue growing, reducing barriers and building up the credibility of the sector;
- The second phase focuses on the expansion to open up underdeveloped tourism areas and resources;
- The third phase is centred around sustainable and consistent growth.

During phase one (2013 – 2017) (see Appendix XII) the focus is on the further expansion and development of the existing tourism destinations with the Accra – Kumasi – Cape Coast triangle as the core. Tourism development target points include the capital (major gateway for travellers), the beaches of the southwest coast, urban cultural centres, heritages sites like Cape Coast and Elmina, cocoa farms and botanical gardens within the triangle, Ashanti culture and cultural heritage of Kumasi, and the Kakum National Park. Experiencing daily Ghanaian life and culture is also a significant aspect of this phase I. Aside of the triangle, the corridors to the Western Region, the Ramsar Sites of Songor and Sakumono, and the area around Kpong and Shai Hills, and the corridor to Mole National Park will be developed or expanded. Phase I is also characterized by focusing on a tourism circuit around Lake Volta as well as the possibility of creating regional tourism circuits, allowing for day trips (MOTCCA, 2012).

The second phase (2018 – 2022) (see Appendix XIII) is described in a less detailed way but will continue with further consolidation and growth of the spatial framework developed in phase one. New corridors will be established, same as the development of new attractions in for example the transit corridors. The focus of the new corridors will be to the northern area bordering Burkina Faso, the western area to Bui National Park and a corridor crossing Lake Volta, allowing for boat trips (MOTCCA, 2012).

In third phase (2023 – 2027) (See Appendix XIV) of the tourism development plan, the further consolidation and growth of the focus areas of phase I and II will be continued. Within the third phase, the major focus is the development of new and additional tourism circuits linked to the new corridors. There will be a link from Aflao at the border to Accra, this road is the so called West-African Highway – the northern boundary of the KLCRS. However, there is no corridor or any other development planned within the KLCRS (MOTCCA, 2012).

This important government document shows no priority or initiative from the top to develop tourism in the KLCRS or to integrate the KLCRS in the plans mentioned. The Keta Lagoon is also not mentioned in the development plan. The

existing competitors (mid-Volta and Ada Foah/ Songor), however, are integrated and will be one of the core zones focused on in the coming years.

#### **6.4.2 District Assemblies**

As mentioned earlier, the Keta Lagoon Complex Ramsar Site is located within 4 districts: Keta Municipality, Ketu South, Akatsi South and South Tongu. Of these 4 districts, only the Keta Municipality is wholly located within the KLCRS boundaries. The district assemblies (DAs) are the de-centralized local governments responsible for the governance within their own administrative region. Of these DAs, the planning unit is the official body working on economic development and land use within the district. Their main objective is equitable economic development in the district. Their main tasks and responsibilities are (Keta Municipality planning officer, interview, 02-05-2017; South Tongu district planning officer, 31-03-2017):

- Facilitating construction procedures;
- Advising third parties for implementation and development works;
- Providing permits for land development and acquisition and spatial development project;
- Setting the institutional framework for spatial planning;
- Developing an action plan for each year

Every DA is supposed to have a district tourism department. However, due to lack of financial resources this department is often not present. There is furthermore no clear mandate for the DA planning unit concerning tourism development (Akatsi South district planning officer, interview, 02-05-2017).

Every district has its own district planning department, responsible for economic development of the district and involved in physical development projects. Each district has its own development agenda, focusing on specific projects or topics for the coming years.

For many districts, tourism (as a tool for livelihood enhancement) is not placed high on this agenda since there is a strong belief the private sector will come in and develop the tourism industry. Although the districts make their own Medium-Term Development Plans, including a tourism section, there is structurally a lack of financial resources to implement these plans, especially for the tourism section. However, the district can provide an enabling environment in attracting private investors (Akatsi South planning officer, interview, 02-05-2017; South Tongu district planning officer, interview, 31-03-2017).

Two examples of DA priorities which might have also have an effect on the tourism potential are mentioned below.

#### **Agro-businesses**

As mentioned earlier, the South Tongu district has the development of the agro-business industry as one of its main development priorities on the agenda. Attracting businesses in the agro-sector and linking this to the farmers will boost the local economy. An example is the expansion of sugarcane plantations and related agro-

industries as well as the expansion of the rice farming and processing activities (South Tongu district planning officer, interview, 31-03-2017).

### **Keta Port Development Project**

During colonial times, the Keta township was the commercial capital of the Anlo towns in the area. It is this place which became an important business centre for trade with Europe and the Americas. After the colonial era, the importance of the trading centre went down and eventually the harbour and trading centre were destroyed by coastal erosion (James Octoo Akorti, interview, 12-04-2017). In order to boost the socio-economic development of the Keta Municipality, the district assembly placed the development of a fishing port high on the agenda. According to the Keta Municipality planning officer (interview, 02-05-2017) the port will only be used to dock (deep)sea fishing vessels and can also be used for tourism purposes (e.g. leisure boats). The port would be constructed between Afiadenyigba and Havedzi. This project contains the following activities:

- Creation of a passage between Havedzi and Kedzi;
- Construction of a fishing port between Afiadenyigba and Havedzi.

From the companies who are likely to make use of the port seem 80% to be from Ghanaian background and 20% of foreign background (Keta Municipality planning officer, interview, 02-05-2017). Rumours in the media say that the port development project will be carried out by a South-Korean company (GNA, 2014).

Business man and president of the Volta Foundation Dumega Raymond Okudzeto, linked to the Keta Harbour Project, claims that \$500 million Keta Harbour project will generate 30,000 jobs related to the construction and operations of the port. An additional 100,000 jobs will be generated for hotels, restaurants, and catering services (GNA, 2014). Although these numbers are depending on the size of the port, the success and demand for the port, it is debatable if this intervention can generate this amount of employment.

The current status of the Keta Port project is unclear and seems to be in standing in the queue. Okudzeto – president of the Volta Foundation – stated in 2014, during a conference in Accra, that opponents of the project withhold the project to start. In a press release Okudzeto mentioned that (Wemakor, 2014):

*“In view of the numerous bottlenecks in the way as far as our efforts at opening up the Volta Region is concerned, particularly in the matter of the Keta Harbour project, we have decided to take a back stage to enable others who have a better alternatives to fulfill the cherished dreams of our people in realizing it in our lifetime, a Port in Keta to begin the journey towards rebuilding our lost glory and pride.”*

The above quote shows that alternatives are sought for the Keta Port development project. However, the plan is not pushed aside, according to the Keta Municipality planning officer (interview, 02-05-2017).

In the last days of his term, former president John Mahama stated that no feasibility studies are carried out on the Keta Harbour Project, according to several



news agencies. Before carrying out such a project, the economic viability of a project needs to be investigated (Daily Guide, 2016).

Minister Designate for Transport Kwaku Ofori Asiamah said at the Appointments Committee of Parliament that the Ghanaian government has reiterated its commitment to build a fishing harbour in Keta. However, he argues that first a feasibility has to be carried out to find out if the project is viable. The private sector will be involved to construct the port, when the private sector find the project profitable. The construction of the harbour is one of the new ruling party NPP's election promises (Arthur, 2017).

### **6.4.3 Wildlife Division**

For the protection and the management of the protected areas in Ghana the responsibility is with the Wildlife Division (WD) of the Forestry Commission of Ghana. This body is part of the Ministry of Lands and Natural Resources. In the KLCRS, the WD has its office in the KCLRS and are responsible for the daily management, monitoring and conservation of the biodiversity in the KLCRS. The main tasks for WD are (Abdul-Kareem Fuseini, interview, 29-03-2017):

- Education and awareness raising about conservation;
- Habitat rehabilitation;
- Law enforcement;
- Encouraging local people to participate in conservation.

The WD is supposed to work in the whole KLCRS, but limited their operations to selected areas due to lack of logistics and financial resources (Abdul-Kareem Fuseini, interview, 29-03-2017).

#### **6.4.3.1 Coastal Wetland Management Project (CWMP) – Keta Lagoon Complex Ramsar Site Management Plan 1999**

The document is outdated, but still functions as the official management document for the Wildlife Division managing the KLCRS. In the document, the following conservation management objectives are outlined (Wildlife Division, 1999):

1. To maintain and enhance the value of the wetland as a wildlife habitat and integrate wildlife conservation into the existing human use of the wetland;
2. To enhance benefits derived from the wetland and improve the quality of life for the local communities who live in the vicinity of the wetland and whose activities influence the wetland ecosystem;
3. To control, monitor and coordinate the activities which affect the coastal zone close to the Ramsar site (e.g. human settlement, industrial developments, salt production, agriculture, fisheries, recreation etc) so as to ensure the maintenance of the health of the coastal environment and sustainability of the wetland resources there in;
4. To create awareness about the rich ecological value of the Keta Lagoon and develop the structural base requisite for the sustainable use of this heritage for education, recreation and tourism.

#### **6.4.4 Traditional rulers**

##### **Anlo Traditional Council**

The Anlo Traditional Council, with its seat in Anloga, is the official traditional government of the Anlo state which is located within the KLCRS. Few chiefs are represented in the council and stay in the council till they pass away. The council has no clear mandate but concerns about chieftaincy matters in their area of influence. Tourism development issues are needed to go through the procedures of the traditional council before implementation (C.K. Konadu, interview, 13-04-2017)

##### **Chieftaincy**

According to Article 277 of the 1992 Constitution of Ghana a chief is defined as a person, who, hailing from the appropriate family and lineage, has been validly nominated, elected or selected and enstooled, enskinned or installed as a chief or queen mother in accordance with the relevant customary law and usage (Bonna, 2006). In Ghana, chieftaincy is one of the traditional institution which symbolizes socio-political and sacred power vested in chiefs, queen-mothers and priests. Chiefs are the opinion leaders within the communities.

#### **6.4.5 Governance issues**

Governance issues are – besides the socio-economic and environmental dynamics in the KLCRS – adding another constraint to the sustainable tourism potential in the KLCRS. This paragraph discusses the challenges related to the governance context which influence the enabling environment for sustainable tourism development.

*“The bigger the Ramsar site, the more difficult to manage.”* (Wildlife Division guide at Songor Ramsar Site, interview, 04-05-2017).

*“KLCRS occupies 4 districts, every district has its own benefits [priorities]. But the districts do not collectively come together for the development of tourism.”* (Akatsi South district planning officer, interview, 02-05-2017).

Above quotes reflect the bigness of the KLCRS. The area is even more located within 4 districts (Keta, Ketu South, Akatsi South, South Tongu), which are not collectively cooperating together in the management and development of the area. Besides that, the Keta Lagoon is designated as a Ramsar Site, which is a protected area, but where communities and land owners were there already before designation. Therefore, solutions for co-existence need to be sought, since eviction is not possible. This is one of the implications of a Ramsar site which makes good management and conservation a difficult assignment. Insufficient financial resources for the Wildlife Division is putting another constraint on the management of the Ramsar site (Abdul-Kareem Fuseini, interview, 29-03-2017).

The boundaries of the KLCRS are randomly drawn, without thinking about consequences of activities outside the KLCRS for the lagoon area. According to the Keta Municipality planning officer (interview, 02-05-2017), the commercial salt company Diamond Salt is located in the Ketu North district. However, the negative

impacts of the commercial salt mining flow to the district of Keta Municipality, thus to the KLCRS. In combination with a lack of collaboration, coordination and supervision between the districts this causes issues for the overall management and sustainability of the KLCRS.

It seems to be unclear who is responsible for the provision of permits for development projects within the Ramsar site. According to the WD, developers need to have a permit from WD since they are responsible for the management and the conservation of the Ramsar site (Abdul-Kareem Fuseini, interview, 29-03-2017). However, the South Tongu district planning officer (interview, 31-03-2017) argues that besides WD and FC also the DA can provide permits. It can be that a commercial company gets a permit from DA for their operations whilst WD is not aware of it. It is arguable if this is a consequence of a lack of inter-institutional communication and cooperation. For large-scale developments, it is the EPA who should come in and provide development projects with a permit.

*"It is not only the WD who has the responsibility for the whole place. There are other institutions whose work also border on some areas of the Ramsar site."* (Abdul-Kareem Fuseini, interview, 29-03-2017).

Since the complex situation of the protected area, wherein economic activities take place and communities live, there are different institutions on stage responsible for different areas of the KLCRS.

For the development of tourism, multiple stakeholders recognize the lack of political will in developing tourism in the KLCRS. See the following quotes:

*"There is lack of political will, failure as a nation. Also no tourism development in other regions, e.g. Volta Lake, has been taken place."* (Akatsi South district planning officer, interview, 02-05-2017).

*"There is a lack of interest in tourism from the direction [GTA]."* (Akatsi South district planning officer, interview, 02-05-2017).

*"Political will and motivation is lacking."* (Keta Municipality planning officer, interview, 02-05-2017).

*"Tourism development is not the responsibility for the government, we leave that to the private sector."* (South Tongu district planning officer, interview, 31-03-2017).

The lack of political will, on local, regional and national level, is limiting the tourism industry from physical development. The development priorities of the districts reflect this issue. Another constraint is the change of government every 4 years of which every government as a new focus.

*"Continuity of projects is a problem due to political will. Every different government has a new focus."* (Keta Municipality, interview, 02-05-2017).

The change of governments is limiting the continuity of development projects started by the previous government. Besides this, frequent transfers of government officials puts constraints on the sustainability of initiatives (Abdul-Kareem Fuseini, interview, 29-03-2017).

There is little direct financial investments from the government into the tourism industry. The MOTCCA (2012) mentions two main reasons why the government is little support the industry:

- There is an overwhelming national deficit for education, healthcare, housing and transportation infrastructure;
- The perception that tourism earnings accruing to government do not require direct government investment for increase and sustenance because the industry is a self-sustaining private sector-led activity.

The first reason is also reflected in DAs planning unit work while focussing on constructing schools and healthcare facilities. Since there is already a lack of financial resources, the resources a DA are likely to go for development projects contributing to the basic needs of the people (Keta Municipality planning officer, interview, 02-05-2017).

## 6.5 Influence and interest

In this paragraph the stakeholders are categorized using a power – interest framework (see figure 6.1). The location of a stakeholder within this framework and

Figure 6.1: Power (influence) – interest framework.

<b>High influence</b>	<b><u>LATENTS: Keep satisfied</u></b>	<b><u>PROMOTERS: Manage closely</u></b>
	Minerals Commission Ministry of Fisheries MOFA Resource users EPA Traditional Council	MOTCCA FC DAs WD GTA TO/TA Accommodations DI GHA V/R
<b>Low influence</b>	<b><u>APATHETICS: Monitor</u></b>	<b><u>DEFENDERS: Keep informed</u></b>
	Commercial companies Transportation owners Local entrepreneurs Local communities	Avu Lagoon CREMA Fort Prinzenstein Anyanui Tourist Info Centre St Pauls Lighthouse Tourists
	<b>Low interest</b>	<b>High interest</b>

Source: Own work.

Within one of the sections (latents, promoters, defenders, apathetic) is based on their influence and interest in sustainable tourism development. The location of a stakeholder is explained in the subsections below, however to define a stakeholders' position, the following criteria are used:

- Interest in tourism development in the KLCRS;
- Degrading effects on environment;
- Willingness in tourism development in the KLCRS;
- Institutional power;
- Importance for tourism development.

### **Promoters**

The promoters should be closely engaged in a project to develop sustainable tourism in the KLCRS. The GTA is placed in the right-top corner since their interest in tourism development and their influence is high. The tour operators, Ghana Hotels Association V/R, accommodation facilities and the Development Institute are also places on the right side since their interest is high and can play a crucial role in tourism development. However, their influence is more limited compared to the GTA. The Wildlife Division is located in the centre since they have multiple interests and see tourism more as a tool for nature conservation and socio-economic development than as a goal in itself. The DAs are located along the axis since tourism is generally not their priority but they agree on its function for socioeconomic development of the district. Their influence is high as the DA has to agree on new developments within their districts and have an important role in land use planning.

### **Defenders**

The defenders include the stakeholders which their main interest is tourism development, either as a goal in itself or as socio-economic development. These stakeholders have a low influence in decision making, but need to be informed along the line of process.

### **Latents**

In the top-left corner of the framework, the latents are located. These organizations and companies have limited interest but high influence in the KLCRS. The MOTCCA is placed on top since they are the government body responsible for tourism policies and regulations. Since the KLCRS is not within their development priorities for the next 15 years, their interest is rather small. Other ministries representing the main livelihoods in the KLCRS are located on the left side for their high influence in decision-making and since they need to be kept satisfied. Consensus is needed upon land use planning among others. The FC is placed more to the right since they see tourism also as a tool for nature conservation, but are usually more focused on areas with more unique selling points (e.g. Kakum and Mole NP). The EPA and Traditional council are located somewhat lower since both make new decisions on development projects. The traditional council has more interest as it sees tourism as a means for socio-economic development of the community where the EPA is just an assessing agency. Resource users are located on the left side since their interest is low

but their power – in terms of environmental destruction – is rather high. Trade-off are significant for these stakeholders on the outer left hand side to satisfy them.

### **Apathetics**

These group include companies, groups, and communities with a somehow low influence and relatively low interest. The commercial companies are placed in the top since they might have some power in terms of influencing decision making. The communities and local entrepreneurs are placed in the bottom for their low influence but relatively high interest in tourism for socio-economic prosperity.

### **Problems and the ideal situation**

The power – interest framework shows the existing position of stakeholders according to their interest in tourism development in the KLCRS and their power to influence or direct tourism development. Problematic for the tourism potential is the position of resource users on the low interest side. They have a certain degree of power in terms of directing tourism potential. Their activities influence the quality of the environment. This applies also to the commercial companies, but their priority in exploiting natural resources cannot be changed. However, they can shift somehow to low influence or higher interest in case they commit themselves to sustainable operations of their activities. In the ideal situation, the local communities, entrepreneurs, transportation users and resource users shift from low interest to the high interest section. This can be achieved by awareness raising to gain their interest and support. It would also be favourable if the traditional council and chieftaincy as opinion leaders would have a higher interest in conservation and tourism in order get the communities over the middle line as well.

## **6.6 Summary**

This chapter identified and examined the stakeholders to be involved or affected by tourism development in the KLCRS. Using a stakeholder analysis, the mandates, interests and importance of the stakeholders was determined. There is a broad variety of national, regional and local stakeholders who are of importance concerning tourism development in terms of influence and interest in tourism and its potential.

The key governing authorities are discussed while focusing on their roles, mandates, power, but also the governance issues which arise and which affect sustainable tourism development. The enabling environment is influence by these issues, e.g. lack of political will and absence of financial support. The sustainable management of the Ramsar site experiences difficulties since there is no cooperation between the stakeholders. This also affects physical sustainable tourism development.

A power – interest framework identified other issues related to the position of specific stakeholders within this framework. A shift of several individuals and groups on the left side of the framework (no or limited interest in tourism) to the right side (interest in tourism) would be more advantageous.

## **Chapter 7      Benefitting local communities and nature conservation: tourism as a tool**

### **7.1 Introduction**

This chapter discusses how sustainable tourism in the KLCRS can benefit nature conservation and improve local livelihoods according to interviews with participants and a survey among 15 accommodations in and fringing to the KLCRS. Besides that, this chapter analyses who of the stakeholders mentioned in chapter 6 might win or lose from possible sustainable tourism development in the KLCRS.

The results in this chapter are based on personal views, perceptions and perhaps aspirations and can be distorted according to reality. Besides that it is questionable if the benefits will really come forward if sustainable tourism will be developed. However, a critical inventory and discussion of how sustainable tourism in the KLCRS can benefit nature conservation and improve local livelihoods are key components in assessing the potential and of developing sustainable tourism.

The effects of tourism has two elements, direct and indirect. In the context of this research, direct benefits are concerned with the immediate effect of a tourist expenditure. The indirect effect refers to the value chain and multiplier effect. In this, the direct benefits (e.g. income) is re-invested into the local economy (Salma, 2006).

The first paragraph outlines the direct benefits sustainable tourism can have on local communities. After that, in the second paragraph, the indirect benefits are discussed. Direct benefits are, in this context, revenues that directly derive from tourist expenditures. The latter part of the chapter deals with benefits for nature conservation, access and control over natural resources and who of the stakeholders will gain or lose from tourism development and nature conservation.

### **7.2 Direct benefits**

#### **7.2.1 Benefits from revenues**

*"The community will benefit when tourists pay the fees."* – Jacob Akakpo (interview, 11-04-2017).

Direct revenues are in this context defined all sorts of direct income from tourism in a tourism business, e.g. entrance fees for attractions and hotel fees. Fees are directly paid at for example receptions or to guides. This money is a direct income for a tourist attraction and accommodation (Salma, 2006). These investments increase the financial resources of a certain individual, company or organization, necessary for the sustainability of the business.

For community-based (eco)tourism projects, the whole community can benefit through benefit sharing or when certain revenues are invested in the community, for example through development projects like school building or buying school utensils (Bright Ashinyo, interview, 30-03-2017). Also Jacob Akakpo mentioned that the Avu Lagoon CREMA committee decides upon development projects within the community, funded by tourism revenues.

NGOs linked to commercial tourism companies and facilities can also play a role in enhancing the benefits for local communities. Jolinaiko Ecotours mentioned the NGO Stepping Stones for Africa, which is funded by their tour company and supports project communities with development projects, like health clinics (Jolinaiko Ecotours, interview, 08-05-2017). The NGO Big Dream Ghana, linked to Meet Me There in Dzita, supports the communities of Dzita and Dzita-Agbledomi by building compost toilets and a community learning centre, funded by tourist earnings from the accommodation called Meet Me There African Home Lodge (Christian Ganah, interview, 28-03-2017).

### **7.2.2 Employment generation**

*“Now there is hunger, if tourism can bring some revenues via employment, there will be more food.”* – Afiadenyigba community members (interview, 29-03-2017)

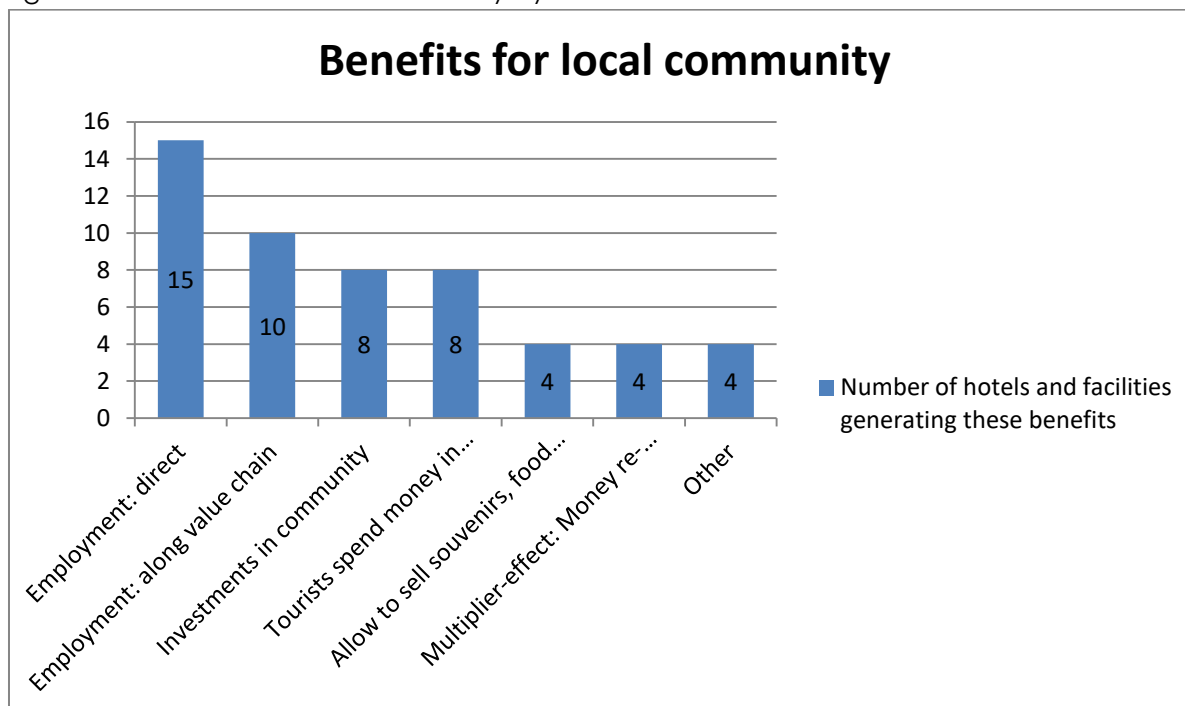
Multiple stakeholders mention employment generation (e.g. in hotels, as tour or site guides, in tourism facilities) as a major benefit (Aborigines Resort employee, interview, 13-04-2017; Trans Volta Salt Company employees, interview, 29-03-2017; South Tongu district planning officer, interview, 31-03-2017; St Pauls Lighthouse caretaker, interview, 13-04-2017; C.K. Konadu, interview, 13-04-2017). In a context of widespread unemployment and poverty, employment generation in terms of alternative or new livelihoods is described as “very welcome” (Anyako community member, interview, 30-03-2017). The new economic activity “will raise the standard of living” according to the president of the Volta Regional Hotels Association, Maxwell Amekpor (interview, 10-04-2017).

The Ada Tourism Information Centre (interview, 03-05-2017) near the Songor Ramsar Site explains that employment generation through tourism is definitely a benefit, but on individual basis. The community as a whole does not benefit. The Ada Tourism Information Centre overlooks herein the multiplier effect tourism has on the local economy due to a rise in incomes and the direct spending of tourism in the community (see also paragraph 7.2.3 and 7.3.2). In the National Tourism Development Plan, the MOTCCA states that any tourism employment undertaken will result in 2.5 indirect and induced employment. This is the employment multiplier of tourism (MOTCCA, 2012).

Although employment generation is seen as a benefit, there are also challenges identified. Maxwell Amekpor (interview, 10-04-2017), for example, mentioned the lack of skills of the local population. A first step would be education to provide the locals with sufficient skills to work as tour guides or to be employed in other tourism facilities. Quality education and a good attitude and willingness of the local people, will avoid tourism facilities and accommodations to attract employees from other regions in Ghana (e.g. Accra). Also the employee from the Aborigines Resort (interview, 13-04-2017) mentioned the lack of proper skills and knowledge of the locals to be employed in the tourism sector. At the moment, largest benefits to the local community is direct employment according to 15 existing accommodation and attraction facilities in the KLCRS. This is followed by indirect employment along the value chain (see figure 7.1 and paragraph 7.3.1)



Figure 7.1: Benefits for local community by hotels and other tourism facilities.



Source: Based on survey conducted among 15 accommodations and attractions.

### 7.2.3 “Overlooked” benefits

Some significant direct benefits are often overlooked by stakeholders, especially the local communities. Besides direct benefits in terms of entrance fees, the local community also benefits through direct tourist spending in the community. This spending ranges from buying water and food to selling farm produce and souvenirs (James Octoo Akorti, interview, 12-04-2017; South Tongu district planning officer, 31-03-2017).

### 7.2.4 Cultural exchange and knowledge sharing

The Aborigines Resort employee (interview, 13-04-2017) mentioned “civilisation and socialisation” as one of the benefits coming from tourism. The interpretation of this quote might be the exchange of culture and knowledge between the host culture and the culture of the guests. Despite the somehow negative word choice, civilisation points – in this context – at the exchange of cultural good, practices, values and knowledge. The exchange of culture and knowledge sharing is made possible via socialisation, in this context meaning the contact between host and guest. Jacob Akakpo, guide at the Avu Lagoon CREMA, emphasized the learning benefit tourism will bring:

*“Since the tourists will come, we learn from them and they from us. It is an exchange of information.”*

This exchange of knowledge improves the cultural sensitivity, knowledge and awareness of both parties as well as the knowledge about socio-economic and environmental aspect (e.g. health, economy, techniques, agriculture, etc.).

However, exchange of knowledge and culture also impacts the local culture and traditions. This is not necessarily a consequence of tourism but of globalization. Foreign cultures, either from the west, east, north or south, are transforming the local Ghanaian culture by introducing cloths, goods, services and techniques. James Octoo Akorti (interview, 12-04-2017) argued that especially the youth is becoming more interested in taking over the Western lifestyle instead of sticking to their traditional culture they are raised in. To that extent, one can say that tourism brings both advantages and disadvantages. However, it is arguable if loss of culture and traditions can be named negative. In a changing world, wherein globalization plays a main role, host and visitor societies become more and more interconnected. Tourism commentators argue that the process of globalization in terms of global economy, resulted in a global culture. According to these critics, this led to the inability of Third World communities to sustain their own traditional livelihoods and lifestyles, and consequently losing their cultural differences and authenticity (Mowforth and Munt, 2007).

### **7.3 Indirect benefits**

#### **7.3.1 Local supply chain**

*“Local restaurants, the chop bars, and existing accommodation, should be identified and upgraded and be linked to local supplier, for example farmers, for the food supply.”* – Kwaku Passah (interview, 01-05-2017)

The local people can also benefit from tourism whilst integrated in the supply chain for hotels and restaurants for example. Existing livelihoods like vegetable farming and fishing can supply hotels, restaurants and other facilities. This gives a boost to the local economy, avoids import from other regions or abroad and gives a local touch to the travel experiences of visitors.

Another 'local touch' to avoid import and enhance the travel experience is mentioned by Rex Bright (interview, 28-03-2017) as he says that the local natural material can be used for construction work. In this, the supply of building materials can be sourced locally.

#### **7.3.2 Multiplier effect**

The multiplier effect is here defined as an investment in tourism increases investments in the same or other sectors (Economics Online, 2017). Due to tourism, local communities get revenues; the increase in income allows them to increase their consumption as well. This can even generate more employment as a consequence of a higher consumption of the locals (South Tongu district planning officer, interview, 31-03-2017).

## **7.4 Support for nature conservation**

### **7.4.1 Benefits and community support**

*“Local people get excited when you involve them in something. They are happy when they see part of the revenues going to them. When they see this is for us, they will get involved [give their support].”* – Maxwell Amekpor (interview, 10-04-2017).

There is a direct link between tourism benefits for communities and nature conservation. Since it is very difficult to make tourism work for nature conservation in a difficult context, like the KLCRS, community support and awareness is the biggest benefit. As they see direct benefits flowing from sustainable tourism to them, they are more likely to support conservation projects. Abdul-Kareem Fuseini (interview, 29-03-2017) said that *“once they [locals] know we gonna participate and benefit, they [locals] give them all.”* This means that once the local communities experience direct benefits and are involved in the conservation and tourism projects, they will give their support. Before they are willing to participate, the local communities need something in return or an alternative whilst the natural resources become protected (South Tongu planning officer, interview, 31-03-2017). Also Andrew Agyare (interview, 08-05-2017) from the Forestry Commission stated that usually the local have too high expectations and might lose their confidence in the tourism and conservation project, therefore benefits need to be demonstrated.

### **7.4.2 Taxes and revenues for Wildlife Division**

To fund expenses for nature conservation, taxes can be levied on tourism revenues (e.g. from hotels) and used for conservation purposes. Especially since the Wildlife Division is under sourced and is unable to tackle all challenges and monitor the whole widespread Ramsar site, this can bring in another source of income to be spend on conservation and protected area management efforts (Abdul-Kareem Fuseini, interview, 29-03-2017). However, revenues from WD seem to go straight to the headquarters in Accra which re-distributes the financial resources to the local and regional offices.

Another source of income for the Wildlife Division could be revenues generated from entrance fees for protected sites as well as fees from providing nature activities and guides. This concept is already implemented in other protected areas managed by the Wildlife Division, such as Mole National Park and Songor Ramsar Site. In these protected areas, a large share of WD financial sources are obtained through providing safaris, nature walks, boat tours and wildlife watching tours (e.g. sea turtle spotting) (Dicksons Agyeman, interview, 03-05-2017; WD guide at Songor Ramsar site, interview, 04-05-2017; WD guide at Mole National Park, personal communication, 10-03-2017).

## 7.5 Access (use) and control of natural resources by stakeholders

This paragraph discusses the access and control of stakeholders over selected natural resources in the KLCRS. Also in this section, the heterogeneity of the local communities are essential. Their livelihoods are resource-based, and the development of tourism might change the control and access to these resources. The conservation of natural resources for tourism purposes has an effect on the local livelihoods. Paragraph 7.6 focuses more on which individuals or groups might be affected.

### **Mangroves**

Currently, the mangrove forests near the Volta River estuary are exploited by the communities of Anyanui, Agorkedzi, Fuveme, Salo and other surrounding communities. The roots, trunk and branches of the red and white mangrove trees are harvested, dried and used/sold for fire wood. Besides the surrounding communities, several people from villages further away are involved in the harvesting of mangroves as a consequence of poverty and unemployment caused by the salinization of arable land, as mentioned in the previous chapter. Different clans, families, and individuals from the communities are owners of the forests and sell (or lease) it out to the workers – from the same or other communities – to harvest (Rex Bright, interview, 28-03-2017; Anyanui community member, interview, 28-03-2017). Some of the mangrove forests are communal lands and are in trust of the community vested in chieftaincy structures, called the stool (Hughes et al., 2017). Also these lands are exploited by community members. The community members exploiting the mangroves can be called resource users.

Figure 7.2: Salt pan distribution. Commercial companies indicated in red, traditional salt mining in green.



Source: Own work.

## **Salt pans**

The community salt pans of Afiadenyigba are vested in the stool, access is restricted to community members of Afiadenyigba. The men are involved in creating the salt pans and canals while the ladies are responsible for the salt harvesting (Afiadenyigba community members, FGD, 29-03-2017). For Adina, the salt pans are individually or family owned. The individual decides who is allowed to work and harvest in the salt pan. The work division is the same as for Afiadenyigba (Adina community members, FGD, 29-03-2017). Besides this, two commercial foreign-owned companies (Bayswater International and Diamond Salt) are involved in salt mining. These companies have bought or leased<sup>2</sup> land from communities (the stool or individuals/families) (Afiadenyigba community members, FGD, 29-03-2017; Adina community members, FGD, 29-03-2017). The access of the commercial salt pans is restricted to the companies' employees. The employees are coming from the nearby communities. One local commercial salt company, Trans Volta Salt, is located between Kedzi and Afiadenyigba. Access is restricted to employees from nearby communities (Trans Volta Salt employees, FGD, 29-03-2017). Figure 7.2 shows a map with the land distributions concerning the salt pans.

## **Water bodies: the lagoon, wetlands, rivers, streams and creeks.**

According to Act 522 of 1996 of Ghanaian legislature, "*the property in and control [over] all water resources is vested in the President [of Ghana] on behalf of, and in trust for the people of Ghana.*" According to the Water Resources Commission, this implies that there is no private ownership of water in Ghana. The President, or other authorized institution, may grant rights for water use. The Water Resources Commission is the legal authority to regulate and control the use of water resources, mainly through granting of water rights and water use permits (Water Resources Commission, 2017).

## **Land**

Land within the KLCRS is owned by either clans, families, individuals, the stool or government. The owners decide upon access, use and sale of their lands. Community lands are vested in chieftaincy structures, or the stool. For these lands, the chief decides upon access and utilization for the benefit and in trust of the community. The Lands Commission, established by article 258 of the 1992 Constitution, manages public lands and any other lands vested in the President of Ghana by the Constitution or by any other law and any lands vested in the Commission (Lands Commission, 2017). The DA planning units or other relevant authorities decide upon land use planning within the district or area of influence of the authority.

Individual and family ownership of land makes land acquisition difficult, especially when local communities do not see the direct benefit a land investment and tourism development project can bring for them. Besides that, according to

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<sup>2</sup> It is unknown if the commercial salt mining companies have either actually bought or leased the land from community members. According to the community members the companies have bought the land, however that is in conflict with the Ghanaian law.

Ghanaian law, foreign companies cannot buy or own land in Ghana; they are allowed to lease land from a third party.

### **Avu Lagoon CREMA**

The Avu Lagoon CREMA is a community resource management area. 15 communities are involved in the daily management and conservation of the natural resources in and around the Avu Lagoon and within the area of influence of these 15 communities. A committee consisting of 30 representatives (2 from each community) decides upon the management and takes decisions about the spending of earned revenues. The CREMA claims to have defined the access to the lagoon's resources, however, Jacob Akakpo (interview, 11-04-2017) argues that other communities still have access to the lagoon which makes management, coordination and monitoring difficult. The CREMA committee is decided upon by-laws for restricting activities (Jacob Akakpo, interview, 11-04-2017).

## **7.6 The winners and the losers**

While most stakeholders tend to win from sustainable tourism development, there may be other stakeholders who could be affected negatively as a consequence of tourism development and related actions like natural resource conservation. Winners and losers only happen within the 'primary' stakeholders. The primary stakeholders can be defined as (Tearfund, 2009):

*"People whose well-being may be dependent on a resource or service or area (e.g. a forest) that the forest addresses. Usually they live in the area or very near the resources in question. They often have few options faced with change, so they have difficulty adapting. Primary stakeholders are usually vulnerable. They are the reason why a project is carried out – the end users."*

In the context of this research, the primary stakeholders are the local communities, entrepreneurs, local resource users and land owners among others. The secondary stakeholders are all other people and institutions with an interest in (sustainable tourism development) in the KLCRS. These people are for example the hoteliers, the WD, and the commercial companies. The secondary stakeholders are the "means by which project objectives can be met, rather than an end in themselves" (Tearfund, 2009).

In this paragraph, the possible winners and losers of sustainable tourism development in the KLCRS are discussed according to the views and perceptions of the participants. It is difficult to say which stakeholder will possibly lose and who might win from sustainable tourism development in the KLCRS and this section remains therefore speculative. According to many stakeholders, the people involved in the environment destructing livelihoods are obviously going to lose from tourism development. These people might be fishermen involved in sea turtle poaching, the bird and mammal hunters, as well as the mangrove forest harvesters. On the other hand, several stakeholders claim that some of these people can be trained as

guides or guards since they have a significant knowledge on the animals and flora, and therefore might benefit (Abdul-Kareem Fuseini, 29-03-2017). The following subsections will discuss different stakeholders and their potential to lose or win according to the views of the participants.

### **Resource users**

"The resource users will be affected, those who harvest the mangroves, those hunters who kill sea turtles" (Abdul-Kareem Fuseini, interview, 29-03-2017). Although these people initially experience negative effects as a consequence of a ban on killing sea turtles or harvesting mangroves unsustainably, they might experience benefits when employed as for example sea turtle watching guides or tour guides in the mangrove forests (Rex Bright, interview, 28-04-2017). This also applies for people engaged in bird and mammal poaching as well as forest harvesters in the coastal savannah communities. As long as there is an alternative livelihood for the resource users, they can also gain from tourism development.

### **Women**

A context of poverty and a lack of future perspective results in vulnerability, especially for women. James Octoo Akorti (interview, 12-04-2017) argues that women get impacted negatively by tourism:

*"Our women admire white men and give birth to them. The white man leaves before they are aware they preganated the ladies. Also, diseases will spread when the white men sleep with our women."*

Above quote raises the debate about the link between prostitution and tourism. However, former Tour Guides association president Kwaku Passah (interview, 01-05-2017) says that the prostitution is already existing. It is not tourism specifically who brings prostitution to the communities. Besides that, not every white man is a tourist. Apparently, there seem Chinese-Ghanaian mixed-race children walk around the Chinese and Vietnamese projects in Anyanui.

According to the Ghana Hotels Association for the Volta Region (interview, 10-04-2017), women are vulnerable. However, the president of the association claims that when you educate the women, you educate thousands of people. A raise in awareness results in a major role women can play since they realize the potential.

Women can also benefit directly and indirectly because of tourism spending in shops owned by women, selling of souvenirs and farm produce as because of the multiplier effect of tourism in the communities (Abdul-Kareem Fuseini, interview, 29-03-2017; South Tongu district planning officer, interview, 31-03-2017). In the Avu Lagoon women benefit since they are equally involved in the CREMA project and thus also feel the benefits from the project. Besides that, they benefit by selling the local distilled akpeteshie, as well as farm produce (Jacob Akakpo, interview, 11-04-2017; Tosukpo sugarcane distillers, 11-04-2017). Bright Ashinyo, guide at Xavi on the east side of the Avu Lagoon, states that women only benefit sometimes. This is caused by the fact that the women are not involved in other tours organized by the

CREMA, but only the local drumming performances. On the other hand, the guide claims there is benefit sharing within the community.

### **Youth**

The youth are identified as the major beneficiaries of tourism development since they seem to gain since more employment opportunities will be available due to sustainable tourism development (Jacob Akakpo, interview, 11-04-2017; South Tongu district planning officer, interview, 31-03-2017; Abdul-Kareem Fuseini, interview, 29-03-2017).

### **Nearby communities of Avu Lagoon CREMA**

In the case of the Avu Lagoon CREMA, nearby communities which are not involved in the CREMA, but make use of the resources of the lagoon (fishing and farming), will get affected since they do not benefit. The revenues and multiplier effect which flows directly to the communities represented in the CREMA will benefit the CREMA shareholders (Jacob Akakpo, interview, 11-04-2017). This is a consequence of a wrong definition of the CREMA and no strictly enforced, followed and monitored rules and regulations.

### **Community members at Adina**

The community members of Adina (FGD, 29-03-2017) claim that tourism will not be beneficial since *"tourism will be owned by one person, for example the chief. People who are not employed will not earn anything."* Another issue they call is that the area is too big and the salt pans are spread out in a large area. Many inhabitants of Adina are involved in the traditional salt mining, and each individual has its own salt pan. Having a reception can only benefit a few community members. The community members prefer to expand their traditional salt mining practices, even since they already experience negative impact due to the commercial salt mining. It seems that sustainable tourism cannot benefit all salt pan owners and miners in the Adina salt pans. Tourism would rather be a supplement for their traditional livelihoods or an alternative livelihood for a few people.

## **7.7 Summary**

In this chapter, the sustainable tourism benefits and support for communities and conservation is examined. Besides that, it is discussed who of the stakeholders mentioned in the previous chapter will lose or gain from sustainable tourism development in the KLCRS.

The socio-economic benefits for the communities can be categorized in direct and indirect benefits. The direct benefits consist of advantages coming from direct tourism expenditures in the KLCRS or direct contact with the communities. The major benefit identified would be revenue and employment generation. Interaction between the host and visitor creates opportunities for knowledge sharing and cultural exchange.



The indirect benefits consist of employment and revenues coming from the value chain (e.g. local farmers supplying food for hotels and restaurants) as well as the multiplier effect of tourism. The multiplier effect gives another boost to the local economy when tourism expenditures are re-invested in the economy by the locals themselves.

Tourism can be used as a tool for nature conservation while the direct benefits to local communities develops a positive attitude regarding conservation efforts. Taxes can be levied on tourism expenditures to be used for conservation purposes, as well as entry fees and revenues for activities can be used by WD to support their management and conservation operations in the Ramsar site.

The livelihoods in the KLCRS are mostly resource-based. Tourism and conservation might change the dynamics over the access and control and thus the livelihoods. In case of tourism development, socio-economic and conservation benefits vary between the stakeholders. Using the stakeholder analysis, interviews and FGDs, different categories of losing and gaining stakeholders were developed. However, all categories of stakeholders could gain but also lose from tourism development, depending on how the industry is developed, managed and coordinated locally. Natural resources users tend to be the largest group who might lose from tourism development, however they can be trained as tour guides and guards and thus creating an alternative livelihood for them.

## Chapter 8 Discussion<sup>3</sup>

This research tried to assess the sustainable tourism potential in the KLCRS while looking at the existing dynamic enabling environment, the stakeholders and the potential benefits and effects for local communities and nature conservation. Interviews, FGDs, observations and secondary data were used to achieve the objective of the research. In this discussion chapter, the main results of the research are discussed against the theoretical and thematical framework. First, a SWOT analysis displays an analysis of the potential of the KLCRS as a tourism destination using the destination mix of Mill and Morrison and the elements which shape tourism development from Williams (2009) as guidelines. After that, an in-depth discussion is focused on the potential for tourism to contribute to sustainable development in the KLCRS. It is discussed how tourism – as an alternative livelihood enhances local socio-economic development and supports natural resource conservation by looking for example at governance issues, diversification of livelihoods and local awareness among others. Is tourism realistic in this specific area? What is needed to develop sustainable tourism and to ensure tourism contributes to socio-economic and environmental improvement? What will be the effects of tourism on different groups of people and on the natural environment? In the last section, it is discussed when and how the sustainable tourism development is successful or not, compared to findings from other destinations where tourism is developed in similar contexts.

<b>SWOT analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>▪ Presence and variety of attractions in a (relatively) raw state, like :               <ul style="list-style-type: none"> <li>- Rich local culture</li> <li>- Volta River estuary</li> <li>- Rich avifauna / birds</li> <li>- Keta Lagoon</li> <li>- Wetlands/mangroves</li> <li>- Colonial heritage, e.g. Keta Fort</li> <li>- Volta River</li> <li>- Sea / beach</li> <li>- Sea turtles</li> <li>- Unique ecosystem</li> <li>- Monkey species</li> <li>- Baobab trees</li> <li>- Traditional religion</li> <li>- Hogbetsotso festival</li> </ul> </li> <li>▪ Hospitality; welcoming and friendly English speaking people;</li> </ul>	<ul style="list-style-type: none"> <li>▪ Attractions are in a raw state;</li> <li>▪ Lack of renovation of heritate like Fort Prinzenstein and no story-telling;</li> <li>▪ No promotion of attractions;</li> <li>▪ Poor customer service / professional hospitality;</li> <li>▪ Low skilled people: Lack of education and training;</li> <li>▪ Relatively poor infrastructure such as road networks, water supply, electricity supply, waste management;</li> </ul>

<sup>3</sup> A reflection on the research is available in chapter 3 on the methodology; refer to paragraphs on ethical issues, practical issues and limitations.

<ul style="list-style-type: none"> <li>▪ Basic (tourism) infrastructure and facilities available;</li> <li>▪ Located along the West-African Highway;</li> <li>▪ Main tarmac road in relatively good state connecting major towns;</li> <li>▪ Approximately 3.5 hours from Accra and Kotoka International Airport;</li> <li>▪ Private owned local public transport in place connecting KLCRS with towns and cities over Ghana;</li> <li>▪ Destination is different than others;</li> <li>▪ Strategic location along the West-African Highway and between metropolises Accra and Lomé;</li> <li>▪ Large expat community in Accra and other cities;</li> <li>▪ Domestic elite;</li> <li>▪ Schools and churches looking for excursion possibilities;</li> <li>▪ Regional and local institutions and organizations ready to assist in tourism development, e.g. GTA, WD, Hotels Association.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Frequent power cuts and water shortage;</li> <li>▪ Low standard and variety/lack of accommodation and facilities;</li> <li>▪ F&amp;B industry is not developed;</li> <li>▪ Poor signage;</li> <li>▪ Feeder roads are often rough and not asphalted;</li> <li>▪ Difficult land acquisition due to local ownership of resources;</li> <li>▪ Remoteness of location compared to neighbouring destinations;</li> <li>▪ No tourism promotion of the area;</li> <li>▪ Tourism industry not developed compared to other neighbouring destinations;</li> <li>▪ Absence of domestic tourism culture;</li> <li>▪ Lack of coordinating and cooperating authorities;</li> <li>▪ Lack of strict laws and law enforcement;</li> <li>▪ lack of monitoring authorities</li> <li>▪ No tourism development plan and conservation management plan in place;</li> <li>▪ Centralized tourism: No tourism offices on district level.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>▪ Attractions are in a raw state and can</li> </ul>	<ul style="list-style-type: none"> <li>▪ Coastal erosion and climate</li> </ul>

<p>be developed;</p> <ul style="list-style-type: none"> <li>▪ Development of bird watching tourism;</li> <li>▪ Nightly sea turtle watching;</li> <li>▪ Water activities, e.g. canoeing and river cruises;</li> <li>▪ Hospitality training to increase customer service;</li> <li>▪ Eco-lodges at strategic locations, e.g. Avu Lagoon;</li> <li>▪ Variety in accommodation options per budget;</li> <li>▪ Partnering with 'competitor' destinations like Ada Foah and mid-Volta can support the tourism development within the KLCRS;</li> <li>▪ Domestic tourism, e.g. Ghanaian elite, school and church groups;</li> <li>▪ Expats from the major cities can be approached as an important tourism market;</li> <li>▪ Regional tourism from e.g. Togo and Nigeria;</li> <li>▪ Potential tourism market segments: Ecotourism, backpacking, volunteering and adventure tourism;</li> <li>▪ Cooperation between stakeholders to improve management, coordination and overall success of the project;</li> </ul>	<p>change;</p> <ul style="list-style-type: none"> <li>▪ Poaching of birds, mammals, reptiles and seaturtles in the whole area and especially in and around the Avu Lagoon, the Volta River estuary and the coast;</li> <li>▪ Deforestation (especially of the mangroves forests);</li> <li>▪ Lack of promotion;</li> <li>▪ Influx of personnel from cities like Accra, Kumasi and Tema;</li> <li>▪ Competition from Ada and other destinations/attractions.</li> </ul>
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The SWOT analysis matrix indicated the main strengths of the KLCRS as a potential tourism destination, the main weaknesses, as well as opportunities and threats for tourism development.

There are two situations in the KLCRS. First, there is the existing situation without sustainable tourism development and where there is a context of internally and externally induced natural resource based livelihoods which are threatening the sustainable development of the area and limits the potential for tourism development. Secondly, there is an ideal situation where tourism is proposed as a potential for livelihood diversification and enhancement and as a tool to address the environmental issues.

Is tourism realistic in this specific, environmentally degraded, area? What are the limitations and other constraints? That is the first question which arises. To determine if tourism development in the KLCRS is realistic or not, we have to look at the interplay between or the combination of different factors that shape the potential of tourism development in the KLCRS (see Britton, 1989; Pearce, 1987 for other examples). Influencing elements are human-induced environmental threats and natural constraints, the nature and quality of the tourist resources and attractions, the state of the tourism market, planning and investment conditions and the levels of integration are significant for success. Already existing and potential attractions and activities, accommodation and tourism facilities, the accessibility and transportation, infrastructure and the governance context or institutional elements are key elements that shape tourism development (2009). The KLCRS has a variety of potential attractions and activities but are in a raw state and need to be developed to serve the tourism industry. The insufficient developed infrastructure and other facilities like accommodation puts another constraint on the potential. Lack of financial resources of government bodies and the reluctant behaviour of the private sector limits the development of the attractions, infrastructure and facilities.

Within the KLCRS, there is a dynamic economic, socio-cultural, ecosystem and governance context which is of influence on the sustainable tourism potential. The KLCRS is characterized by massive environmental destruction, caused by local communities and commercial companies. Natural resources are exploited in rapid speed. (Mangrove) forests are deforested, fauna species are poached and human encroachment and biodiversity disturbance due to farm and settlement expansion increases. These developments are in conflict with three of Murphy's (1994) six key principles for sustainable tourism development which are:

- Ensure that renewable resources are not consumed at a rate that is faster than rates of natural replacement;
- Maintain biological diversity;
- Recognise and value the aesthetic appeal of environments;

The question is if these key principles can be achieved when sustainable tourism is developed within the area. In the current situation, all these principles are under pressure and the local culture and attitude are not contributing to a sustainable solution.

Poverty, dependency on natural resources, lack of awareness and environmental education, ignorance of religious beliefs and lack of economic alternatives among the local people contribute to the environmental degradation. Using the twelve aims of UNEP & UNWTO (2005) to achieve sustainable tourism

development, there seems to be a vicious cycle on the ground between lack of economic prosperity, employment opportunities, hunger, lack of social equity and local well-being with biological diversity, resource efficiency and environmental purity. This means that 7 of the 12 aims for sustainable tourism development are already in a vulnerable position.

The sustainable tourism potential faces a lot of challenges concerning the lack of awareness and appreciation of local communities about the tourism potential and environment. In the research of Sirakaya et al., (2002) and Porter et al. (2017) this is also recognized. In most cases the residents are able to identify tourist attractions in their vicinity but do know less about the possible socio-economic potentials it has for their community. The lack of knowledge and awareness can be explained in the lack of direct exposure to tourists and tourism activities. This issue is researched by Porter et al. (2017) on the viability of tourism as a development strategy for remote fishing communities in the Philippines. The lack of direct contact with tourism results in low levels of awareness which on its turn causes low levels of participation in tourism at non-supportive attitudes.

Bello et al. (2014) argue that other factors contribute to the lack of awareness and low levels of participation. These are lack of financial resources, centralisation of tourism planning, lack of trained and skilled personnel, lack of coordination amongst key stakeholders, lack of adequate comprehensible tourism information and low educational levels.

Necessary for a healthy development of the tourism industry is a legal regulatory framework and an enabling governance situation (Shaw and Williams, 2004). Already many developing countries use tourism as a tool for national, regional and local socio-economic development. Although the Government of Ghana recently advocates for the use of tourism for socio-economic development, the lack of political will, institutional coordination and governmental support limits the physical development of tourism in the KLCRS. Besides that, the KLCRS is not integrated in the national tourism development plan; while, according to Hall (2000), tourism acts via policies as a primary mechanism for governments to achieve several outcomes, this is not the case in the KLCRS. This withholds tourism to integrate alongside other economic sectors, restricts the direction and control of physical patterns of tourism development, limits the conservation of natural resources and constraints active promotion and marketing of the KLCRS.

The current development agendas of the (local) governments are controversial to sustainable tourism development. Examples include commercial salt mining and the expansion of sugarcane plantations. Tourism is not ranked as a top priority for local socio-economic development and most government bodies leave physical development to the private sector. However, this sector is not coming in due to the absence of a regulatory framework.

Currently, there are too many challenges for the sustainable tourism potential and its physical development. The whole enabling environment is counteracting the prerequisites for the development and makes realistic tourism development questionable. It is important that the challenges are addressed to enable tourism development.

What is needed to develop sustainable tourism and to ensure tourism contributes to socio-economic and environmental improvement? This is a second question which arises while looking at the ideal situation for the KLCRS. Within this section, essential requirements which are needed to develop tourism are discussed.

In order to ensure community support for conservation efforts, it is argued that direct economic benefits need to flow towards the local communities. This will create awareness on the importance of the natural resources and raises a positive attitude towards tourism development. These findings are in line with Kideghesho et al. (2007), Okello (2005) and Scanlon & Kull (2009) who argue that local communities will only conserve nature and wildlife if they will gain economic benefits from them and as long as their interests are not threatened. Therefore, the participation and consultation of local people in the development processes of conservation and tourism is necessary in order to reflect their needs and aspirations to ensure sustainable development UNEP & UNWTO (2005).

It is important that there is equity in the distribution of both the economic costs and benefits of the tourism development within the host society (UNEP & UNWTO, 2005). This can for example be partly achieved when there is a spatial equal distribution of tourism facilities to avoid unequal benefit distribution among residents. This argument can be related to the existing community-based natural resource management area and ecotourism project called in and around the Avu Lagoon. For the Avu Lagoon CREMA, only two of the 15 communities have a tourism reception present. Although both the conservation needs and the needs for local livelihood enhancement are necessary for success, consensus within the community on distribution of tasks, facilities and revenues and full community support in community-based projects is significant for success. A lack of direct benefits for local communities – the compromise for the conservation of natural resources – often contributes to the destruction of conservation initiatives (Williams, 2009). This is related to the argument of Karki (2013) where nature conservation becomes a development issue for local communities since it restricts agricultural expansion and resource exploitation with potentially large costs for those communities which are living in a context of high poverty and which need these livelihoods for survival.

A strong and tourism supporting institutional framework is required to ensure sustainable tourism development. The governance issues are already indicated earlier and need to be addressed. Cooperation between key governing stakeholders like the GTA, DAs and WD is needed for sustainable management and conservation of the KLCRS as a protected area.

For sustainable tourism development in the KLCRS which contributes to livelihood enhancement and conservation efforts, there are many opportunities which can be developed and enhanced for the area's own benefit. What is required for sustainable development of the tourism industry in the area are partnerships between competitors. Neighbouring destinations and attractions should not be seen as competitors but as supporters.

*"Keta and Ada is one region. They should associate with each other and support tourism development. Both areas can support each other."* – Aqua Safari Resort employee (interview, 04-05-2017).

*"If Keta is developed, it can be combined with Ada Foah. Boat tours can be organized from Sogakope to Ada Foah, and even a cruise from Ada to Anyanui and the lagoon. Now Ada is the competitor but can has the potential to support the tourism in Keta when combined."* – Kwaku Passah (interview, 01-05-2017).

Although in above quotes it seems that the Volta River is a means for collaboration, competitors such as Ada Foah and the Songor Ramsar Site, as well as attractions in central Volta Region (e.g. Wli Waterfalls and Mount Afadjato) can support the KLCRS while partnering together, share businesses and knowledge.

Another main opportunity for the KLCRS is targeting the domestic tourists and visitors as well as the expat community living in Ghana.

*"First school children who must also learn about tourism. Encourage domestic tourism, so that Ghanaians can see and patronize the attractions."* – Maxwell Amekpor (interview, 10-04-2017)

Tourism has to start with attracting and developing the domestic market, according to several stakeholders. This will create a foundation from where the tourism industry can be expanded to foreign markets, according to Kwame Gyasi (interview, 27-04-2017). The focus on domestic market will, according to Maxwell Amekpor and Kwame Gyasi, eradicate misconceptions and raise appreciation and awareness on the importance of nature conservation and the potential of tourism. Once it is recognized locally, foreigners can be attracted.

However, the question is if there is market. An employee from Aqua Safari Resort (interview, 04-05-2017) in Big Ada argued that Ghanaians work hard but get little money, meaning that no money available for holidays or leisure activities. Question the employee raised is why Ghanaians should patronize tourism potential? The same issue is mentioned by Akatsi South district planning officer (interview, 02-05-2017) when stating: *"If we don't have enough money to eat, why to spend on leisure?"* A lack of employment and income is causing the lack of appreciation. A domestic market can only be huge if there is a domestic culture for tourism. However, the postmodern globalizing world, is unequally developed and affect different groups in different ways. According to Hall (1992), globalization represents an increasing interdependency between First and Third Worlds, which is highly unequal. Mowforth and Munt (2007) also mention that developing countries mostly consist of tourist-receiving rather than tourist-sending countries. However, there is a growing elite in Ghana who spend on posh tourism, e.g. luxury resorts and hotels. It is discussable if this type of tourism will contribute to sustainable development in the KLCRS.

Necessary as well for sustainable local socio-economic development is integrating and linking of local suppliers (e.g. farmers and fishermen) to the tourism



industry (e.g. to hotels and restaurants) for the provision of goods and services. While avoiding import, the integration of local suppliers in the supply chain will increase employment and revenues. The benefits flowing towards the supplier and relatives of them will create a more positive attitude of locals about nature and tourism. Within the tourism value chain, also other inhabitants can be employed, e.g. for delivering products to hotels. However, a critical mass is needed to create a local supply chain. Do the guests prefer products produced locally or do they prefer for example foreign products?

There is a huge opportunity in the KLCRS for the development of the cultural-heritage and nature-based attractions and activities which are currently in a raw state. An example is the bird watching potential, sea turtle watching and the Hogbetsotso festival. The 3-day research of Ashanti African Tours in June 2017 concludes that more than 270 bird species are present in the KLCRS (both wetland and coastal savannah species). This is excluding the migratory birds who are only present in the lagoon area in the months of September till January. The revenues generated from bird watching raises awareness about the importance of the bird species and eventually leads to a positive local attitude and the conservation of birds. This also applies to other fauna species like the sitatunga antelope and sea turtles. The development of the Hogbetsotso festival as a tourism attraction enhance local traditional culture on the one hand, and will generate sustainable income which contributes to socio-economic development on the other hand.

What will be the effects of tourism on different groups of people and on the natural environment? The third question relates to the situation wherein tourism is already developed. However, before physical developed it is significant to identify the possible effects of tourism on different groups of people and the environment since physical development changes the existing local dynamic context.

First of all, the present resource users will be affected positively or negatively, depending on how the resource users are involved in the tourism development. This group of people is already one of the most influencing group of people on the tourism potential since they are degrading the valuable environment, whether the exploitation is poverty driven or not. Resource users can be trained as guides in order to let them benefit from the conservation of natural resources. An example could be training sea turtle poachers as guides and guards since they are already somehow knowledgeable about the species behaviour. Training in guiding tourists provides them with an alternative income and contributes to the conservation of vulnerable species.

Women and the youth tend to benefit from tourism due to employment generation and the availability of alternative livelihoods next to their traditional and often impoverished livelihoods. However, women are often the main resource users and a change in their access and control over natural resources might affect them. This is however dependent on the physical development and implementation of tourism and conservation. The inclusion of women in tourism development and conservation efforts might bring benefits.

The effect of tourism on the natural environment is to a large extent depending on the visitor numbers, the type of tourism segment, and the

sustainability. Environmental impact assessments and carrying capacity studies will provide more in-depth information on this issue.

The last question will be about when and how the sustainable tourism development is successful or not. What are the success or failure stories from other destinations and how can the KLCRS situation be compared to findings from other destinations? This is a relatively speculative comparison since not all developments and outcomes of projects in the area can be predicted.

Scheyvens (2002) argued that *"too many efforts at implementing environmentally sensitive tourism have focussed on conservation of resources and failed to embrace the development imperative, thus neglecting the livelihood needs of local communities."* In most cases this is related to low levels of local involvement and consultation (Williams, 2009). Ashley (2000) argued therefore that community-based approaches to resource management are essential if both conservation and community needs are to be met. At the Avu Lagoon CREMA in the KLCRS, a community-based ecotourism project wherein 15 communities are involved to conserve the environment and biodiversity of the Avu Lagoon area and to gain socio-economic benefits from its related tourism efforts, both the conservation needs and community needs are not met. The main causes for this are low visitor numbers and arguments within the community about distribution of the revenues. This causes a draw-back of community members from the project, resulting in environmental degradation when these members opt to continue with their previous businesses (e.g. farming, poaching). Akyeampong (2011) argues that livelihood enhancement through tourism contributes to the residents' acceptability of tourism development in their area. In a situation where the local livelihoods are not improved due to tourism and in that situation their livelihoods are under pressure, it will be difficult to gain local support.

## Conclusion and recommendations

This research assessed the sustainable tourism potential in the Keta Lagoon Complex Ramsar Site (KLCRS) in the southern Volta Region of Ghana. In a complex context of socio-economic deprivation, environmental degradation and lack of institutional coordination, this research tried to explore via interviews, FGDs, observation and secondary data, how the aforementioned current enabling environment influences the tourism potential. The central research question was as follows:

*“What is the sustainable tourism potential of the Keta Lagoon Complex Ramsar site and could sustainable tourism be a good option for enhancing nature conservation and local livelihoods under the current enabling environment?”*

The KLCRS is a protected area designated as a Ramsar site. The concept is however flexible since economic activities take place within the boundaries and human settlements were already there before designation. The Keta Lagoon has many potential tourist attractions and activities which can be developed for the area's own benefit. Examples include bird watching, traditional salt mining, water activities and cultural heritage attractions such as Fort Prinzenstein and the Hogbetsotso festival. However, the current enabling environment in the form of the socio-economic, environmental and governance dynamics, limits the tourism potential from being developed. These challenges need first to be addressed before sustainable tourism can be developed to contribute to socio-economic development and nature conservation.

Sustainable tourism can be utilized as a tool for community development and to support nature conservation. Many governments already use tourism for socio-economic development by generating revenues and employment. The multiplier effect of tourism adds another benefit to this list. For conservation efforts, tourism can play a role in enhancing the attitudes and support of local people living in or fringing to protected areas. Revenues from tourism can be used for conservation and park management. However, in order to achieve this the challenges of the area need to be addressed.

The ongoing resource exploitation and pressure on natural resources causes extensive environmental degradation within the KLCRS. Mainly as a result of lack of environmental awareness and education, local communities continue with the exploitation of goods and services provided by the ecosystem. However, the rate of harvesting is faster than replacement. The pressure on the natural resources is besides that driven by a vicious cycle of natural degradation, unemployment and poverty. The increase in soil salinization – caused by sea level rise – pushes farmers away from agriculture and opt for working in other natural resource extracting activities like mangrove forest harvesting and salt mining.

Incoming mainly foreign commercial companies recently bought large tracts of land used for natural resource extraction. The large-scale operations have negative effects on the surrounding environment and communities, which leads to deprivation of livelihood opportunities and quality of the environment.

Government issues related to coordination, management, cooperation between institutions and monitoring adds to the constraints for developing sustainable tourism in the KLCRS. The absence of a political will and institutional culture for developing the tourism industry is limiting physical development and is not contributing to the provision of an enabling environment. This is reflected in the lack of financial support, provision of regulatory and management framework, lack of cooperation between government bodies and the issue that governments leave the development of tourism to the private sector. However, without proper institutional management and cooperation, the realisation of physical tourism development might be an illusion. The governmental challenges are recognized by the Ghanaian government but hardly addressed.

For the local communities, they seem not to be aware and miss the appreciation about the potential of tourism and how it can benefit the community. Together with the lack of environmental awareness and education this reduces the potential for sustainable tourism development since the absence of awareness might result in low levels of community participation and negative attitudes towards tourism projects. Demonstrating direct socio-economic benefits in terms of employment and revenues raises positive attitudes and community support for conservation efforts. In existing tourism projects, where the project failed to contribute to the development aspect of tourism, community members lost their confidence in the project and opted to continue with environment destructing livelihoods.

Although there are many challenges restricting the tourism potential to be developed, the area has many opportunities which can be harnessed for boosting socio-economic prosperity and environmental preservation. The KLCRS has an unique wetland ecosystem which still houses a variety of flora and fauna interesting for tourists and visitors. Especially the rich avifauna, sea turtles and the sitatunga antelope need to be preserved and can be developed for attracting nature-based tourism. Besides that, the area has some interesting attractions and activities related to cultural heritage which can be developed, like Fort Prinzenstein, traditional salt mining and the Hogbetsostso festival. However, renovation of the fort and the addition of a story telling to Prinzenstein is important in order to compete with other forts in Ghana. There are also opportunities for tourism promotion and marketing of the KLCRS.

With this research, the context, dynamics, stakeholders, challenges and opportunities of the KLCRS are identified, examined and assessed. This paves the way for structural action to address the challenges the KLCRS is facing before sustainable tourism can be developed and utilized as an alternative livelihood for communities as well as a tool to address nature conservation issues. Proper management of the Ramsar site is significant for conservation. Cooperation between stakeholders, including local participation is essential to obtain success. From the start of the project, community meetings need to be organized in order for them to share their views, perceptions, aspirations and needs. Local communities have to feel a continuing ownership of their lands and the conservation efforts. Direct socio-economic support in terms of employment and revenues is important in order to get their support and cooperation. A sustainable tourism strategy for the KLCRS is

necessary to guide the way forward. However, stakeholder cooperation and participation is important in order for each stakeholder to reflect their needs and expectations. A management plan for the site is needed which sets out specific mandates and tasks for the different stakeholders and the communities as well in order to guide the physical development of tourism in the area.

For further research it is advised to conduct a decent tourism market analysis to find out the ideal market segment for the KLCRS and to assess the demand side. A carrying-capacity study for the area is needed to identify bottlenecks and provide information for management plans, development plans and to inform policies. Environmental impact assessments will provide information for visitor management plans to reduce pressure on the already vulnerable ecosystem.

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## Appendix I 5 STUDY AREAS and OTHER FIELD VISITS

Below the study areas visited for data collection. Selection is based on time, financial and logistic limitations as well as 'nature of amenities'. The numbers below align with the numbers on the map below.

Figure 1.a: Location of the 'study areas' within the KLCRS.



Source: Own work.

1. Volta River estuary and mangroves. For the map, see figure 1.b.
  - Volta River estuary;
  - Mangrove forests close to Anyanui;
  - Anyanui Tourist Information Centre and mangrove market;
  - Beach from the estuary to Dzita;
  - The coastal community of Fuveme;
  - The coastal community of Agorkedzi;
  - The coastal community of Anyanui;
  - The coastal community of Dzita;
  - Vietnamese shrimpfarm near Agorkedzi;
  - Reed mat weaving communities of Salo- Lolito
  - Meet Me There African Home Lodge
2. The birding hotspots east of Avu Lagoon. This study area contains the communities and surrounding areas east of Avu Lagoon namely: Anyako, Seva and Xavi. The area is characterized by the coastal savanna vegetation and fishing communities.
  - Communities of Anyako
  - Community of Seva
  - Community of Xavi;
  - Town of Abor
  - District capital Akatsi

- Potential bird watching places at Anyako, Seva, Xavi;
  - Baobab tree grove at Xavi;
  - The Avu Lagoon CREMA reception at Xavi Bird Sanctuary;
  - Lotor River;
  - Shrines at Anyako;
  - Akatsi South District Assembly, Akatsi.
3. The salt winning sites. The area is characterized by flat open saltpan landscape and its nearness to the lagoon and the ocean.
- The salt winning communities of Afiadenyigba, Kedzi and Adina;
  - Several salt winning sites at Afiadenyigba, Kedzi and Adina;
  - The beach at Adina;
  - Shrines at Afiadenyigba;
  - Ketu South District Assembly, Denu.
4. The west part of the Avu Lagoon area, characterised by sugarcane plantations and wetlands.
- Avu Lagoon CREMA reception at Tosukpo;
  - Sugarcane distillery at Tosukpo;
  - The communities of Tosukpo and Bludo;
  - The Avu Lagoon and surrounding wetlands;
  - Major towns like Sogakope and Dabala;
  - Volta River;
  - Hotels in Sogakope;
  - South Tongu District Assembly, Sogakope.
5. Keta – Tegbi – Woe – Anloga coastline: This study area contains the coastline and villages of Keta, Tegbi, Woe and Anloga. This area is characterized by a large stretch of golden beaches, fishing communities and crop farming.
- The towns of Keta, Tegbi, Woe and Anloga;
  - Cultural and colonial heritage at Keta;
  - Hotels and accommodation at Keta, Tegbi and Woe;
  - Keta Sea Defence Project;
  - Keta Municipality District Assembly, Keta;
  - Lighthouse at Woe;
  - Traditional Council at Anloga;
  - Wildlife Division office at Anloga.

Besides the study areas, a field visit was spend in the potential competitor destination of Ada Foah and Songor Ramsar site. Other interviews and meetings took place in Ho Municipality. Places visited:

- Ghana Tourism Authority, Ho;
- Environmental Protection Agency, Ho;
- Regional Planning headquarter at Ho;
- Hotels and accommodations at Ada Foah and Big Ada;



- Wildlife Division office at Ada Foah;
- Volta River estuary;
- Ada Foah Tourist Information Centre;
- Volta River;
- Ada Fort.

## Appendix II      EXAMPLE INTERVIEW GUIDE FOR WILDLIFE DIVISION

My name is Rick Brinks, 22 years old and student International Development Studies at the University of Utrecht, The Netherlands. As part of my master study I am doing research to collect data for my thesis. I work together with the Development Institute, a sustainable development NGO in based in Ho, on an assignment to develop a tourism strategy for the Keta Lagoon Complex Ramsar Site. This interview will support in developing a sustainable tourism strategy which enhances local livelihoods and contributes to nature conservation. The data will be processed confidential and anonymous if requested. You are allowed to stop the interview at any time. Thank you / akpelo for participating in this research project.

- Introduction of person
- Can you tell me about the mandate or work of the WD in KLCRS?
- To what extent are the Wetland Management Regulations implemented?
- What are the natural resources of the lagoon?
- What vegetation types can be distinguished?
- *What are the major fauna species?*
- What are the best birding and sea turtle watching places?
- What are the threats to the biodiversity and conservation?
- To what extent is mangrove forest cutting, salt mining and sea erosion a threat for local communities and tourism potential?
- Why are commercial activities in the area chosen over conservation of natural resources?
- To what extent are the local communities dependent on the natural resources?
- Why has tourism not yet been developed in the KLCRS? What are the constraints?
- If you had to think about the potential of tourism, what should be the major tourist attractions and/or activities?
- What location would be suitable for tourism development/accommodations?
- What would be options for sustainable tourism in the KLCRS?
- How do you think tourism can be integrated in the existing livelihoods?
- How can tourism be organized in a way it contributes to natural resource conservation?
- How can tourism benefit the local communities?
- *SWOT analysis*  
What are the strengths, weaknesses, opportunities and threats to both support livelihood enhancement and nature conservation?
- Which stakeholders should be involved in the development of sustainable tourism and which stakeholders would be affected by tourism development? And why?
- What will be the effect of tourism development on both genders and the youth?
- How can WD contribute to sustainable tourism development in the KLCRS? What is the mandate?

### Appendix III LIST OF PARTICIPANTS – INTERVIEWS & FGDs

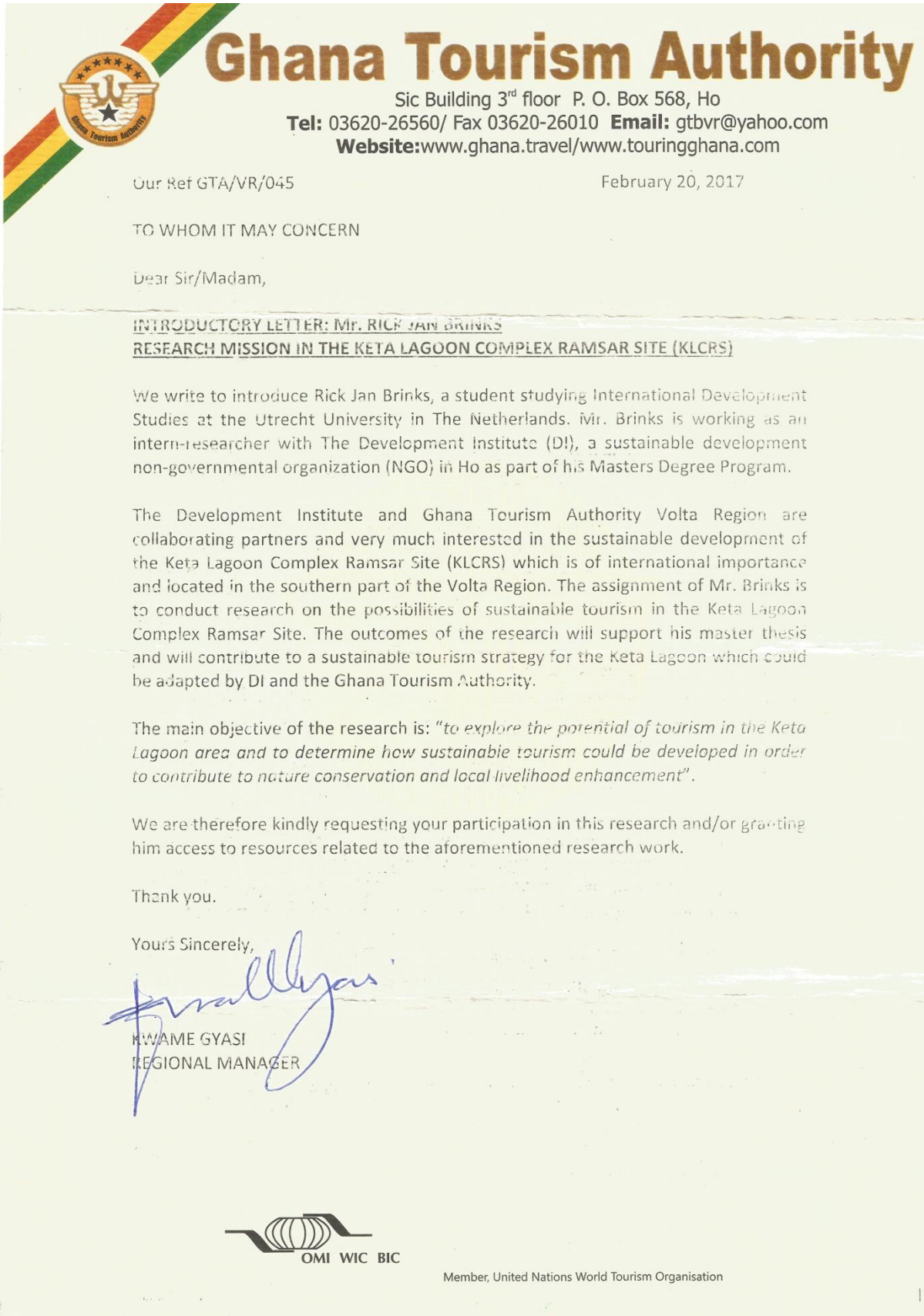
This annex contains a list of participants (interviews and FGDs) categorized according to study area/field visit, type of stakeholder, function and date and location of interviewing.

<b>LIST OF PARTICIPANTS – INTERVIEWS AND FGDs</b>				
<b>Type of stakeholder</b>	<b>Name</b>	<b>Function</b>	<b>Interview or FGD</b>	<b>Date and location</b>
<b><i>Study area: Volta River estuary and mangroves</i></b>				
Local stakeholders	Mr Rex Bright	Manager of Anyanui Tourist Information Centre	Interview	28-03-2017 Anyanui
	Anyanui community member	Community member	Interview	28-03-2017 Anyanui
	Mr Christian Ganah	Manager of NGO Dream Big Ghana and HR director at Meet Me There	Interview	28-03-2017 Anyanui
	Salo community members	Community members	Small FGD	01-05-2017 Salo
<b><i>Study area: the birding hotspots east of Avu Lagoon</i></b>				
Local stakeholders	Mr Wilson Kofi Bonuedie	Assembly man	Interview	30-03-2017 Anyako
	Anyako community member	Community member	Interview	30-03-2017 Anyako
	Mr Bright Ashinyo	Guide at Xavi Bird Sanctuary	Interview	30-03-2017 Xavi
	Akatsi South district planning officer	DA planning officer	Interview	02-05-2017 Akatsi
<b><i>Study area: the salt winning sites</i></b>				
Local stakeholders	Afiadenyigba community members	Community members and salt miners	Small FGD	29-03-2017 Afiadenyigba
	Trans Volta Salt Company employees	Salt miners	Small FGD	29-03-2017 Kedzi
	Adina community members	Community members / salt miners	Small FGD	29-03-2017 Adina

	Former Ketu South district planning officer	DA planning officer	Interview	12-05-2017 Ho
<b>Study area: the west part of the Avu Lagoon area</b>				
Regional stakeholders	Mr Maxwell Amekpor	President of the Volta Regional Hotels Association	Interview	10-04-2017 Sogakope
Local stakeholders	South Tongu district planning officer	DA planning officer	Interview	31-03-2017 Sogakope
	Holy Trinity Spa & Farm employee	Hotel employee	Interview	10-04-2017 Sogakope
	Tosukpo sugarcane distillers	Community members / sugarcane distillers	Small FGD	11-04-2017 Tosukpo
	Tosukpo palmwine distillers	Community members / palmwine distillers	Small FGD	11-04-2017 Tosukpo
	Mr Jacob Akakpo	Guide at Avu Lagoon CREMA (Tosukpo visitor centre)	Interview	11-04-2017 Tosukpo
<b>Study area: Keta – Tegbi – Woe – Anloga coastline</b>				
Local stakeholders	Mr Abdul Kareem Fuseini	Wildlife Division manager for KLCRS	Interview	29-03-2017 Anloga
	Mr James Octoo Akorti	Guide at Fort Prinzenstein	Interview	12-04-2017 Keta
	Aborigines Beach Resort employee	Hotel employee	Interview	13-04-2017 Keta
	St Pauls Lighthouse caretaker	Caretaker of St Pauls Lighthouse	Interview	13-04-2017 Woe
	Mr C.K. Konadu	Registrar for Anlo Traditional Council	Interview	13-04-2017 Anloga
	Keta Municipality planning officer	DA planning officer	Interview	02-05-2017 Keta
<b>Competitor Ada Foah/Songor Ramsar Site</b>				

Local stakeholders	Ada Foah community member	Community member	Interview	03-05-2017 Ada Foah
	Ada Foah Tourist Information Centre	Employee at Ada Foah Tourist information centre	Interview	03-05-2017 Ada Foah
	Peace Holiday Resort employee	Hotel employee	Interview	03-05-2017 Ada Foah
	Mr Dicksons Agyeman	Wildlife Division manager for Songor Ramsar Site	Interview by phone	03-05-2017 Ada Foah
	Aqua Safari Resort employees	Hotel employees	Interview	04-05-2017 Big Ada
	WD guide at Songor Ramsar Site	Wildlife Division guide	Interview	04-05-2017 Ada Foah
<b>Other participants</b>				
National stakeholders	Easy Track Ghana	Management of tour operator	Interview	08-05-2017 Accra
	Jolinaiko Ecotours	Management of tour operator	Interview	08-05-2017 Amrahia
	Mr Andrew Agyare	Operations manager for Forestry Commission	Interview	08-05-2017 Accra
	Ghana Ecotours	Management of tour operator	Interview	10-05-2017 Elmina
	Ashanti African Tours	Experts and tourguides of tour operator	FGD	10-05-2017 Akroform, Cape Coast
	Mr Kwaku Passah	Former president of the Tourguides Association	Interview	01-05-2017 Ho
Regional stakeholders	Mr Simon Sovoe	Director at EPA, Adidome	Interview	05-05-2017 Ho
	Mr Kwame Gyasi	Director of the Ghana Tourism Authority for the Volta Region	Interview	27-04-2017 Ho

## Appendix IV GTA INTRODUCTION LETTER (COPY)



## **Appendix V      INFORMED CONSENT**

My name is Rick Brinks, a Dutch student studying International Development Studies at the Utrecht University. As part of this study program I am doing an internship with The Development Institute, based in Ho. During this internship I conduct scientific research to support the development of a tourism strategy for the Keta Lagoon Complex Ramsar Site and to collect data for my master thesis about the same topic. The objective of the research is twofold. A tourism strategy will help to develop tourism in the Keta Lagoon in a sustainable way which provides alternative livelihoods for local communities and enhances nature conservation efforts.

Interviews are part of this research to see how stakeholders, experts and other participants view and perceive tourism, local livelihood, nature conservation and governance related topics. The information provided by the participants will be used to support the research and validate the results.

### ***About this interview***

Your participation is voluntary. Your services will not be affected by your participation or lack of participation.

If you choose to participate in this research, the information you provide will be processed confidential. If you wish, the information will be processed anonymous.

Your participation is really appreciated. Your participation will help to develop a tourism strategy which contributes to both livelihood enhancement and nature conservation. Thank you / Akpelo.

- I agree to participate in this research
  
- I do not agree to participate in this research

---

Participant's signature

Date

---

Student's signature

Date

## **Appendix VI DESTINATION MIX KLCRS**

This appendix outlines the destination mix in the KLCRS. The attractions aspect is already discussed in paragraph 4.2.3.1. The remaining aspects (facilities, infrastructure, accessibility and hospitality) is briefly discussed here.

### **Facilities**

#### **Accommodation**

Several lodging facilities are available in the KLCRS. The price-quality from the accommodation and its facilities and services range from upmarket, moderate, budget to shoestring. The main cluster of accommodation is centred in Keta – Tegbi area and in and around Sogakope. Perceptions from stakeholders concerning the availability and standard of lodging were diverse. Kareem Abdul Fuseini, WD manager for the KLCRS, stated that plenty accommodation of a sufficient standard is available, offering rooms for all budgets. Other stakeholders claim that the existing lodgings need an upgrade to meet the needs of present-day travellers. Tour operators, the ultimate mediator between tourists and accommodation, suggest that the existing lodging need an upgrade to suit the modern-day's traveller's wishes as well as the construction of new accommodation to suit all budgets.

At the moment, the existing accommodation serve the so called 'funeral tourists'. This concept refers to Ghanaians who only visit an area for a funeral of a friend or relative and therefore need a place to stay. Accommodation is therefore simple and caters for the needs of the domestic tourist, which is in general: a concrete room with A/C, fridge and flat screen TV.

Three accommodation facilities in the KLCRS specifically target international tourists, which are Meet Me There, Paps Beach Camp and Aborigines Beach Resort. These lodgings can be distinguished from other accommodation since their rooms, services and facilities do not align with the preferences of the domestic tourists. The other accommodations mainly focus on the domestic market but also welcome international guests.

#### **F&B**

All existing accommodation facilities in the KLCRS have restaurants and bars. These restaurants serve mainly local specialties and Ghanaian/West-African cuisine (e.g. jollof rice, banku, fried rice) and a few accommodation restaurants serve a mixture of local and a limited variety of Western dishes. The price range varies among the accommodation facilities and are higher for accommodation targeting the international market. The ingredients for the food is produced locally and locally bought at the towns' markets. Besides this, several accommodation facilities have contracts with local farmers to supply vegetables. Some accommodations even have their own farms or vegetable gardens for their daily supply (e.g. Meet Met There, Dzita) (Daniel Akoto, personal communication, 28-04-2017).

Drinks are imported from producers and breweries nation-wide as imported from other countries. Local produced drinks like palm wine and the sugarcane liquor are not served in restaurants and bars. The local produced akpeteshie from distilled



palm wine and sugarcane is used by the local residents and added to alcoholic drinks as an ingredient (Daniel Akoto, personal communication, 28-04-2017).

The so called 'chop' bars and restaurants and street food stands are available in major towns and villages offering Ghanaian and West-African dishes. However, the hygiene of these F&B facilities is debatable.

## **Infrastructure**

### ***Water and power supply***

The major towns and villages are connected to the national power grid and community water supply. The network experiences however daily or weekly power and water cuts. Power cuts are frequently experienced during the night, making the rest uncomfortable when A/C or fans are out of service. Polytanks are a solution for frequent cuts in the water supply.

For power cuts, electricity generators could be a solution. But due to the limited amount of visitors these generators are not used to lower costs. Besides this, the sustainability and environmental effect of a power generator is discussable. There is way for improvements in eco-friendly energy, e.g. via solar panels or wind energy.

### ***Waste infrastructure***

There is no efficient waste management in place. Although some accommodation have contracts with ZoomLion, the nation-wide trash collector, most of the waste end up on unsuitable and environment affecting waste belts. In most cases, waste is disposed aside the streets and burned occasionally. Also on this issue there is space for improvement.

### ***Health care facilities***

Health care facilities offering first aid and medications are available in the district capitals, i.e. Keta, Sogakope, Akatsi and Denu. These hospitals and clinics are government owned and funded. Traditional healers are present in several towns and villages. Dispensary stores are available in the major towns.

### ***Security services***

Most accommodation facilities have hired security guards for daily and nightly patrols. Districts are served by the district police with offices in the major towns. Police road blockades avoid illegal activities.

### ***Telecom***

The KLCRS is served by several telecom networks, e.g. Vodafone, MTN and Airtel. No network frequently occurs in the remote areas of the KLCRS. However, the main towns and villages are connected to a relatively fast (internet) telecom network. Authorized agents on the road site offer telecom services on the providers' behalf.

## **Transportation and accessibility**

### ***Accessibility to Ghana by air***

The gateway to Ghana is Accra Kotoka International Airport (KIA). Accra Kotoka is served by major international airlines. From Europe, there are daily and weekly operation by KLM, Air France, British Airways, Brussels Airlines, Meridiana and Turkish Airlines. From America, flights are operated with Delta Airlines and South African Airways. Accra is served from Asia by Emirates, Middle East Airlines and Qatar Airways.. Accra, a hub in the West-African subregion is furthermore served by regional African airlines like Kenya Airways and Ethiopian Airlines. Ghana lacks a national airline but has some private-owned airlines such as Starbow, Africa World Airlines and Meridian Airways. The airlines operate in domestic and regional flights (Oxford Business Group, 2017). Within Ghana, these airlines serve Accra Kotoka, Kumasi, Sekondi-Takoradi, Tamale and Sunyani.

KIA is built on an area of approximately 65 ha. Expansion of the airport is hindered by the surrounding built environment of Accra. However, expansion is needed to cover growth in the future (Oxford Business Group, 2017b). Air transportation is a small market within Ghana. The commercial airports are managed by Ghana Airports Company Limited. Latest statistics show that around 400,000 passengers were served on domestic flights in 2014. The market, however, remains, more intra-African and inter-continental focused, where Accra handles an average of 2.5 million passengers a year (World Bank, 2011; Trading Economics, 2017).

Close to KLCRS, the Ghanaian government started constructing an airport in the Volta regional capital of Ho. However, to date only the runway is developed. Other developments are stopped or postponed.

### ***Accessibility to Ghana by road***

Visitors to KLCRS from neighbouring countries might cross the Ghana-Togo border at the Aflao border crossing. From Aflao an asphalted road goes via Denu to Keta/Anloga and the West-African international highway via Abor and Akatsi to Sogakope. From this highway there are multiple entries to the KLCRS. Coming from the north, a tourist might travel via Tamale and Ho to Sogakope or Akatsi and coming from the east via Sunyani and Kumasi or via Takoradi, Cape Coast and Accra to Sogakope. These are all asphalted roads or highways.

### ***Accessibility to KLCRS by road***

Within Ghana, the KLCRS can be reached on asphalted road via the Accra – Aflao Road passing Sogakope, Akatsi, Abor, Klikor-Agbozume and Denu. From these main towns other asphalted roads and dirt roads enter the KLCRS. Another main road goes from Ho via Adidome to Sogakope and from Ho to Akatsi. A road from Kpong via Juapong to Sogakope is also present. From Accra it takes 1.5 hour to 2 hours to get to Sogakope. Ho to Sogakope will take a visitor around 1 hour travel time.

### ***Accessibility to KLCRS by water***

A ferry is running from Ada Foah across the Volta River to Anyanui on Wednesday. The other weekdays occasional motorised canoes might operate between Ada and Anyanui. This way of travel is an experience on its own since it passes the plenty islands in the estuary, the meeting between river and ocean and the mangrove forests near Anyanui. Boats from Ada to Anyanui can be arranged with the Anyanui Tourist Info Centre or with multiple accommodation facilities in Ada Foah. The crossing will take approximately 45 minutes by motorised canoe.

### ***Road network within KLCRS***

A main tarmac road is connecting the main towns and villages. This road is in a relatively good state and starts at the Dabala junction at the Tema – Aflao road. The road ends on the Tema – Aflao road at Atiteti and Denu. Feeder roads connect neighbourhoods and remote villages and areas to the main feeder road. The feeder road can be tarmac or sand / gravel. These road are often in a impoverished state and need upgrades. Some potential and existing attractions lack sufficient feeder roads and signage.

### ***Water transportation within KLCRS***

Transportation via water within the KLCRS is not developed. On request a fisherman can take visitors over the lagoon but there is no daily schedule of operation. Several tourist accommodation and facilities offer kayak, canoe and boat tours on the lagoon, rivers, streams and creeks as part of an excursion or activity.

### **Hospitality and customer service**

Ghanaians are known to be friendly people and so are the people in the KLCRS. There is a high standard of friendliness and the locals are helpful towards foreigners. However, their friendliness can be experienced as intrusive and in some cases offensive.

Customer service at companies, accommodation facilities and shops seems to be opposite, mainly due to a lack of knowledge, skills, and willingness. Long working days and a low salary might contribute to this attitude. Trainings and education is needed to improve this situation.

## Appendix VII EVALUATION OF TOURIST ATTRACTIONS

### Attraction evaluation Fort Prinzenstein

Fort Prinzenstein – Historical attraction					
Name, description and current draw	Location and accessibility	Condition	Environmental fragility	Socio-cultural concerns	Potential market draw
<p>Fort Prinzenstein</p> <p>Former slave and trading fort built by the Danes in 1784</p> <p>Open to the public for guided tours</p>	<p>Located in the Keta township.</p> <p>Keta Municipality.</p> <p><i>Easy accessibility</i></p> <p>Central location within the old town. Easily accessible from the main road.</p>	<p>The fort remains in a bad condition due to low maintenance and renovation work and damage due to recent coastal erosion.</p>	<p>Vulnerable for erosion</p>	<p>The local community of Keta does not patronize the historical and heritage value. They see the fort as something bad because of the history.</p>	<p><i>Day trip</i></p> <p>Suitable for many tourism market segments, e.g. cultural-heritage tourism</p>

Source: Based on interviews, observations and secondary data

### Attraction evaluation sea turtles

Sea turtles – Natural attraction					
Name, description and current draw	Location and accessibility	Potential uses	Environmental fragility	Socio-cultural concerns	Potential market draw
<p>Sea turtles.</p> <p>Breeding grounds of endangered leatherback, green and olive radley sea turtle.</p> <p>Not developed as an attraction.</p>	<p>Beach stretch from Fuveme to Anloga.</p> <p>Keta Municipality.</p> <p><i>Moderate accessibility:</i></p> <p>For some beaches boats are needed to access. All beaches under constant threat of coastal erosion.</p>	<p>Sea turtle watching (night tours).</p> <p>Volunteer conservation projects</p>	<p>Breeding place of three endangered sea turtle species. Disturbance has a negative effect on breeding patterns.</p>	<p>Sea turtles are hunted by local fishermen for their meat.</p>	<p><i>Day trip</i></p> <p><i>Weekender</i></p> <p><i>Long-stay</i></p> <p>Depending on the reason for visit of the tourist, can either be a short or longer stay. Potential market segment is ecotourism, wildlife tourism, nature tourism.</p>

source: Based on interviews, observations and secondary data.

### Attraction evaluation reeds and basket weaving

Reeds mats and basket weaving – Cultural attraction					
Name, description and current draw	Location and timing	Potential activities	Environmental fragility	Socio-cultural concerns	Potential market draw
Traditional reeds mats and basket weaving.  Mats and baskets for domestic use and trading, not developed as a tourist attraction.	Villages of Lolito, Agortoe, Agbatsivi, Salo.  South Tongu district and Keta Municipality  <i>Easy accessibility:</i>  Weaving villages located along the main road from Dabala to Savietula Junction.  No specific timing.	Reeds mats and basket weaving workshops and performances.  Souvenir and culture & arts centre.	Overharvesting of reeds due to a higher demand might result in flora and fauna disturbance.	Not projected.	<i>Day trip</i>  Suitable as a daytrip for several market segments including ecotourism and cultural tourism.

Source: Based on interviews, observations and secondary data.

### Attraction evaluation mangrove forests

Mangrove forests – Natural / Leisure attraction						
Name, description and current draw	Location and accessibility	Potential activities	Best areas for activities and level of difficulty	Environmental fragility	Socio-cultural concerns	Potential market draw
Mangrove forests near Anyanui  Boat and kayak tours are organized by Anyanui Tourist Info Centre	Mangrove forests near Anyanui  Keta Municipality.  <i>Moderate to difficult accessibility:</i>  Mangroves only reachable by boat, canoe or kayak.	Boat, kayak and canoe trips through mangrove creeks.  Botanical tours.  Wildlife watching.  Mud or wetland trail hiking	Small streams and creeks for kayak and canoe trips.  River for boat trips.  Remoter areas (inner mangroves) for wildlife viewing.  Moderate to difficult, depending on activity and strength of the tourist.	Vulnerable ecosystem. Breeding and feeding place of fauna species.  Currently threatened by mangrove forest cutting, shrimp farm development and fishing.	Mangrove forest cutting for fuel wood by local communities.	<i>Day trip</i>  <i>Weekender</i>  Depending on the reason for visit of the tourist, can either a day trip or short stay.  Potential market segment is ecotourism, wildlife tourism, nature tourism, adventure tourism.

Source: Based on interviews, observations and secondary data.

### Attraction evaluation Volta River estuary

Volta River estuary – Natural / Leisure attraction						
Name, description and current draw	Location and accessibility	Potential activities	Best areas for activities and level of difficulty	Environmental fragility	Socio-cultural concerns	Potential market draw
Volta River estuary  Boat tours to the estuary organized from either Anyanui or Ada Foah	Where the Volta River meets the Gulf of Guinea.  Keta Municipality.  <i>Difficult accessibility:</i>  The estuary can only be reached by boat.	Motorized boat tours.	On the Volta River, before the river meets the sea.  Moderate to difficult.	The area is under constant threat of coastal erosion and experiences strong ocean currents.	N/A	<i>Day trip</i>  Potential market segment is adventure tourism and leisure tourism among others.

Source: Based on interviews, observations and secondary data.

### Attraction evaluation Volta River

Volta River – Natural / Leisure attraction						
Name, description and current draw	Location and accessibility	Potential activities	Best areas for activities and level of difficulty	Environmental fragility	Socio-cultural concerns	Potential market draw
Volta River  Boat tours on the river are organized by several hotels in Sogakope and Ada Foah.	Volta River.  South Tongu district and Keta Municipality.  <i>Moderate accessibility:</i>  Boats, kayaks or canoes are required.	Motorized boat tours and river cruises.  Canoe and kayak trips.  Bird and wildlife viewing.  Leisure watersports.	On the Volta River, before the river meets the sea.  Easy to moderate to difficult, depending on activity.	N/A	N/A	<i>Day trip</i>  Potential market segment is adventure tourism and leisure tourism among others.

Source: Based on interviews, observations and secondary data.

## Appendix VIII LIST OF BIRD SPECIES

Common name (English)	Scientific name
Abyssinian Roller	<i>Coracia abyssinicus</i>
African green pigeon	<i>Treron calvus</i>
African grey hornbill	<i>Lophoceros nasutus</i>
African jacana / Lily trotter	<i>Actophilornis africanus</i>
African moustached warbler	<i>Melocichla mentalis</i>
African pied hornbill	<i>Lophoceros semifasciatus</i>
African pied wagtail	<i>Motalicilla aguimp</i>
African scops owl	<i>Otus senegalensis</i>
African thrush	<i>Turdus pelios</i>
Avocet	<i>Recurvirostra avosetta</i>
Bar-breasted fire finch	<i>Logonosticta rufopicta</i>
Bar-tailed godwit	<i>Limosa lapponica</i>
Bearded barbet	<i>Pogonornis dubius</i>
Black and white tailed hornbill	<i>Tockus fasciatus</i>
Black billed wood dove	<i>Turtur abyssinicus</i>
Black cap babbler	<i>Pellorneum capistratum</i>
Black crowned tehagra	<i>Tchagra senegalus</i>
Black heron	<i>Egretta ardesiaca</i>
Black kite	<i>Milvus migrans</i>
Black magpie	<i>Platysmurus leucopterus</i>
Black shouldered kite	<i>Elanus axillaris</i>
Black-tailed godwit	<i>Limosa limosa</i>
Black tern	<i>Chlidonia niger</i>
Black winged red bishop	<i>Eupectes hordeaceus</i>
Black winged stilt	<i>Himantopus himantopus</i>
Blue bellied roller	<i>Coracia cyanogaster</i>
Blue billed malimbe	<i>Malimbus nitens</i>
Blue breasted kingfisher	<i>Halcyon malimbaca</i>
Broad billed roller	<i>Eurystomus glaucurus</i>
Bronze manikin	<i>Lonchura cucullata</i>
Brown babbler	<i>Turdoides plebejus</i>
Capuchin babbler	<i>Phyllanthus atripennis</i>
Caspian tern	<i>Hydroprogne caspia</i>
Cattle egret	<i>Babulcus ibis</i>
Collared pratincole	<i>Glareola pratincola</i>
Collared sunbird	<i>Hedydipna collaris</i>
Common bulbul	<i>Pycnonotus barbartus</i>
Common swift	<i>Apus apus</i>
Common wattle eye	<i>Platystira cyanea</i>
Common sandpiper	<i>Actitis hypoleucos</i>

<b>Common tern</b>	<i>Sterna hirundo</i>
<b>Copper sunbird</b>	<i>Cinnyris cupreus</i>
<b>Curlew</b>	<i>Numenius arquata</i>
<b>Curlew sandpiper</b>	<i>Calidris ferruginea</i>
<b>Double spurred francolin</b>	<i>Pternistis bicaratus</i>
<b>Fulvous tree duck</b>	<i>Dendrocygna bicolour</i>
<b>Glossy ibis</b>	<i>Plegadis falcinellus</i>
<b>Goliath heron</b>	<i>Ardea goliath</i>
<b>Great white egret</b>	<i>Ardea alba</i>
<b>Green fruit pigeon</b>	<i>Ptilinopus Purpuratus</i>
<b>Green wood hoopoe</b>	<i>Treron pompadora</i>
<b>Grey backed camaroptera</b>	<i>Camaropectera brevicaudata</i>
<b>Grey headed kingfisher</b>	<i>Halcyon leucocephala</i>
<b>Grey heron</b>	<i>Ardea cinerea</i>
<b>Grey plantain eater</b>	<i>Crinifer piscator</i>
<b>Grey plover</b>	<i>Pluvialis squatarola</i>
<b>Grey woodpecker</b>	<i>Dendropicos goetae</i>
<b>Heuglins masked weaver</b>	<i>Ploceus heuglini</i>
<b>Kittlitz's plover</b>	<i>Charadrius pecuarius</i>
<b>Klaa's cuckoo</b>	<i>Chrysococcyx klass</i>
<b>Knot</b>	N/A
<b>Laughing dove</b>	<i>Spilopelia senegalensis</i>
<b>Lesser black-backed gull</b>	<i>Larus fuscus</i>
<b>Levaillants's cuckoo</b>	<i>Clamator levaillantii</i>
<b>Little blackcap tchagra</b>	<i>Bocagia minuta</i>
<b>Little egret</b>	<i>Egretta garzetta</i>
<b>Little/cinnamon-chested bee-eater</b>	<i>Ardea intermedia</i>
<b>Little stint</b>	<i>Calidris minuta/ elolia minuta</i>
<b>Little tern</b>	<i>Sternula albifrons</i>
<b>Lizard buzzard</b>	<i>Kaupifalco monogrammicus</i>
<b>Long-tailed cormorant</b>	<i>Microcarbon africanus</i>
<b>Long-tailed shrike</b>	<i>Lanius schach</i>
<b>Malachite kingfisher</b>	<i>Corythorhis cristatus</i>
<b>Marsh sandpiper</b>	<i>Tringa stagnatilis</i>
<b>Moho</b>	N/A
<b>Moustached scrub warbler</b>	<i>Bradypterus victorini</i>
<b>Northern red bishop</b>	<i>Euplectes franciscanus</i>
<b>Olive bellied sunbird</b>	<i>Cinnyris chloropygius</i>
<b>Pale flycatcher</b>	<i>Melaenornis pallidus</i>
<b>Paradise flycatcher</b>	<i>Terpsiphone paradise</i>
<b>Pied crow</b>	<i>Corvus albus</i>
<b>Pied kingfisher</b>	<i>Ceryle rudis</i>
<b>Pygmy kingfisher</b>	<i>Ispidina picta</i>



<b>Pin tailed whydah</b>	Vidua macroura
<b>Piping hornbill</b>	Bycanistes fistulator
<b>Purple heron</b>	Ardea purpurea
<b>Red bishop</b>	Euplectes orix
<b>Red eye dove</b>	Streptopelis semitoquata
<b>Red-headed love bird</b>	Pullaria
<b>Redshank</b>	Tringa tetanus
<b>Reef heron</b>	Egretta gularis
<b>Ringed plover</b>	Charadrius hiaticula
<b>Royal tern</b>	Thalasseus maximus
<b>Ruff</b>	Calidris pugnax
<b>Sanderling</b>	Calidris alba
<b>Sandwich tern</b>	Thalasseus sandvicensis
<b>Senegal coucal</b>	Centropus senegalensis
<b>Senegal fire finch</b>	Lagonosticta senegala
<b>Senegal parrot</b>	Poicephalus senegalus
<b>Senegal wattled plover</b>	Vanellus senegallus
<b>Shikra</b>	Accipiter badius
<b>Simple leaf love</b>	Pyrrhurus scandens
<b>Slender billed weaver</b>	Ploceus pelzeni
<b>Splendid sunbird</b>	Cinnyris coccinigastrus
<b>Spotted eagle owl</b>	Bubo africanus
<b>Spotted redshank</b>	Tringa erythropus
<b>Squacco heron</b>	Ardeola ralloides
<b>Striated heron</b>	Butorides striata
<b>Swallow tailed bee-eater</b>	Merops hirundineus
<b>Tawny flanked prinia</b>	Prinia subflava
<b>Tropical boubou</b>	Laniarius major
<b>Village weaver</b>	Ploceus cucullatus
<b>Vinaceous dove</b>	Streptopelia vinacea
<b>White faced tree duck</b>	Dendrocygna viduata
<b>White pelican</b>	Pelecanus erythrorhynchos
<b>White rumped swift</b>	Apus caffer
<b>White throated bee-eater</b>	Merops albicollis
<b>Whiskered tern</b>	Chlidonias hybrid
<b>Woodland/Senegal kingfisher</b>	Halcyon senegalensis
<b>Yellow crowned bishop</b>	Euplectes afer
<b>Yellow mantled whydah</b>	Euplectes macroura

Source: Ntiamao-Baidu & Gordon (1991) in Wildlife Division (1999), Xavi Bird Sanctuary official bird list.

## Appendix IX LIST OF MAMMAL SPECIES

Common name	Scientific name
Pygmy mouse	<i>Microcebus myoxinus</i>
Common mouse	<i>Mus musculus</i>
Multimammate mouse	<i>Mastomys natalensis</i>
Nile rat	<i>Anvicanthis niloticus</i>
Common rat	<i>Rattus norvegicus</i>
Giant rat	<i>Canariomys bavoii</i>
White-toothed shrew	<i>Crocidura andamanensis</i>
Bottego's shrew	<i>Crocidura bottegi</i>
Kemp's gerbil	<i>Gerbilliscus kempii</i>
Sitatunga	<i>Tragelaphus spekii</i>
Bushbuck (?)	<i>Tragulaphus scriptus</i>
Olive baboon (?)	<i>Papio Anubis</i>
Vervet monkey	<i>Chlorocebus pygerythrus</i>
Mona monkey	<i>Cercopithecus mona</i>

Source: Ameyaw-Akumfi et al. (1998) in Wildlife Division (1999); Ryan & Ntiamoa-Baidu (1997) in Wildlife Division (1999).

## Appendix X LIST OF REPTILE AND AMPHIBIAN SPECIES

Common name	Scientific name
Nile monitor	<i>Varanus niloticus</i>
Common agama	<i>Agama agama</i>
Graceful chameleon	<i>Chamaelea gracillis</i>
Royal python	<i>Python regius</i>
African python	<i>Python sebae</i>
Puff adder	<i>Bitis arietans</i>
Green turtle	<i>Chelonian mydas</i>
Common frog	<i>Rana temporaria</i>
Common toad	<i>Bufo bufo</i>
Western green mamba	<i>Dendroaspis viridis</i>
Jameson's mamba	<i>Dendroaspis jamesoni</i>

Source: Ameyaw-Akumfi et al. (1998) in Wildlife Division (1999); Ryan & Ntiamoa-Baidu (1997) in Wildlife Division (1999); Bright, 28-03-2017; Bright Ashinyo, 30-03-2017

## Appendix XI ECOSYSTEM SERVICES

The following ecosystem services are adapted from a study conducted on behalf of the Development Institute (2016a).

ECOSYSTEM SERVICES OF THE KLCRS		
PROVISIONING SERVICES	REGULATING SERVICES	
Food: <ul style="list-style-type: none"> <li>▪ Fish (mainly tilapia, anchovies, hemichromis and shad)</li> <li>▪ Horn snails</li> <li>▪ Mangrove oysters</li> <li>▪ Tortoises</li> <li>▪ Fruits</li> <li>▪ Shrimps</li> <li>▪ Birds</li> <li>▪ Crabs</li> <li>▪ Vegetables</li> <li>▪ Rice</li> <li>▪ Cassava</li> <li>▪ Maize</li> <li>▪ Sugarcane</li> <li>▪ Livestock (cattle, sheep, goat, pig)</li> </ul>	Pollution control	
	Nutrient cycling	
	Water quality maintenance	
	Protection from floods, storms and erosion	
	Air quality regulation	
	Biodiversity maintenance	
	<b>SUPPORTING SERVICES</b>	
	Biodiversity and nursery: <ul style="list-style-type: none"> <li>▪ Habitat</li> <li>▪ Feeding</li> <li>▪ Breeding</li> </ul>	
	Nutrient cycling	
	<b>CULTURAL AND AMENITY SERVICES</b>	
Fresh water for domestic use, farmland irrigation and livestock raising	Cultural heritage and identity	
Grasslands/fodder for livestock	Spiritual, religious and artistic inspiration	
Fuel wood from mangrove forests for domestic use and trading	Recreation and tourism	
Poles and props from mangroves and coconuts for construction		
Cow dung for agricultural purposes		
Reed for handicrafts		
Mangrove oyster shell for building construction		
Ornamental species for aquariums		

# Appendix XII PHASE I TOURISM DEVELOPMENT (2013 – 2017)



Source: MOTCCA (2012)

# Appendix XIII PHASE II TOURISM DEVELOPMENT (2018-2022)



Source: MOTCCA (2012)

# Appendix XIV PAHSE III TOURISM DEVELOPMENT (2023 – 2027)



Source: MOTCCA (2012)