



COAS
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM



FOR MORE INFORMATION ON THE COAST PROJECT AND OTHER RELATED ACTIVITIES IN ADA, GHANA,
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SUSTAINABLE COASTAL TOURISM IN GHANA

LESSONS FROM ADA

coast.iwlearn.org/en
adatourism.wordpress.com | adahotelsassociation.org | Facebook: [adatourism](https://www.facebook.com/adatourism)



ABOUT THE ADA DEMO SITE

A strong relationship between tourism and biodiversity management has been clearly demonstrated at Ada in Ghana. This is evident in the management of livelihood activities which are dependent on available natural and cultural resources along the Volta Estuary and Songor Lagoon. The conservation of resources, particularly the turtles, beach, river and mangrove swamps are important for tourism in terms of jobs creation, income generation and poverty reduction in Ada.

The COAST Project supported Eco-tourism, biodiversity protection and poverty alleviation through enhancing cooperation with the local tourism industry and developing community based tourism activities.

“...The COAST Project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystem.”

OVERVIEW OF THE COAST PROJECT

The Collaborative Actions for Sustainable Tourism (COAST) Project was implemented over a five year period (January 2009–June 2014) in nine sub-Saharan African countries (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). The project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems. It was a Global Environment Facility (GEF) funded Project with the United Nations Environment Programme (UNEP) as the implementing agency and the United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO).

THE COAST PROJECT IN GHANA

The COAST Project implemented activities at the Ada Demo Site focused on the promotion of Eco-tourism. This Eco-tourism work followed UNWTO’s Sustainable Tourism – Eliminating Poverty (ST-EP) approach. Project activities were implemented by a Demo Site Management Committee (DSMC) comprising of: private sector, civil society organizations and government representatives. A Government of Ghana contracted employee from the Wildlife Division was seconded to act as the Demo Project Coordinator. The project also benefited from the support of a liaison officer from the community tourism stakeholder association.

DSMC STAKEHOLDER MEMBERS IN ADA	
Organization	Type of organization (Private sector/NGO/CBO/Government)
Ada Traditional Authority	Traditional
Ada East District Assembly	Government
Environmental Health and Sanitation Department of social welfare	Government
Ada Tourism Stakeholder Association	Private
Zoomlion	Private
Community Representative	Local government
Wildlife Division	Government
Radio Ada	Private



ENVIRONMENT

ENVIRONMENTAL KEY FACTS

- Ada East District Coastline length: 18km;
- 22% of the site is protected as a nesting habitat for turtles and coastal birds;
- Flagship species under threat include: sea turtles (leatherback, Green and Olive Ridely turtles), bottle nose dolphins, avifauna (57 species, e.g. terns, avocet, green and red shanks).

ENVIRONMENTAL CHALLENGES

- Over exploitation of marine and mangrove resources;
- Pollution and poor waste management practices;
- Unsustainable tourism practices (e.g. habitat alteration for development);
- Rising human population on the fragile coastline area (e.g. turtle poaching);
- Policy overlaps and inadequate law enforcement;
- Rising sea water levels changing the lagoon salinity levels;
- Beachfront erosion displacing communities and tourism facilities;
- Unplanned and unregulated tourism development.

TOURISM

TOURISM KEY FACTS

- National GDP contribution: 6.7% (2012);
- Percentage yearly increase: 0.5%;
- Number of tourists/visitors to Ada (2013): 2 438.

MAJOR TOURISM FEATURES

- Wide sandy beaches;
- Wide variety of marine life forms;
- Increasing number of small hotels and guest houses;
- Increasing interest as a weekend destination for the middle class; and expatriate from Accra and other communities;
- Presence of a thriving water sport tourism focusing on: swimming, water skiing, jet skiing, boat trips to river islands, bird and turtle watching;
- Unique and outstanding culture and festivals.

KEY ACTIVITIES:

- Improving visitor management skills for local staff in small hotels and lodges;
- Developing specific guiding trainings focused on developing canoeing activities on rivers and creeks, bike tours, turtle and birdwatching excursions and town and market walks;
- Development of new tourist routes and improvement of tourism information facilities;
- Expansion of the marketing of excursions based on the appreciation of aquatic and land based natural and cultural resources involving local communities (crab fishing, gin making, agricultural tours);
- Supporting marine biodiversity monitoring through training of turtle task forces;
- Involving communities in biodiversity conservation and building multi stakeholder partnerships for environmental regeneration through beach cleaning exercises;
- Development of a community managed ‘point of sale’ for tourists.

PROJECT HIGHLIGHTS AND RESULTS:

Environmental conservation and awareness raising

- Mangrove replanting (15 hectare) and development of a fast growing program on sustainable harvesting of exotic trees (85 hectare);
- 11 km beach cleaned up regularly and support to communities and sanitation agencies with wheel barrows, rakes, long brooms, dust bins and head pans;
- Planting of coconut trees with over 600 seedlings planted in 5 coastal communities along the reclaimed 6km of Ada beach;
- Over 500 locals educated about the importance of improved waste management and natural resources management within the destination;
- Approximately 96 000 tonnes of solid waste were collected, out of which 20% was segregated for recycling, generating close to USD 30 720 in 2013 from clean ups held within the site;
- Participatory awareness creation events held in 17 schools with 7 089 pupils;
- Three communities of over 269 people and nine organized groups and government institutions educated on environmental conservation;
- More than 25 stakeholders trained in tourism and biodiversity management.

Promotion of Eco-tourism

- A tourist Information office has been established. During the project’s implementation also a local tourism stakeholder association (Ada Tourism Stakeholder Association) was also created to improve linkages between community tourism service providers, government, and the private sector;
- 50 local staff from local guest houses and small hotels attended customer care skills trainings;
- 29 boat operators and 28 tour guides were trained in visitor handling and safety;
- 20 agricultural producers were trained in tourism marketing;
- Over 3 500 posters, 100 t-shirts, 1 000 flyers and 1 000 stickers of attractions were printed and distributed for promotion, conservation, marketing and awareness creation purposes;
- 10 bicycles were provided to stakeholders to organize tours and excursions;
- One outboard motor and a canoe were provided to stakeholders;
- One computer was provided to stakeholders.

