



Towards a sustainable coastal tourism development in Ghana

Gabriel Eshun
Tourism Programme, KNUST, PMB. Kumasi, A/R. Ghana
School of Tourism and Hospitality
University of Johannesburg, South Africa

Tembi M. Tichaawa
School of Tourism and Hospitality
University of Johannesburg, South Africa
E-mail: tembit@uj.ac.za

Divine Odame Appiah
DGRD, KNUST, Ghana

Abstract

Beaches are great resources for coastal tourism development. They attract a large number of domestic and international tourists. This study focuses on ensuring clean beaches in Ghana for robust and sustainable coastal tourism development. The study specifically addressed the following objectives: policies to ensure clean beach, stakeholders' participation, promotional activities and sanitation challenges facing beaches in Ghana. The study employed both quantitative and qualitative approaches. This involved administering semi-structured questionnaires to a total of 150 residents from the study community through convenience sampling. Using purposive sampling, key stakeholders from the Ministry of Tourism, Arts and Culture, Environmental Protection Agency, Accra Metropolitan Assembly and Ministry of Sanitation were interviewed. Also, through purposive sampling, management from Labadi Beach Resort, La Pleasure Beach Resort, Coco Beach, Next Door Beach, Laboma Beach, Bojo Beach, and La Palm Royal Beach were interviewed towards addressing the study objectives. The quantitative data were analysed using descriptive and inferential statistics with the aid of IBM SPSS Version 20.0. The data from the interviews were subjected to thematic explication. The findings revealed that there are some policy measures and practices in place to clean beaches, especially in Accra. However, factors such as limited local participation in beach cleaning, a poor image in some of the sites due to poor sanitation, poor facilities, ineffective coordination among stakeholders remain to be addressed towards achieving sustainable coastal tourism in Ghana.

Keywords: Coastal tourism, policies, sanitation, stakeholders, Accra, Ghana.

Introduction

Beach and coastal tourism are considered to hold the largest market sector of tourism worldwide (Ballance et al., 2000; Friedrich & Jannik, 2019). However, beaches as a crucial component of coastal tourism resources, and its appeal is steadily eroding because of environmental pollution, sand winning among others (Poeta et al., 2016; Krelling et al., 2017). Studies abound attesting that various beach destinations are facing different and similar forms of pollution from local people due to poor community participation and also poor planning and implementation of policies (Jędrzejczak, 2004; Campbell et al., 2016; Kladou et al., 2017; Wyles et al., 2019). Increasingly, problems of clean beach are receiving research currency, this is because despite the rise of alternative forms of tourism such as ecotourism, adventure tourism, heritage tourism, enotourism among others, still 3S tourism is the market leader in global tourism offerings (Jędrzejczak, 2004; Browne et al., 2013; Eshun, 2014; Marfo, 2014; Vikas & Dwarakish, 2015; Choudri, 2016; Dyck et al., 2016). Similarly, beach sustainability



issues in Ghana are seen as cardinal considerations for tourism and the general public well-being (UNIDO Coast Project, 2013; Marfo, 2014; Dika, 2017). Dyck et al (2016), add that developing the beaches in Ghana is an important step in the promotion of mainstream tourism in the country. The need to curb the disastrous effect of pollution of the beaches will make the needed difference in sustaining tourism assets and ecosystems (Joaquin et al., 2017; Cameron et al., 2019).

The Greater Accra Region of Ghana has a number of beaches which attract travellers from diverse backgrounds; however, a number of these beaches have been turned into refuse dumping sites and liquid waste sites from mainly those dwelling in the communities (Marfo, 2014). There have been some exercises undertaken to clean up the beaches in Accra. For instance, some citizens in La Municipal Assembly volunteered and cleaned the beach in the Municipality to raise awareness for clean beaches and to attract visitors. Although there are tasks and rules to make the beaches in Accra clean, all attempts to ensure their continual cleanliness have proved futile (Mensah et al., 2014). For Ghana to create secure, appealing and stable coastal surroundings with potable water and wholesome habitats, there is the need to consider sustainable coastal tourism (Dika, 2017).

There is plethora of research on problems confronting coastal areas and coastal tourism in developed countries (UNIDO Coast Project, 2013; Gall & Thompson, 2015; Choudri et al., 2016; Joaquin et al., 2017; Krelling et al., 2017; Wyles et al., 2017; Wyles et al., 2019). Indeed, although beaches are of prime resource for sustainable coastal tourism in Ghana, there is less research attention on the nexus of tourism and beaches. Currently, most of the tourism research concentrates on ecotourism, agritourism, diasporic/heritage travel, festivals and greening hotels (Mensah et al., 2014; Kuuder et al., 2011; Eshun & Tettey, 2014; Eshun & Tonto, 2014). The study, therefore, examines beaches in the Greater Accra Region and how these beaches can contribute to sustainable coastal tourism in the country.

Literature Review

According to some researchers, environmental sensory needs at tourist destinations are at the core of visitor satisfaction and repeat visits (see Dika, 2017; Wyles et al., 2017). Consequently, within the context of beaches, a detailed record by users and their perceptions about beaches and services supplied are crucial to formulating policies and also to help companies to continue to deliver top-notch services to their market segments (Dyck et al., 2016). Certainly, coastal managers and other concerned stakeholders can use studies on beaches to devise environmental management programmes towards development of sustainable coastal tourism (Choudri et al., 2016; Joaquin et al., 2017). Beaches as a resource, have many stakeholders and with varied interests (Ballance et al., 2000). These stakeholders may encompass the general public, local residents, private sector and vacationers (Gall & Thompson, 2015; Wyles et al., 2017). Development of beaches, thus demands involving all stakeholders in contesting its environmental and economic externalities (Khadou et al., 2017). Certainly, there is the need for frequent research to unravel the particular interests of stakeholders at coastal destinations in order to formulate policies, plans and actions that address the *commune bonum* and generate positive behavioral change (Krelling et al., 2017; Wyles et al., 2019).

Some research posits strongly that uncontrolled and ill-planned tourism degrades the surroundings (Campbell et al., 2016; Joaquin et al., 2017). Certainly, one such activity of polluting marine resources is recreation (Joaquin et al., 2017; Wyles et al., 2017). However, when recreation is properly planned and managed, it can lessen impacts on coastal environments (Browne et al., 2013). Furthermore, it can bring pressure on local communities and authorities to adopt sustainable tourism practices that can contribute to the development



of neighborhood communities and destinations (Eshun, 2011; Friedrich & Stahl, 2019). All in all, the interplay of efforts of the various stakeholders with interests in marine resources, including beaches is integral towards achieving sustainability (Joaquin et al., 2017).

In addition, non-governmental organisations (NGOs) and private groups have an essential function to play at marine destinations through research, advocacy, facilitation, and capacity building (Mensah et al., 2014; Dika, 2017). International assistance can be both through providing financial and technical support, and through enabling the sharing of experience and knowledge between countries (UNIDO Coast Project, 2013; Beach Clean-Up Manual, 2014). However, a key consideration is the involvement of local NGOs in destinations to bring together different interests and provide assistance and expertise. Many researchers have also highlighted, the indubitable role of government in combating the untrammelled ascendancy of marine littering (Nunoo & Quayson, 2003; Joaquin et al., 2017).

Lakshmi and Rajagopalan (2000), add that although coastal zones occupy 10% of the land area of the Earth, they are home to more than 60% of the global population. Thus, locals especially living around marine destinations are seen as key stakeholders in combating marine littering (Hidalgo-Ruz & Thiel, 2013). Marine littering depicts the persistent, manufactured or processed solid material which are discarded, disposed of or abandoned in the marine and coastal environment (Measham & Barnett, 2007; Gall & Thompson, 2015; Beach Clean-Up Manual, 2014). In terms of tourism and hospitality, marine litter affects negatively the physical ambience (Dika, 2017). Wyles et al (2017) further showed that rubbish potentially left by public (e.g. food packaging) was disliked, related to making people nauseous and diminished the restorative characteristics of the environment.

Other studies also argue that marine debris is the maximum conspicuous pollutant that makes beaches aesthetically unappealing to various categories of visitors (Nunoo & Quayson, 2003; Krelling et al., 2017; Wyles et al., 2019). However, leisure visits can also have advantages (Vikas & Dwarakish, 2015; Wyles et al., 2017). These benefits include enhancing well-being, raising awareness about the environment in terms of its anthropogenic threats, and moral suasion to strengthen environmental stewardships (Marfo, 2014; Joaquin et al., 2017; Wyles et al., 2017).

Beach cleaning campaigns are arranged around the world, involving stakeholders which may be global in their operations (Belpaeme et al., 2005; Jędrzejczak, 2004). These campaigns often involve teaming up of national and local stakeholders, to ensure effectiveness and efficiency in the planning and implementations (Belpaeme et al., 2005; Beach Clean-Up Manual, 2014; Krelling et al., 2017). Kladou et al (2017), argue that even as those campaigns help to improve the nearby environment and put off items already in the environment, their contribution to the broader environmental sustainability can be noticeably small. Therefore, it is necessary to recognise clean beach projects within the milieu of the broader environmental sustainability challenges, plans and policies (Measham & Barnett, 2007; Hidalgo-Ruz & Thiel, 2013; Campbell et al., 2016, Wyles et al., 2019).

In Ghana, five whales have washed ashore dead, and although results are inconclusive, there is a strong indication that, this was attributed to marine litter pollutants (Dika, 2017). The corpus of research re-echos that, litter washed ashore at the coastline constitutes one of the most obvious symptoms of marine litter pollutants (Hidalgo-Ruz & Thiel, 2013; Poeta et al., 2016; Wyles et al., 2017; Wyles et al., 2019). To combat some of these challenges, surveying of beach litter constitutes a fundamental approach for tracking pollutants in the marine environment and have been used widely to classify and quantify marine litter to help in policy formulation (Campbell et al., 2016; Kladou et al., 2017). Identifying the basis of marine and

seashore litter, together with education is a major weapon in militating marine littering (Jędrzejczak, 2004; Browne et al., 2013; Eshun, 2014; Wyles et al., 2019).

Materials Methods

The study was conducted in some selected beaches in the Greater Accra Region of the Republic of Ghana (see Figure 1). The Region has a total land area of 1,500 square miles or almost 400,000 hectares. It lies in the southeast of the country between latitude $05^{\circ} 29' N$ and $06^{\circ} 14' N$ and longitude $0^{\circ} 23' W$ and $0^{\circ} 41' E$. The estimated total population of the Region is 2,475,208 as of 2019 (Ghana Statistical Service, 2018). Fishing is a major economic activity, while swimming and sunbathing are recreations that largely attract tourists to the beaches. The study area is a coastal savanna zone. Labadi, is the most popular beach community in the Greater Accra Region. The inclusion of Labadi in the study is very important since it has some of the most popular beach facilities in Ghana (Nunoo & Quayson, 2003; Dika, 2014). The La Beach is located off the Accra-Teshie-Nungua Road. This beach shares boundaries with 4-star La Palm Royal Beach and 5-Star La Pleasure Beach Hotels. These tourist areas are patronised throughout the week by both foreign and local visitors, and receive more tourists on weekends (Dyck et al., 2016). The beaches are sandy and of low to moderate slope. The back of the shoreline is characterised by permanent and semi-permanent structures from where visitors to the beach can relax and enjoy the sunbathed oceanic view (Dika, 2017; Dyck et al., 2016).



Figure 1. Map of Ghana depicting the study area

To have a good and effective research, it is important to have a research design (Eshun, 2014). The research design in actual sense is seen as the structure within which the research is undertaken; it constitutes the pattern for the collection, measurement and the analysis of data (Eshun, 2011; Eshun & Tonto, 2014; Kothari, 2004; Mkono, 2013). The study employed cross-sectional design and mixed-method approach. Eshun (2011), Teye (2012) and Eshun



and Tonto (2014) argue that mixed-methodological approaches allow for a more nuanced analysis of social phenomena. The primary data collection involved the administering of semi-structured questionnaires to the respondents of the study community. Studies abound that tout that residents around beaches in Ghana, are key stakeholders and sources of marine littering (Nunoo & Quayson, 2003; Dika, 2014; Mensah et al., 2014; Dyck et al., 2016). As a consequence, 150 of the residents of the beach communities were conveniently selected. Twenty residents were proportionally selected around Next Door Beach, Laboma Beach, Bojo Beach, Coco Beach and La Pleasure Beach. However, 25 residents were selected each from around Labadi Beach and La Palm Royal Beach, because of the relatively huge tourist traffic to these locations. The study also benefited from secondary data on beach sustainability in Ghana.

Churchill and Brown (2006) proposed that, the correct sample size in a study is dependent on the nature of the population and the motive for the study. The data collection thus also involved interviews. There was first, the key informants, who were purposively selected. The purposive sampling technique is employed to get credible, specific and valid information from experts for the study. They included the managers of the selected beaches in the Greater Accra Region namely, Next Door Beach, Laboma Beach, Labadi Beach, La Pleasure Beach, Coco Beach, La Palm Royal Beach and Bojo Beach. Also, there were interviews with some of the leading governmental and quasi-governmental organisations and institutions connected with issues of environment and tourism, namely the Ministry of Tourism, Arts and Culture (MoTAC), Environmental Protection Agency (EPA), Ministry of Sanitation, Accra Metropolitan Assembly (AMA) and the National Disaster Management Organisation (NADMO). In view of the patronisation of beaches by tourists, five tourists were conveniently selected from each of the six selected beaches and interviewed. The convenience sampling technique was used to get information from respondents who were willing to participate in the study.

The quantitative data were analysed using IBM SPSS version 25 in performing the descriptive and inferential statistics. Tools such as correlation and frequencies embedded in the software, were employed. These were presented in tables and graphs. The qualitative data were subjected to thematic explication. Thematic analysis seeks to pinpoint, examine and record themes within data collected (Churchill & Brown 2006; Sharan, 2012; Mkono, 2013).

Results And Discussion

Socio Demographic Characteristics of the Respondents

Out of the total respondents of 150; females were 71(47.3%). With respect to the age group, 82(54.7%) respondents were between 18-28 years which was the highest. One of the interesting things to note about the demographic characteristics of the study area is the high population of youthful residents. Approximately 56% of the population were under the age of 24 (Ghana Statistical Service, 2018).

Table 1. Socio-Demographic Characteristics of Respondents

VARIABLE	FREQUENCY	PERCENTAGE
Sex		
Male	79	52.7
Female	71	47.3
Age		
18-29	82	54.7
30-39	35	23.3
40-49	27	18.0



50 and above	6	4.0
Marital Status		
Single	78	52.0
Married	55	36.7
Divorced	16	10.7
Widow/widower	1	0.7
Education Level		
Basic	28	18.7
Secondary	45	30.0
Tertiary	75	50.0
No formal education	2	1.3
Occupation		
Unemployed	30	20.0
Student	33	22.0
Civil servant	70	46.7
Others	17	11.3
Length of Stay		
Less than a year	31	20.7
1-2 years	58	38.7
3-4 years	36	24.0
5 and above	25	16.7

Source: Field Survey (2019)

The study further revealed that the lowest age group was those who were 50 years and above. It has been found that factors such as retirement, taking care of family and health condition, often limit many people in this age category in travelling to enjoy attractions in Ghana (Dika, 2017). Existing literature indicates that family life cycle is inexorably interlinked with both the type of vacation taken and financial expenditure (Eshun, 2014; Gertner et al., 2016; Dika, 2017). One male respondent said that:

We receive more youth visitors. They always come in groups; sometimes 5 in a group. We receive youth from churches, banks, schools and other organisations. They come for recreational activities. Also, families bring their children for picnics. In mornings, especially the youth come for jogging and aerobics at the beach because of the therapeutic breeze (Interview, La Pleasure Beach, 2019).

In terms of the occupation of the respondents, 30(20.0%) respondents were unemployed, this finding shows similarity with the high unemployment rate in the country (Eshun, 2014). The ramified impacts of high rate of unemployment is low standard of living in communities and high dependency ratio which result in low savings and low patronage of tourism offerings (Joaquin et al., 2017). Respondents of 70(46.7%) fall under the civil servant category. In terms of occupation, 33(22.0%) respondents were students, where six were Junior Senior High students, eight were Senior High School students and 19 being tertiary students.

The final respondents who fell within the 'other' category were 17(11.3%), with seven being food vendors. With respect to the marital status, 55(36.7%) respondents were married, 78(52.0%) were single and 16(10.7%) were divorced and 1(0.7%) respondent was a widow. The single population in the community made it an advantage for the people in the community to be employed in tourism and other establishments. Eshun (2011), avers incisively that employers usually prefer and employ especially single young females to provide services in tourism.



In terms of educational background of the respondents, 2(1.5%) respondents have no formal education, 28(18.7%) had attained basic education, 45 respondents (30%) had acquired secondary education and 75 respondents (50%) had tertiary education. This means, given the right capacity building and entrepreneurial training, the locals can benefit from tourism. In terms of the length of stay of the respondents, 31(20.7%) have stayed in the community for less than 1 year, 58(38.7%) have stayed between 1-2 years, 36(24.0%) have stayed in the area between 3-4 years, while 25(16.7%) had stayed over 5 years. Although the years of residence was low, the high level of education in the community, was invaluable in addressing the study objectives.

Policies to Ensure Clean Beach

On policies, 101(67.3%) of the respondents specified that they know that there are some organisations that are in charge of policy formulation and supervision of the beaches. The organisations included AMA, Ministry of Sanitation, MoTAC, EPA, Rotary Club, Friends of Rivers and Water Bodies, Ministry of Lands and Forestry and Zoomlion. The Ministry of Lands and Forestry in consultation with key stakeholders, prepared a National Wetlands Conservation Strategy to promote participation of the local communities and other stakeholders in the sound management and sustainable utilisation of Ghana's wetlands and their resources (Marfo, 2014). In addition, The National Water Policy was formulated in 2007 with the goal to promote a green and effective control system and environmentally sound improvement of all water resources in Ghana. A respondent from the AMA explained that:

There are local task forces which supervise the beach day and night. But people sometimes dump waste in rivers and drains, an example is the Kpeshie river which carries waste into the sea. The Assembly collaborates with NGOs to provide free dustbins to local residents. Also, National Service Personnel and Nation Builders Corps Personnel are coming together to form clubs to ensure clean beaches in the region (Interview; AMA, 2019).

The study further showed that policies to ensure clean beaches are undertaken by group of organisations and National Tourism Organisations (NTOs). The Ghana Environmental Sanitation Policy (ESP) acknowledges the sanitation issues at the beaches (ESP, 2009). As high as 49(32.7%) respondents said, they are not aware of any organisation in charge of policies to ensure clean beach in the country. Meaning they don't have any idea of organisation that formulate policies and monitors the beaches.

The majority of respondents representing 53(35.3%) stressed that, the EPA and AMA are the organisations that are in charge of policy formulation and supervision to ensure clean beach while 50(33.3%) maintained, MoTAC and Ministry of Sanitation are the organizations that are in charge of policy formulation and untrammelled to ensure clean beach. The EPA and the Ghana Navy are urged to continue with their vigilance in the monitoring of the nation's territorial waters to prevent the coast from being used for the dumping of toxic substances as happened in Cote d'Ivoire (Ghanaweb, 2006). An interview with an official of the Beach and Sanitation Unit in MoTAC revealed that:

The Ministry has the PPP Policy and the 'Say No To Open Defecation' programme on cleaning the beaches. Recently, the Ministry has built close to twelve toilet facilities each at Axim, Aflao, Keta, Osu, Jamestown, Apam and Cape Coast. The Ministry also works with traditional authorities. For instance, in Axim, people who dump refuse at the beach are fined an amount of forty Ghana Cedis (Interview: MoTAC, 2019).

The existing report indicates that the Ministry of Fisheries and Aquaculture Development has launched Coastal Sanitation Project aiming to ensure hygienic-sanitary conditions at the



landing beaches. This project aims at reducing open defecation along the beaches. A few respondents representing 2(1.3%) alleged there are other organisations that are in charge of formulation of policies and supervision of the beach such as Zoomlion and Friends of Rivers and Water Bodies and Rotary Club. This confirms existing report that Zoomlion is in the process of introducing mobile equipment to be stationed within specific communities for easy disposal and treatment of waste and giving dustbins to each household (Ghana News Agency [GNA, 2018]). In contrast, Rotary Club does not have policies of beaches but rather organise clean up exercise at the seashores. Rotary Club together with fishermen of Sakumono beach organised a clean-up exercise at the beach also known as 'Titanic Beach'.

In terms of collaboration, 96(64.0%) showed, the organisations work hand-in-hand with the managers of hospitality facilities along the beaches to ensure clean beaches. Over the past 6-years, there are various clubs, both local and international which engage in beach cleaning and advocating for clean beaches (Nunoo & Quayson, 2003; Dyck et al., 2016). For example, Zoomlion Ghana Limited in collaboration with other stakeholders marked 2017 World Earth Day by engaging in a massive clean-up exercise at Nungua beach to rid it off huge waste materials that have engulfed the beach. One respondent further added:

We do normal cleaning with the help of the Accra Metropolitan Assembly, Green Cycle Organisation, Zoomlion, and Rotary Clubs. The Assembly mounts signboards on clean beach. The Assembly also organises educational programs for both our staff and the locals to create awareness of clean beach (Interview: Next Door Beach, 2019).

In contrast, 54(36.0%) respondents stated they are not aware that the NTOs and Ministry of Sanitation, AMA, the EPA, and Rotary Club collaborate to ensure clean beaches in the Greater Accra Region. Ensuring clean beaches is not the sole responsibility of the managers of hospitality facilities along the beaches; rather, it is a shared responsibility among stakeholders. In terms of the effectiveness of the collaboration, 35(23.3%) being the highest response, indicated the collaboration has not been effective. Also, regarding the challenges hospitality management face in terms of implementation of policies and supervision of the beaches, 61(40.7%) indicated inadequate funding.

Getting funds to execute such exercise is a big problem for management, while 44(29.3%) respondents maintain management lack logistics such as wheelbarrows, rakes, brooms, tricycles, groves, trucks, spades and shovels to facilitate the implementation of the policies. Also, 32(21.3%) of the respondents maintained that lack of government support to execute the policies is a challenge. Furthermore, a correlation analysis was performed between organisation in charge of policy formulation and organisations collaborating with management of the beaches. The value of the correlation(r) is 0.307; this was significant at a p -value of 0.001 from the sample size of 150 (see Table 2).



Table 2. Correlations between organisations in charge of policy formulation of beaches and their collaboration with beach management

		Organisation in charge of policy formulation	Collaboration with Management of Beach
Organisation in charge of policy formulation	Pearson Correlation	1	.307**
	Sig. (2-tailed)		.000
	N	150	150
Collaboration with Management of Beach	Pearson Correlation	.307**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

This stipulates that there is a weak uphill (positive) relationship between organisation in charge of policy formulation and monitoring and cooperation of these organisation with management of the beaches. This means that as these organisations make policies, the collaboration with the management of the seashores towards beach sustainability and development also increases at a slower pace. The coefficient of determination (r^2) was computed to be 9.4%. This implies that about 9.4% of organisational policies can be attributed to the relationship with beach management, while 90.6% changes can be attributed to other variables/factors. It can, therefore, be inferred cogently that, organisations in charge of policies formulation have a less partnership with the management of the beaches in ensuring clean beaches. This finding is similar to earlier works (see Dika 2017; Dyck et al., 2016).

Also, evidence from existing literature suggests that, people's educational level influences the way they promote beach destination (Browne et al., 2013). Gertner et al (2016) argue that people's educational level has a direct influence on the way they advertise to their market segments. Relatively, these people have technical know-how to leapfrog their competitors by exploring alternative and cutting-edge promotion strategies (Eshun, 2014; Gertner et al., 2016). Thus, a chi-square test was conducted to determine whether the level of education has influence on the promotion. As shown in Table 3, the chi-square value is 2.790 with a *p-value* of 0.001 at a degree of freedom of 3.

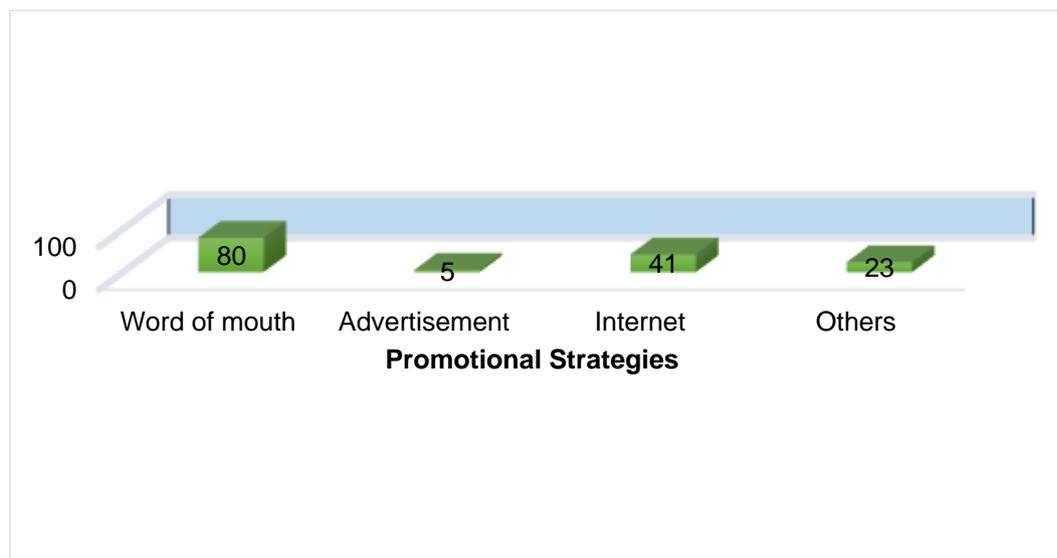
Table 3. Chi-square test between respondents' level of education and the way they promote or advertise the beach

Variables		Have you in any way promoted or advertised the beach		
		Yes	No	Total (150)
Educational level of respondents	Basic	16(11.5%)	8(5.8%)	24(17.3%)
	Secondary	34(24.5)	9(6.5%)	43(30.9)
	Tertiary	46(33.1)	24(17.3%)	70(50.4%)
	No formal education	1(0.7%)	1(0.7%)	2(1.4%)
Total		97(69.8%)	42(30.2%)	139(100%)
Chi-Square=2.790		Df=3	P value=0.001	

Field Survey, 2019 *P<0.05

This indicates that, the p -value < 0.05 shows that people's level of education and the way they promote the beach are statistically significant. This means that there is enough evidence to support existing literature that level of education has influence on the beach advertisement (Dika, 2017). From the study, those with tertiary education were actively involved in promoting the beach than the other educational levels. From the study, 23(15%) indicated the means of Brochures, Newspapers, Magazines, Facebook, WhatsApp, Twitter and other social media platforms as promotional tools (Figure 3).

Figure 1. Medium tourist/visitor use to know about the beach



Source: Field survey (2019).

As high as 80 of the respondents added, they heard about the beach by means of word of mouth (WOM). A satisfied visitor always advertises the beach through WOM (Dika, 2017). The use of radio and television to promote beaches is not as widespread as WOM in Ghana. Management of the beaches benefits from WOM, through the kind of services and experiences they provide to visitors. Interesting too, 41(27.3%) of the respondents indicated that visitors get to know about the beaches through the internet. Internet is rapidly overtaking personal recommendation as the number one source of travel and tourism information (Gertner et al., 2016). One respondent reemphasised:

I have visited some places in Africa; Senegal, the Gambia, Cape Town and others. The beaches in Ghana, have some impressive landscapes. The reviews on TripAdvisor on this hotel are fantastic. Ghana is one of the world's best secrets (Interview: Visitor, 2019).

Therefore, in order for the destination to succeed in their efforts to attract visitors, they must design sound online marketing strategies (Eshun, 2014; Gertner et al., 2016).

Stakeholders Participation

The study further asked the respondents about the practices that they themselves and the other stakeholders engage in order to ensure a clean beach. Twenty-six respondents within the age category of 18-29 emphasised that they engage in practices that lead to clean beach, while 47 respondents in the same age category indicated their attitudes do not lead to clean



beach. In the age group of 30-39, 17 respondents averred they engage in practices that lead to clean beach but 16 respondents within the same age category stressed they do not engage in practices that lead to clean beach (Table 4).

Table 4. Cross-tabulation between Locals engagement in practices that lead to clean beach and age of respondents

Age	Locals engagement in Clean Beach practices		Total
	Yes	No	
18-29	26	47	73
30-39	17	16	33
40-49	12	12	24
50+	-	5	5
Total	55	80	135

Sources: Field survey (2019)

The age group of 40-49 responded with 12 of them indicating they engage in practices that lead to clean beach while 12 respondents within the same group, indicated otherwise. Out of 135 respondents, 80 respondents agreed that locals do not engage in practices that lead to clean beach. Nunoo and Quayson (2003), Quartey et al (2015) and Dyck et al (2016) showed that though rapid urbanization in Ghana, the latest increase in waste disposal problems can be ascribed to people’s overall attitudes and perceptions towards waste management. One respondent added:

When we prompt the locals not to litter, some sarcastically tell us, ‘the place is not our father’s residence’. Over a hundred people have been arrested due to open defecation. When we provide free dustbins to the locals, some of them use it to store water and their foodstuffs (Interview: Ministry of Sanitation, 2019).

In most of the developing countries, locals are contending with poor sanitation and environmental hazards (Eshun, 2011; Eshun, 2014; Eshun & Tonto (2014); Mensah et al., 2014; Dika, 2017; Joaquin et al., 2017; Ghana Statistical Service, 2018). In contrast, 55 of the respondents argued, locals, engage in practices that lead to clean beaches. Locals with some NGOs team up to clean the beaches. For example, the European Union, together with Hipsters of Nature, an environmental NGO and the AMA embarked on clearing up exercise at the Korle-Naa beach in Accra where tons of plastic waste that had been washed ashore were cleared in 2017 (Ghana Broadcasting Corporation, 2018). The exercise, dubbed "*Hani w loo*" (a Ga expression meaning let’s collect) was under the theme; “Plastic waste collection and reuse for better life”. It formed part of a global campaign by the European Union to raise awareness and curb the danger posed by plastic waste to the sea. To further buttress this, Cameron et al (2019) show overtly that community-led total sanitation across rural areas of Indonesia contributes to sustainability. Congruently, a respondent elucidated:

We have local task forces which are formed to ensure clean beach in Ghana. We give incentives to locals who help in achieving this goal. We won Ghana’s Most Beautiful Clean Beach in 2018 from Ghana Environment Awards and this was achieved with the help of local’s support. A fine of Ghc50.00 has been indicated on the signpost for culprits (Interview: Laboma Beach Resort, 2019).



Indeed, some of the locals are willing to contribute towards a clean beach in Ghana. Indeed, the study further reveals that majority of the respondents engage in clean beach from their own free will. The study further showed that locals that engage in clean beach practices were mostly educated. Some were also benefiting from the beach through direct or indirect employment. Correspondingly, a correlation test was performed between the benefits that locals get from the beaches and their attitudes towards clean beach. From Table 5, the correlation value is 0.360 at a significant *p-value* of 0.001.

Table 5. Correlations between locals' practices that lead to clean beach and benefit locals get from the beach

	Locals engagement in clean beach practices	Benefits of locals from the beaches
Pearson Correlation	1	.360**
Sig (2-tailed)		.000
N	135	134
Pearson Correlation	.360**	1
Sig. (2-tailed)	.000	
N	134	135

** . Correlation is significant at the 0.01 level (2-tailed).

This means that there is a weak positive relationship between benefit locals get from the beach and their attitudes towards a clean beach. Furthermore, this means that as the locals receive more benefits from beach, their attitudes towards beach development also increase at a slower pace. This result buttresses cogently earlier results that when locals receive equitable benefit from resources within their domains, it increases their stewardship (Nunoo & Quayson 2003; Mensah et al., 2014; Dyck et al., 2016; Dika, 2017; Joaquin et al. 2017; Wyles et al., 2019). The coefficient of determination (r^2) was computed to be 13.0%. This means that about 13.0% of the local practices in clean beach can be attributed to the benefits that they receive from the beach, while 87.0% changes can be attributed to other extraneous variables. Nunoo and Quayson (2003) argue that locals do not involve themselves in practices towards clean beach in Ghana, because most do not benefit from them.

Currently, in Ghana the confluence of weak legislation enforcement and human elements (such as indiscriminate dumping) have led to city and town environments characterised relatively by choked drains, clogged gutters, and garbage piles which heaped into the beach (Nunoo & Quayson, 2003; Dika, 2017). At a higher level, the government should improve the infrastructural facilities and ensure law enforcement, environmental and greening education through signboards and capacity building. Also, there is an urgent need to explore ways in which locals could be actively involved in the management of beaches in the country. Prominent among these is the need to provide the locals with alternative livelihood options to help improve their standards of living. This may involve providing them with entrepreneurial capabilities, based on exploiting sustainably the beaches.

Sanitation challenges facing beaches

A cross-tabulation was done between challenges facing beaches and the importance of cleaning beaches. On whether cleaning the beach is important, 62 of them said it will attract more visitors and eight of the respondents responded otherwise. And a total of 55 respondents who think cleaning the beach is important, 53 of the respondents maintained clean beach will



increase revenue (see Table 6). This means that clean beach will attract more tourists and it will adversely increase revenue for both locals and government. The study showed that 21 respondents believe that clean beach will prevent diseases. Beach cleaning increases water quality, decrease the organic content of the sand, and increases species diversity in the shallow zone closest to the shore (Browne et al., 2013).

Table 6. Cross-tabulation between challenges facing beaches and the importance of cleaning the beach

Do you think that cleaning the beach is important	If yes, why is it importance				Total
	It will attract more tourist /visitors	It will increase revenue	It will prevent diseases	Others	
Yes	62	53	21	4	140
No	8	2	-	-	10
Total	70	55	21	4	150

Source: Field survey (2019).

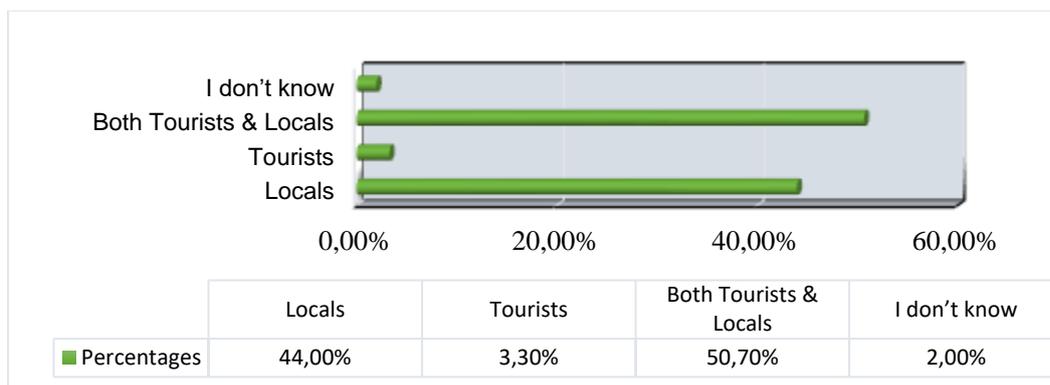
In general, a total of 140 respondents agree that cleaning beaches are essential for sustainable coastal tourism development. A respondent added:

The 'Conti project' and 'Crip project' are towards cleaning beaches. There is a team that works at night to ensure clean beach. Logistics such tractor, wheel burrow, spade, and hand gloves are what we often use in clean up exercises. We are doing all these because clean beaches attract a lot of visitors and increase revenue for locals and the government (Interview: AMA, 2019).

About the responsibility of beach cleaning, 10% of respondents indicated the role of government, while 14% stated it was the community, 4% agreed it is the private sector's responsibility and 71.3% stated NTOs, and AMA others to ensure clean beach.

From Figure 4, 44% the respondents indicated they believe that locals are the major agents of poor sanitation at the beaches. Again, 5(3.3%) responded by saying tourists are the agents of poor sanitation but 76(50.7%) responded by saying both the locals and tourist are the agents of poor sanitation at the beaches. This finding re-echoes the findings by Tsagbey et al (2009) who state that tourists are key contributors to marine littering in Ghana. Gyedu (2011) buttresses that waste materials such as plastic bottles, straws and plastic bags used by locals pollute the coastlines.

Figure 2. Agents of Poor Sanitation



Source: Field survey (2019).

Dyck et al (2016) in their baseline survey along the Accra-Tema coastline in Ghana, collected a total of 18,241 items of marine debris, and plastic materials accounted for 63.72% of the total. Engler (2016) argues that plastic is non-biodegradable and can last around for a lot longer period (like up to 1,000 years longer) than other kinds of trash. Ghana has ratified the International Convention for the Prevention of Pollution from Ships (MARPOL) (1973) and the Convention on the Prevention of Marine Pollution by Dumping of Wastes and other Matter (1972); however, the current state of marine littering is largely due to locals (Dika, 2017). An official from NADMO adds that:

In general, produce 2,000 tons of waste in a day; with the majority being plastics. Although at some of the places, refuse bins are provided, some locals instead throw their waste materials at the beach. Also, some people throw polythene bags from their cars when driving along the beaches, and when it rains, these wastes get carried into the beaches (Interview: NADMO, 2019).

Ghana is grappling with the entrenchment of poor sanitation which affects the tourism industry directly and indirectly (Eshun, 2011; Nunoo & Quayson, 2003; Gyedu, 2011; Dyck et al., 2016). There are existing studies that re-echo the stance that unwholesome physical ambiance at the beaches is created by locals and visitors and factors such as urban population, tourism, sachet water production, and other polythene wrappers contribute massively to it (Eshun, 2014; Marfo, 2014; Mensah et al., 2014; Dika, 2017; Joaquin et al., 2017; Wyles et al., 2017; Wyles et al., 2019). Currently, the Volta, Greater Accra, Central and Western Regions, the MoTAC is to form Local Sanitation Task Forces to promote and maintain proper sanitation at tourist destinations and beach sites (Devine, 2014; Dika, 2017). To make the work of the Local Task Forces effective, local authorities are empowered to enforce sanitation laws with fines where necessary, so as to encourage the attractiveness and competitiveness of especially coastal destinations in the country (Ghana Broadcasting Corporation, 2018).

The Global Competitive Report in 2018, ranked Ghana, 106th, 110th, 116th, and 104th in terms of her global competitiveness, enabling environment, infrastructure development, and skills development respectively (World Economic Forum, 2018). This notwithstanding, the World Peace Index Rankings in 2019, put Ghana as the most peaceful country in West Africa and the second in Africa, which heightens the image of Ghana in the face of potential investors and tourists (Ghana Business News, 2019). Indeed, the National Tourism Policy (NTP) 2010, the National Tourism Development Plan (NTDP) 2013–2027, the National Tourism and Hospitality Training Policy (NTHTP) 2019 and the Marine Drive and the Marine Drive Tourism and Investment Project (MDTIP) show government's position to diversify and make competitive the tourism offerings in the country.



Conclusion

The study examined beach cleaning for optimising coastal resources for tourism development in Ghana. The study examined specifically policies on beach cleaning, stakeholders' participation, promotional activities and sanitary challenges facing the selected beaches. The study points out that, cleaning the beach is important. Currently, there is frequent dumping of waste at the beaches. This is attributed to inadequate refuse containers along the beaches, the laziness of people to properly dispose of waste because the location of refuse dumping sites are far and people's indifference towards clean beach. The study further confirmed that open defecation and littering are serious problems in Ghana especially along the shores of the country. Similar to the works of Devine (2014); Mensah et al (2014); Dyck et al (2016) and Dika (2017), this study also argues that a clean beach will attract a lot of visitors, increase revenue, and prevent health conditions such as skin rashes and respiratory infections. It was evident in the study that, poor sanitation at the beaches in Ghana, is mainly caused by both locals and visitors and it should be a shared responsibility among the various stakeholders in tourism and environment to address this problem.

Current sanitation management activities include but are not limited to the following: regular clean-up exercises, enforcement of coastal sanitation laws or policies, education campaigns, provision of sanitation facilities and creation of awareness on sanitation problems. An earlier study states that contaminated beach water causes not only swimmers to be sick but harms coastal economies and the diseases attributed to the polluted beach water comprise (Nunoo & Quayson, 2003). Stakeholders are promoting and marketing the beach to get more visitors but their efforts are leading to minimal results. As a consequence, they are unable to reach mass numbers of tourists for the destination since the beach is not clean and the promotional strategies are inconsistent and inchoate. In sum, factors such as limited local participation in beach cleaning, poor image in some of the sites due to poor sanitation, poor facilities, ineffective coordination among stakeholders remain to be addressed towards achieving sustainable coastal tourism in Ghana.

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