

Community-based Ecotourism Potential: A Case Study of Sankana Slave Caves in Nadowli-Kaleo District of Upper West Region, Ghana

Cornelius K.A. Pienaah^{1*}, Bruno Berewono², Danganaa Mahama³, Jane Akanzum⁴

¹Faculty of Natural Resources and Environment, Department of Environment and Sustainability Sciences, University for Development Studies, Ghana

²Faculty of Integrated Development Studies, Department of Social and Development Administration, Simon Diedong Dombo University of Business and Integrated Development Studies, Ghana

³Faculty of Natural Resources and Environment, Department of Environment and Sustainability Sciences, University for Development Studies, Ghana

⁴College of Art and Built Environment, Department of Planning, Kwame Nkrumah University for Science and Technology, Ghana
*Corresponding Author

Abstract: A major feature of the Upper West Region is its ancient caves. The caves found in Sankana, Bulenga and Dahili, were places of refuge for the inhabitants who were fleeing the slave raiders. Slave Camps can be found at Pizaga and Dolbizon and Slave market at Kassana and Salaga in the Upper East and Savannah Regions respectively. The study explored on the potential, strategies as well as effects of developing the Sankana Slave Caves as an ecotourism destination in light of the main pillars of sustainable development (economic, social/cultural, and environmental). The study adopted a mixed method approach. Questionnaires and FGD guides were employed to solicit views from participants. The study revealed that, the community members fully embraced the idea of ecotourism development in the community with emphasis that the slave caves development would serve as tool for poverty alleviation and livelihood enhancement through income generation related activities. Also, there would be an increase in tourists spending due to the direct sell of pottery, calabash art, wood, grass art, leather art, smock weaving, guest homes, food vending as well increase the cultural capital of the community. A three-prong strategy modelled on educative and, entertainment approach, and the use of tour operators were identified as strategies to attract tourists to the site. This study has made contributions to how community ecotourism development can be used as a strategic tool for poverty alleviation as in the case of Sankana slave caves in the Kaleo-Nadowli district in the Upper West Region.

Keywords: Ecotourism, Economic effect, Environmental effect, Slave Caves, Socio-cultural effect, Sustainable development.

I. INTRODUCTION

Ecotourism is the practice of traveling to relatively less exploited natural destinations to appreciate the natural settings, acquire knowledge about wildlife, and enjoy local cultures in authentic settings while conserving the environments of the destinations (Wallace, 2019, Lee & Jan, 2019). The significant features of ecotourism include the enrichment of nature as well as promoting local cultures, traditions and lifestyles in order to attract travelers to visit an area (Cobbinah, 2015; Fleischer, 2010). It is also defined as

‘purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people (OMT, 2014, p. 15’ cited in Yasu C. Martinez and Mara Rosas Baños).

In general, ecotourism provides many jobs to Ghanaians and has enormous potential as a catalyst for future economic and social development throughout the entire West African Regions. According to Ghana Tourism Authority (GTA, 2018), the tourism industry maintained its position as the 4th highest foreign exchange earner for the country after cocoa, gold and oil & gas. International arrivals increased by 5% from 980,141 persons in 2017 to 1,029,148.05 in 2018 while corresponding receipts increased by 5.1 % from US\$1,854.8 million in 2017 to US\$1,947.5 million contributing 4.9% to GDP. In terms of employment there was an increase in total number of jobs (direct & indirect jobs) created by the tourism sector from 550,000 in 2017 to 602,425 in 2018. Out of which direct jobs provided by the tourism sector rose from 135,000 in 2017 to 158,231 in 2018. Ecotourism however, has become a competitive business for tourism destinations all over the world. Competitive advantage is no longer natural, but increasingly man made, driven by science, technology information and innovation. As such it is not simply the stock of natural resources of Ghana that will determine her share in the tourism market, but rather how these resources are managed and integrated with other competences to create a competitive advantage for sustainable tourism. This phenomenon is not different in the Upper West Region. This deserves not only the attention of the Nadowli-Kaleo and the tourism institutions, but also concerns of corporate organizations and individuals to find a lasting solution to the challenge.

Eco-tourism in the Low- and Middle-Income Countries (LMICs) has great potentials in raising living standards in

rural areas because the customer comes to the product creating opportunities for direct sell, social interaction including other benefits like donations to communities. It is not surprising that the Millennium Development Goals (MDG's) identified tourism development as a significant contributor to poverty alleviation. Tourism, one of the world's top job creators and a lead export sector, especially for Low- and Middle-Income Countries (LMICs) countries, can play a significant role in the achievement of MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development. Tourism has the potential to contribute, directly or indirectly to all of the Sustainable Development Goals (SDGs). In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Tourists to Ghana are welcomed by an array of tourist attractions across the country including the Independence Arch, Kwame Nkrumah Mausoleum, the European Forts and Castles among a host of others. In the Upper West Region, apart from the Sankana Slaves caves if developed, tourists can also visit the Gwollu slave defense walls, the 18th century mosque of Nakori, the Kwame Nkrumah detention camp at Lawra, and the Wechiau hippo sanctuary as well as the Wa Naa's palace all in the Upper West Region among others.

Over the years, ecotourism development has been problematic in the Upper West Region of Ghana. One potential ecological attraction which has been given no attention is the Sankana slave caves in the Upper West Region of Ghana.

On the basis of this, the study intends to examine the full potentials of the Sankana Slave Caves as tool for environmental, socio-cultural, and economic benefits which constitute the three principles of sustainable development and explore strategies and recommendations in sustainable ecotourism development in the Upper West Region.

II. METHODOLOGY

2.1 Study Area.

The Nadowli-Kaleo District is centrally located in the Upper West region of Ghana. It lies between latitude 100 201 and 110 301 North and longitude 31 101 and 21 10 1 West. It is bordered to the South by Wa Municipal, West by Burkina Faso, North by Jirapa and Lambussie Districts and to the East by the Daffiama-Bussie-Issa District. The Nadowli-Kaleo District, with a territorial size of 1,132.02 km² extends from the Billi Bridge (4km from Wa) to the Dapuri Bridge (almost 12km from Jirapa) on the Wa-Jirapa Hamile road. From West to East, it extends from the Black Volta to Daffiama (Ghana Statistical Service, 2012). Geographically, the study is limited to the Sankana community located in the Nadowli-Kaleo District. It shares boundaries to the West by Gyili, to the East by Kuluri, the North by Chawe and South by Samatigu (Issifu, Antwi, Kwofie, Quarshie & Mustapha, 2013). It is

approximately 14km from Wa, the regional capital. The people are largely Dagaabas, Christians, traditional believers and Muslims, and speaks the Dagaari language. Personal observation indicates that farming is the main source of livelihood followed by Pito brewing and fishing. The total population of the Upper West Region is 702,110, with Sankana having a total population of 2,639 (Ghana Statistical Service (GSS), 2012). According to the 2010 Population and Housing Census (PHC), the Nadowli-Kaleo District has a total population of 61,561 (GSS, 2012). Going by the international standard for the definition of an urban settlement, which defines an urban community as any community with a population of 5,000 or more, many of the communities under the District, including Sankana has not attained an urban status. The community lies in the guinea savannah agro-ecological zone with surrounded scenic rock formations covering a four sq.km area. Under this rock formation is a network of caves, which served as bunkers for protection against slave raiders. Sankana is popular throughout Ghanaian history for its rock formation network of caves. The Sankana community has an almost entirely rolling topography. The height of the land is generally between 275m and 300m above sea level, except eastwards of Wa where the land rises above 300m above sea level. The community has a large irrigation dam which serves for both industrial and domestic purposes, fishing, farming and others. An important characteristic of this dam is its continues flow. The source of water supply for the dam is rainfall.

2.2 Method.

The study adopted a mixed method approach. On quantitative method, a questionnaire was designed and administered to find out the potential economic, socio-cultural and environmental effects of ecotourism in the community. Two-hundred (200) respondents were accidentally interviewed for the quantitative analysis. On the other hand, a qualitative method, including seven (7) Focus Group Discussion (FGD) participants (key stakeholders) were identified through the opinions of the 200 participants in the survey. A discussion was moderated and transcribed on their views concerning the potentials, strategies and effects of the cave's development as ecotourism destination. The roles were also assessed in relation to the slave caves development. The identification of key stakeholders was based on purposive sampling. Secondary data were obtained from journals and reports to support this study. Articles were searched for on google scholar, Sage Journals, research gate, frontiers and Francis and Taylor journal pages using key words and phrases such as "Cultural effect", "Ecotourism", "Environmental effect", "Economic effect", "Slave Caves", "Social effect" and "Sustainable development". Documents reviewed were selected after reading their abstract or a preliminary reading of full document in order to assess the suitability to be used for this study. Research articles from 1996 to 2019 were reviewed in this study. The primary search identified 53 publications whose titles discussed Ecotourism development. The

secondary screening based on abstract identified 21 relevant references. Nineteen (19) articles met the inclusion criteria for the tertiary, full-text review and were included in the study.

III. RESULTS

3.1 Gender, Age and Educational distributions of Respondents.

Out of two hundred (200) respondents who responded to the questionnaires, 109 respondents were females while 91 respondents were male. With reference to ages of the respondents, information gathered indicates that most of the respondents (33%) were between the ages of 31-40, 24% (41-50 years), 23% (18-30 years), 12% (51-60 years) and 8% (60+ years). Majority of respondents (about 51%) have attained some level of education and 49% of them had no formal education. The other seven (7) FGDs participants included six (6) males and one (1) female. Only two males among them were educated to tertiary level.

3.2 Main Economic Activities in Sankana community.

The main income generating activities in Sankana community identified from the study included; pito brewing (22%), fishing (8%), food vending (14%), petty trading/super markets (13%), transportation (10%), Shea butter extraction (11%), drinking spots (9%) and cakes selling (13%). Women engaged in these activities were 78% against 22% of males in the Sankana community apart from farming related businesses. These activities serve as a source of livelihood enhancement in the community. The study also revealed some income generating opportunities that would be established as to attract and increase tourist spending in the community. According to the study, accommodation facility (15%), pottery (19%), gourd and calabash art (12%), leather art (16%), wood carving (14%), smock weaving (13%) and grass art (11%) were identified as the income generating activities to increase tourist spending. Interestingly, tour guides, security personnel, women-cleaners were also revealed as potential jobs for the locals.

3.3: Socio-cultural Activities in Sankana community

According to (Ghosh, 2000), variation of culture is the bedrock of tourism that influence visitation. Sankana community has many cultural activities the study revealed that community members can perform to tourist. Kalibe festival (15%), Naming ceremonies/Birth rites (8%), Funeral/Death rites (9%) Dugu dance (18%), Bawaa dance (14%), Damba dance (12%), Folklore (8%), Singing (10%), and Marriage rites (8%) were the main socio-cultural activities community members are willing and would be able to perform to entertain tourist.

3.4: Environmental developments in the Sankana community.

According to the survey conducted, (69%) of the community members have visited the Slave caves and indicated that the site is in good condition in terms of physical structure. Out of the 200 total respondents for the quantitative study, (45.9%) of

the responses indicated that the site is in good condition for tourism activities. It was also revealed that the caves are still in their natural state and are free from anthropogenic pollution sources. According to an insight from the FGD, tree planting around the site will help beautify the caves and their surroundings. The study also indicated that 56.3% of the respondents believed that, most tourists are likely not to generate waste in the community. However, possible waste type that could be generated by tourists are; human excreta/urine, plastics, food waste, clothing and littering of newspapers.

3.5: Key Stakeholders in Sankana slave caves management and some challenges of ecotourism development in the community.

Interview conducted revealed that the key stakeholders in Sankana potential community-based ecotourism are the Chief, chief linguist, Tindaana (land owner), Youth and Women groups representatives, Nadowli-Kaleo district assembly and the Assembly member of the community. Startup capital was identified as the main challenge to develop the caves. The role of the Nadowli-Kaleo district assembly in the development of the Sankana slave caves were identified as;

- The Nadowli-Kaleo district assembly together with the Ghana Tourism Authority should organize capacity building training workshops for the tour guides and people of the area specifically involved in tourism. This will empower the indigenes with the requisite knowledge and skills to handle tourists once they patronize the slave caves in the community.
- Help with the creation and raising of awareness of the Sankana slaves' caves as a major ecotourism destination in the district. They can do this by working with the media and, through online portals, let tourists know how the slave caves helped pre-colonial Ghanaians in the Sankana enclave escape slavery.
- The local assembly through their internally generated funds could build some facilities in the area that will attract tourists. Facilities such as restaurants, motels, sheds among others could be constructed as ways of making it convenient for tourists who come to the community.
- They can also help with the supervision and collection of revenue to prevent theft of revenue at the site.
- Also, the role of the community in fostering the growth of the slave caves were identified as;
- To boost environmental and ecological development of the area, the chief and his subjects should undertake a tree planting exercise around the area. The exercise will serve the dual purposes of providing shade and beautifying the environment thereby making it conducive for tourists and locals to relax during the scorch dry season.
- The community can also organize weekly clean-up

exercises around the slave caves to ensure the place is neat to welcome visitors. This to a large extent will make the place suitable for tourism activities.

- The community can also make the slave caves a major regional ecotourism hub by ensuring the safety of tourists and fully engaging tourists in the celebration of traditional dances and festivals whenever they come to the community to visit.

IV. DISCUSSION

4.1 Economic effects of potential ecotourism development in Sankana.

Employment opportunities abound with the development of the slave caves. The development and full operationalization of the Sankana Slaves Caves will create employment for security men/women, tour guides, cleaners and other laborers required to keep the place decent. The development will also help promote the growth of local businesses such as restaurants, motels, local craft works among a host of others. As these businesses grow, they will employ many more people thereby significantly helping to reduce the unemployment situation in the community and unleashing the entrepreneurial potential of the community. Incomes generated from local businesses in Sankana will help in poverty alleviation. These activities serve as a source of livelihood enhancement opportunities and is in consonance with Asherly et al. (2001) that ecotourism activities generate income to the host community and also further confirms Ghana Tourism Board (1996), statement that income from ecotourism activities serves as a means of poverty alleviation in rural areas in Ghana. However, the results indicate that pito brewing is the main local business in Sankana and beer drinking spots as the least among all the identified economic activities in the community. It was also revealed that many visitors will prefer to enjoy pito and cakes the most when they visit the site.

From FGDs and field observation, it was realized that there are many economic activities that can be set-up in Sankana community to increase tourist spending, aside what currently exist. According to the survey conducted from various respondents, accommodation facility, pottery, guard and calabash art, leather art, wood carving, smock weaving and grass art were identified as the economic activities to increase visitor spending. This figure represents the responses of locals as suggested to increase the spending of tourist dollar for improving the living standards of the people in the community and creating a multiplier effect also. The study revealed that, visitor spending would increase through the access to pottery, accommodation facility, leather art/work, wood carving and smock weaving.

4.2 Socio-cultural effects of ecotourism development in Sankana community.

In the tourism industry, people come from different cultures and meet at a destination. At the meeting in the destination,

their languages, religion, culture, dress and behavior have an impact on them. Ghosh (2000) said variation of culture is the bedrock of attracting visitation. However, Sankana is one such community with so many cultural activities including Kalibe festival, Bawaa dance, Dugu dance, Damba dance, Birth rites, Death rites, Folklore, singing and marriage rites among others that could attract tourists aside the slave caves. These activities were identified through questionnaire and focus Group discussion conducted. It revealed that, the community members could perform some of these activities to the visitors more especially Dugu dance, Bawaa dance and the singing of local songs. It was also realized that, more death rites are celebrated than birth rites.

Apart from that, it was revealed that the visitors could participate in the cultural activities that the community members offer to them. This according to the community members has an effect on their culture and living in terms of socialization, unity and development, promotion of their culture, income generation as the positive effects. Negatively however, the youth of the community could be influenced to learn the wrong dress patterns from some tourists or something similar thereby increasing the possibility of immoral lifestyles in the community. Again, the fact that some tourists openly display their wealth can expose some tourists to theft in the community. The culture of the destination is itself a tourist attraction and tourism should always respect cultures. Tourism should always preserve the culture. (Bhatt 2006).

4.3 Environmental effects of ecotourism as identified in the Sankana community.

Eco-tourists are fond of enjoying nature, culture and its development, supporting local communities during their visit to the site. Ecotourism operators and other tourism lobbyists have argued that ecotourism always generates benefits and supports the conservation of the destination/site. The protected areas are significant for the development of tourism in a place.

This study assessed the environmental effects of ecotourism at the site and the community. Negative effects are always connected to the natural resources, local culture and disturbance by ecotourism in their development whereas positive effects have always been analyzed from the eyes of benefits provided to the destination in different form such as conservation of the destination, economic, social and cultural development of the local communities related to the site.

In this section of the study, it was identified that very little waste could be generated by tourists at both the site and the community. It is also known that the physical structures of the caves are in good condition for tourism activities. The environmental effects of the ecotourism development in the Sankana community were assessed based on the pollution level of visitors that might pose nuisance to visitation and the physical structures of the caves. Both personal observation and interview were used to assess these effects.

4.4 Strategies to attracting tourists to the Sankana slave caves.

To ensure viability of the Sankana Slave Caves, the study propose three main strategies of attracting tourists to the Sankana Slaves Caves as an ecotourism potential in the Upper West Region modelled on educative and entertainment approach and the use of tour operators.

Educative in the sense that, many students in Senior High Schools and tertiary institutions across the various regions of Northern Ghana study The Trans-Atlantic Slave Trade as a topic in either Social Studies or History class but have never seen any slave cave nor have any emotional or personal appreciation of slavery nor survival strategies of pre-colonial Ghanaians during the period of the slave trade. Unlike much of Southern Ghana where students can easily go to the Cape Coast Castle to see how slaves were treated in Pre-Colonial times, the Northern regions are deprived of this personal and emotional attachment to the history of their forebears. The study therefore suggests that, the Sankana slaves' caves be developed and every year students in both High Schools and Tertiary Institutions across the three regions of the North be allowed to visit the site at least once on educational field trips. Educated tour guides will adequately brief them on how their forebears were captured and treated as slaves and how some escaped slavery by hiding in the slave caves. They will have the privilege of asking questions and taking notes for further study of slavery as it relates most especially in the Upper West Region.

To achieve this, the leadership of the community together with the Nadowli-Kaleo District Assembly should hold a stakeholder consultative dialogue with Heads of Schools in the region to brief them on the significance of the Sankana Slaves Caves as an escape point during the era of the slave trade and why they must ensure students get to undertake a visit to the site as an educative trip. The potential benefits of having students across the Northern zone visiting per semester alone will boost the growth and development of the Slave Caves. These educational trips will have immediate and long-term effects. The immediate impact will be the acquisition of knowledge and sense of fulfilment the students will gain from the trip. The long-term impact will be seen in students developing a love for ecotourism and willing to patronize same with their families later in life.

On the other hand, the place should also be an entertaining avenue, where families can come to learn about the history of their forebears during the slave trade and after that, get to relax and treat themselves to some nice meals, drinks and other forms of relaxation. There could be live performance of some local dance such as Dugu, Bawaa and other forms of entertainment that attract people to the community. The Sankana area already has a dam that serve informally as a beach with students from the Simon Diedong University of Business Studies regularly patronizing it as a beach during the celebration of their students' week. It can therefore be

developed into a local beach where tourists after visiting the slave caves can come back to relax at the beach, enjoy nature and reflect. It also has a well tarred road connecting from Kaleo to the community which makes it easy for tourists to get to the community without stress.

The combination of education and entertainment will go a large extent to attract people to the community thereby helping to develop the full potential of the Sankana Slaves caves. To this end, restaurants, drinking avenues, building of motels and sheds and general places of recreation should be created along the area to help attract tourists. This will help speed up the development of the community, provide source of local taxation to the local assembly and keep Sankana as a major ecotourism site in the Upper West Region.

The third strategy for attracting tourists is based on a close collaboration between the local assembly, the community and registered tour operators. The district assembly could liaise with tour operators to organized tours to the slave caves as a way of giving exposure and facilitating the development of the place as a major tourist destination in the Nadowli-Kaleo district. The assembly can negotiate favorable terms of conditions with the tour companies as a way of attracting them to the slave caves.

4.5 Insights from FGD with key stakeholders.

A Focus Group Session was held with the leadership of the community comprising the Chief of the community, Chief linguist, Tindaana (land owner) the assembly member and some religious, youth and women leaders. Insights gathered from the discussions revealed that the leadership of the community were willing to partner temporarily to provide shelter, water and other needs to visitors who wish to spend their night in the community. They also expressed the willingness to foster peace and unity in the community and between visitors.

Again, they expressed the willingness to organize clean up campaigns at the site and engage tour guides to manage the site. According to the FGD, the Tindaana (land owner) plays a special role of consulting the community gods on issues relating to the site. The assembly member serves as a link between the whole community and the outside world on issues relating to the site. The community takes part in the decision-making process especially with issue pertaining to tourism and making sure that any proposed tourism developments take place in cognizance of local beliefs, culture and needs. Ghana Tourism Authority was identified as an external stakeholder that could assist to develop, improve the marketing and creation of tourism awareness to visitors both within and outside Ghana. According to the insights from the discussion, the Ghana Tourism Authority would be mandated to organize training for the management of the site concerning ecotourism. Finally, mass media and other NGOs in conjunction can play a critical role to develop the site for tourism activities.

4.6 Challenges to the Sankana slave caves site.

Sankana slave caves site like any other community-based ecotourism site is faced with a number of constraints. There has been lack of funds from funding agencies and the government. This has resulted in inadequate facilities at the site. Irregular attendance of visitors, language barrier between the tour guides and tourist (non-English arrivals), accommodation and toilet facilities, lack of signage and environmental degradation at site are some of the challenges the destination is facing. The management of Sankana slave caves site is making efforts to address these challenges. Local dances and story-telling on historic issues about the community and site are normally performed to visitors aside from visiting the site. The stakeholders in partnership usually organize cleanup campaigns on the site to improve on sanitation. Finally, the community is willing to establish income generating activities in the community to attract visitors like pottery, wood carving, calabash art, grass art, smock weaving and many others as identified in the research with their little resources.

V. CONCLUSION

Ecotourism is a major contributor to socio-economic development and can be used as a tool to reduce poverty at the national, local and rural areas in Ghana. The evolution of community-based ecotourism in Ghana has triggered enormous interest among people and has set a stage for ecotourism development. It has received much attention at the national level due to the positive results it has delivered in terms of visitor numbers and revenue generation. This study has made contributions to how community ecotourism development can be used as a strategic tool for poverty alleviation as in the case of Sankana slave caves in the Kaleo-Nadowli district in the Upper West Region. The enhancement of livelihood through ecotourism income generating activities at the site can be possible through capacity building of locals at Sankana community.

ACKNOWLEDGEMENT

We acknowledge Dr. Raymond Adongo of the University for Development Studies, Department of Ecotourism and Hospitality Management for his contribution to this paper.

REFERENCES

- [1] Ashley, C., D. Rose, and Goodwin (2001). Pro-poor Tourism: Making Tourism Work for the poor. Review of experience. Pro-poor Tourism Report No.1.ODI, IIED, and center for Responsible Tourism, London.
- [2] Bhatt (2006). Tourism should always preserve the culture. (cited in Adams, A.G,2003, p.15)
- [3] Cobbinah, P. B. (2015). Contextualizing the meaning of ecotourism. *Tourism Management Perspectives*, 16, 179–189. <https://doi.org/10.1016/j.tmp.2015.07.015>
- [4] Coria, J. and Calfucura, E. (2012). “Ecotourism and the development of indigenous communities: the good, the bad, and the ugly”, *Ecological Economics*, Vol. 73, pp. 47-55.
- [5] Donohoe, H.M. and Needham, R.D. (2006). “Ecotourism: the evolving contemporary definition”, *Journal of Ecotourism*, Vol. 5 No. 3, pp. 192-210.

- [6] Fleischer, D. I. (2010). Ecotourism: Principles and practices. *Tourism Management*, 31(4), 556–557. <https://doi.org/10.1016/j.tourman.2009.07.004>
- [7] Garraway, J. (2009). “Ecotourism as a means of community development: the case of the indigenous populations of the Greater Caribbean”, *Ara: Revista de Investigación en Turismo*, Vol. 1 No. 2, pp. 11-20.
- [8] Ghana Statistical Service (2012). 2010 population & housing census summary report of final results. Ghana, Accra.
- [9] Ghana Tourism Authority, (2010). Community-based ecotourism and poverty alleviation final report, 1-19, 40-43.
- [10] Ghosh, N. (2000). Variation of culture in tourism. West Texas A&M University
- [11] Gillian Wallace and Andrew Russel (2004). Eco-cultural tourism as a means for the sustainable development of culturally marginal and environmentally sensitive regions; Sage publications; Vol 4(3) 234-254 DOI: 10.1177/ 1468797604057326
- [12] Issifu, A. K., Antwi, S., Kwofie, L., Quarshie, G., & Mustapha, H. (2013). Role of parents in promoting girl child education. Project/long essay submitted to the Department of Community Development, University for Development Studies, Ghana, Wa.
- [13] Lee and Jan (2019). Can community-based tourism contribute to sustainable development? Evidence from residents’ perceptions of the sustainability *Tourism Management*, 70 (2019), pp. 368-380
- [14] Nafbek Solomon Kebede and Berhanu Esubalew Bayeh (2017). Alignment of tourism against poverty in Bale eco-region, Dinsho district, Ethiopia. *International Journal of Tourism Sciences*, VOL. 17, NO. 4, 247–261
- [15] UNWTO, (2002). Tourism and poverty alleviation. Madrid-UNWTO.
- [16] Wall, (1997). Ecotourism is an agent of change (cited in Stone, M.J, 2002, p.10)
- [17] Wallace, R. (2019). Ecotourism in Asia: How strong branding creates opportunity for local economies and the environment. In R. Hashim, M. H. M. Hanafiah, & M. R. Jamaluddin (Eds.), *Positioning and branding tourism destinations for global competitiveness* (pp. 192–211). IGI Global.
- [18] WTO, (1998). Sustainable tourism is making use of tourism resources. New York: CAB International-WTO
- [19] Yesu C. Martinez and Mara R. Banos (2018); Ecotourism as a path to sustainable development in an isolated Magic Town; the study of La Trampa, Mexico.