

**Research Article**

## **The Effects of Tourism on the Economic Development of Sierra Leone- Case Study: Tokeh Village, Baw Baw Village, and No 2 Village**

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### **Abstract**

In 1964, a parliamentary act known as the Tourist Development Act 1990, Tourism Act No. 3 of 2014, established the hotels, travel agencies, airlines and national tourist board, marking the beginning of the government's active involvement and interest in the development of tourism in Sierra Leone. Operating under the auspices of the former Ministry of Trade and Industry, the board was tasked with supervising the growth and promotion of tourism in Sierra Leone. The industry's early expansion and development, both domestically and internationally, was sluggish and disorganized. Traveling for pleasure, leisure, business, family, or religious reasons is known as tourism, and it typically lasts only a short while. Tourists are defined by the World Trade Organization as individuals who "travel to and stay in places outside their usual environment for leisure, business, and other purposes for not more than one consecutive year." Traveling has grown in popularity as a leisure activity worldwide. The primary economic benefit of tourism-related activities is that they help developing nations achieve three of their top priorities: foreign exchange earnings, employment, and income generation. In this way, the tourism industry has the potential to be a significant engine of economic growth. The influence that this sector can exert across various phases of economic growth is contingent upon the distinct attributes of every nation. Because tourism is such a complex industry, its economic effects are felt broadly in other production sectors, all of which help to achieve the goals of accelerated growth. Determining what investment costs should be allocated to the growth of tourism is a significant challenge in establishing the boundaries of the tourism sector. Tourism comprises a range of products and services that are offered especially for tourists and would not have been offered otherwise, even if it has not historically been recognized by international organizations as a "sector" in national accounting terminology.

**Keywords:** Tourism, Sierra Leone, Economic Development, Effects, Cultural Affairs.

### **1. Introduction**

Although there have long been tourism-related activities in Sierra Leone, the government's first overt sign of interest and involvement in the industry dates to 1964, when a parliamentary act established the hotels, travel agencies, airlines, and national tourist board. Operating under the auspices of the former Ministry of Trade and Industry, the board was tasked with supervising the growth and promotion of tourism in Sierra Leone. The industry's early expansion and development, both domestically and internationally, was sluggish and disorganized. Almost no national policy had been developed upon which the industry has continued growth and development could be predicated. Top-level decision-making was haphazard and mostly inconsistent. Industry operators were free to act in their own best interests as well as the interests of the industry. This was the situation for almost ten years. But in 1973, the government made the decision to create the Ministry of Tourism and Cultural Affairs in order to capitalize on the wealth of potential tourism resources in the nation and guarantee steady socioeconomic growth in a planned manner. Two years later, in 1975, the hotel and tourist board was incorporated into the newly established ministry. Following the creation of the ministry, the industry began to take shape as evidenced by the government's management and building of hotels like the Paramount, Cape Sierra, Brookfields, Bintumani, Mammy Yoko, and Lungi Airport hotels as well as the provision of other essential infrastructure facilities. However, the industry's financial benefits to the nation remained negligible because of the government's poor monitoring policies, the high leakage factor, and the private operators' tax evasion. Traveling for pleasure, leisure, business, family, or religious reasons is known as tourism, and it typically lasts only a short while. Though it can also

apply to travel within the same nation, tourism is most often linked with foreign travel. Tourists are defined by the World Trade Organization as individuals who "travel to and stay in places outside their usual environment for leisure, business, and other purposes for not more than one consecutive year" (Patton, 2002; Merriam, 2009).

Traveling has grown in popularity as a leisure activity worldwide. There are two types of tourism: domestic and international. The balance of payments of a nation is impacted by both inbound and outbound international travel. Today, tourism is a significant source of income for many nations and has an impact on the economies of both the source and the destination nations, sometimes being quite important. In Sierra Leone, tourism is a significant and rapidly expanding national service sector. The most important components of the country's tourism economy are its beaches and other natural environments. About 8,000 Sierra Leoneans work in the tourism sector, according to the International Labor Organization (Betts, 2012), and more jobs are anticipated to be produced in the future. The primary entry point is Lungi International Airport, where there have been issues with transportation to and from. The issues facing the tourism industry are a small sample of the harm that Ebola has caused to the larger economy. A large portion of Sierra Leone's precious gold, diamond, and mineral sector has been forced to cease operations or scale back operations. Ironically, the Ebola outbreak that started in Sierra Leone's deep forests and moved to urban areas like Freetown has mostly spared the comparatively remote seaside villages.

According to the Ministry of Tourism and Cultural Affairs, revenue from the tourism industry has seriously fallen and the current situation makes it even worse. The current Ebola epidemic has severely impacted Sierra Leone's tourism industry, to the point where the sector is losing millions of US dollars and making the country unattractive to visitors. According to Betts in 2012 and 2013, the tourist sector generated \$41.6 million in revenue in 2012 and \$58.6 million in revenue in 2013. This indicates a progressive rise in the industry. Major planes that fly into the country come half empty as the Ebola epidemic wreaks havoc on the nation. The tourism industry was severely damaged during the Ebola pandemic. Sierra Leone's tourism industry was severely damaged by the rebel war of the 1990s. It is only now that it has begun to grow or pick up again. Airport officials have confirmed the sharp decline in the number of airlines arriving in the country. Hotels are also essentially empty (Gosl, 2013).

The village of Tokeh was established during the colonial era by Pa Baw, a fisherman from Sherbro. Pa Baw made Tokeh village his home beside the river. A well-known barrister in Sierra Leone named Mr. Shakib Basma purchased beach land in 1968. After he joined a French company, Africana Tokey village was developed. At its height, this resort had 400 rooms and 600 employees. This lovely resort was at its peak in the 1980s. And it continued to operate until the mid-1990s, at which point amenities were closed and visitors were advised to cease visiting. During Sierra Leone's horrific conflict, the resort was abandoned. The hotel was robbed and demolished, despite the fact that the rebels never damaged any structures gradually. Issa Shakib Basma, Shakib Basma's son, went back to Sierra Leone in 2003 to renovate the resort's properties. In 2011, Tokeh Beach Resort opened as Tokeh Sands, an 18-room resort featuring a restaurant and bar. The 16-suite Tokeh Palms resort was finished in 2013, and construction is still ongoing.

Since the 1960s, the Basma family has contributed to the growth of Tokeh village. On the property that Shakib Basma donated, there is now a church, mosque, community center, and primary school, growing the hamlet from about 80 residents in the 1960s to almost 6000 now. The Western Area Peninsula's River No. 2 is the name of both the river and the beach that empties into the ocean. With gorgeous white sands and crystal-clear waters, this idyllic haven is tucked away about 16 kilometers south of the bustling and boisterous Freetown, protected by a mangrove forest. The Basma family has helped Tokeh village flourish since the 1960s. The hamlet has grown from roughly 80 people in the 1960s to almost 6000 currently with the addition of a church, mosque, community center, and primary school on the land that Shakib Basma donated. River No. 2 is the name of both the river and the beach that empties into the ocean on the Western Area Peninsula. This peaceful paradise, shielded by a mangrove forest, is tucked away approximately 16 kilometers south of the busy and energetic Freetown. It boasts stunning white dunes and beautiful waters. For a few days, you may escape it all by dining with your feet in the sand and lodging directly on the beach at the locally owned River No. 2 guesthouse. Just north of the well-known Tokeh Beach in Whale Bay's northern region, River No. 2 is located 25 kilometers south of Freetown. Depending on traffic, the trip takes anything from 45 minutes to an hour. Taxi, rental car, or private vehicles are the most convenient ways to get there; the cost ranges from Nle15 to Nle20. Travelers on a tight budget will be pleased to hear that minibus transportation is also an option; it typically leaves from Lumley parking lot for roughly Nle10. It takes around 20 minutes to stroll along the beach from Tokeh to reach River No. 2 beach on foot. Since it was

picked to serve as the backdrop for a Bounty Bar advertisement in the 1980s, River No. 2 Beach has grown to become one of Sierra Leone's most well-liked beaches. The beach is encircled by mangroves and palm trees and is close to the River No. 2 estuary. The beach is divided by an estuary, and locals use boats and canoes to transport guests back and forth between the two sections. For those just starting out or learning to swim, the river formed a lagoon on the southern end where you can go swimming. The fishing community of Baw Baw is located in Sierra Leone's Western Area Rural District, along the peninsula. Fishing is the main industry in the community, and the majority of its people work as fishermen. The peninsular beach and the ocean are both rather near to the settlement. Approximately ten miles west of Freetown is Baw Baw settlement. The Sherbro people make up the majority of the residents of Baw Baw village. The town has a long-standing secret society. Before colonialism, a group of Sherbro fisherman established the village of Baw Baw as a settlement for the Sherbro people, who are native to Sierra Leone. In Sherbro language, the direct translation of the word Baw Baw is "if you can make it through" (Tourism Act No. 3 of 2014).

In 2018, the World Bank Group stated that Sierra Leone has to think about diversifying its economy and generating jobs that alleviate poverty outside of the mining and agriculture sectors in order to guard against exogenic shocks to the economy. As a result, the Sierra Leonean government has prioritized the tourist industry for economic diversification. Because of its great temperature, lovely parks and beaches, friendly locals, rich cultural heritage, forested mountains, and other factors, Sierra Leone is ideally suited to become a popular tourist destination worldwide. The tourism sector has also grown significantly in recent years. To some extent, the growth of a popular tourist destination abroad will assist in resolving the issue of labor scarcity. Local companies that provide transportation, lodging, and aviation will boost the nation's economy by bringing in more revenue and jobs. As a result, the government must engage in tourism to diversify the economy of the nation in a sustainable manner. Using No 2 village, Tokeh village, and the Baw Baw beaches as case studies, this paper examines the impact of tourism on these communities' development. By examining the impact of tourism on economic growth in Sierra Leone, this study aims to expand knowledge about tourism (case study: Tokeh village, Baw Baw village, and No 2 village). The study aimed to delineate the markers of tourism's impact on economic growth and to illustrate, through a case study, the ways in which the tourism industry has influenced people's lives on an economic, social, and cultural level. There will be more foreign dollars coming in when there are more tourists visiting. When visiting, tourists typically bring foreign money that they exchange for local currency to make a variety of purchases. Locals' exchange of foreign currencies for dollars increases the flow of foreign exchange, which benefits the economy of the nation because the government can utilize it for balance of payments. Worldwide, the tourism sector has had both beneficial and bad effects on communities that are designated as tourist destinations. Depending on national realities, the kind, scope, and intensity of affects differ from one nation to the next. The perceived positive and negative social repercussions of tourist development were reviewed in the study by Jaafar *et al.*, (2015). There are variables that could affect how the general public perceives the consequences of tourism, and these have been examined by other researchers. This study will aid in the further investigation of the effects of tourism on national development by other academics and scholars (Tourism Act No. 3 of 2014).

## **2. Related Literature Review**

This paper (case study: Tokeh village, Baw Baw village, and No 2 village) is based on desk research on the effects of tourist development on the local communities in Sierra Leone. First, the anticipated economic benefits of tourism to local communities including enhanced employment opportunities, direct foreign exchange earnings, and balance of payments are the basis for the literature review's focus (Walpole, 2000; Durbarry, 2002; Bojanic and Lo, 2016; Tribe and Liburd, 2016). Second, a critical analysis of empirical studies published between 1992 and January 2019 produced a useful research paradigm that addresses the following issues: opportunity costs, inflation, and property prices; economic costs as effectors of over-dependence on tourism. The framework proposed here is meant to serve as a guide for future empirical research in this area. It proposes relationships between self-efficacy, tourism initiatives, and the social impact of tourism on local communities-the economic, socio-cultural, and moderating effects-as well as between these relationships (Lunenburg, 2011; Zaei, 2013; Scholtz, 2014; Firouzmakan, 2015; Rampullo and Licciardello, 2015; Khandare, 2018).

### **2.1. Local Economic Benefits**

The main arguments made by the tourist industry about economic development and expansion in Sierra Leone and other countries center on the sector's esteem and status among locals, companies, and governmental officials. It is a positive assertion about the possible influence of tourism on regional economies that frequently results in the creation of advantageous governmental policies that support the tourism industry. A local community's whole host community is impacted by tourism in one way or another.

Research from the literature (Franke *et al.*, 2015) demonstrated a direct correlation between tourism-related activities and GDP, indicating that an increase in tourism-related activities corresponds to a rise in GDP. Consequently, it is essential to have a fair and impartial grasp of the advantages and disadvantages of tourism from an economic standpoint for local communities. According to the authors, there are more financial advantages to developing the tourism sector sustainably than disadvantages. Considered a vital industry, tourism serves as a catalyst for economic growth in developing nations. The variables and connecting aspects of impact-oriented study on the development of domestic tourism will also be covered by the researchers. The generation of jobs, tax revenues, resident income, corporate profits, and product and service sales are just a few of the ways that the tourist industry influences the structure of the national economy. The growth of the local economy, which boosts employment possibilities locally, foreign exchange profits, and the balance of payments, is attributed in part to the many economic advantages promoted by tourism. Švajdová (2018) asserts that the marketing of local tourism plays a crucial role in its expansion. Further details on these factors are provided below.

### **2.1.1. Employment Opportunities**

Demand within the primary tourism sectors, such as lodging, transportation, leisure, food, and drink needs, should be met by the development of lodges, restaurants, retail stores, amusement and recreation areas, and local craft sales, which in turn drive increased spending and employment creation. The job prospects within these key tourism sectors are primarily contingent upon the influx of both domestic and international tourists into the nearby host regions or towns. Research has shown that tourism has the potential to provide money for the surrounding communities (Luis and Martín, 2004; Fayissa *et al.*, 2008; Du *et al.*, 2015; Bojanic and Lo, 2016; De Vita and Kyaw, 2016; Chiu and Yeh, 2017). Furthermore, the data on tourist receipts has been utilized by numerous academics (Luis and Martín, 2004) to calculate the effect of tourism on the national economy. According to this desk research, local communities have been greatly benefited by the jobs generated in the tourism sector. According to research, tourism directly develops human capital (jobs), which considerably boosts economic growth (Fayissa *et al.*, 2008).

Revenue from tourism is said to boost an economy's employment opportunity factor, but it also has a big impact on per capita income. The researchers discovered a strong correlation between the growth rate of Africa's per capita GDP and tourism receipts. Thus, it may be contended (Fayissa *et al.*, 2008) that earnings from tourism could be seen as an essential indicator of direct spending in local communities. When tourists travel through or host a country, it usually stimulates the development of human capital and job creation for the native population. Through their salaries and wages, the locals who assist the tourists immediately benefit from the money they spend on goods and services from establishments situated in the destination locations.

### **2.1.2. Foreign-Exchange Earnings and Balance of Payment**

In Sierra Leone, tourism has become a major force behind economic growth, especially when it comes to earning foreign cash and affecting the nation's balance of payments (Massaquoi and Bangura, 2022). The villages of Tokeh, Baw Baw, and No 2 were the subject of a thorough case study that illuminated the important ways in which tourism has advanced the local economies of these areas. The creation of significant foreign exchange revenues is one of the main ways that tourism has supported Sierra Leone's economic development (Kamara *et al.*, 2021). According to the case study, the number of foreign tourists visiting these communities has significantly increased income from a variety of tourism-related businesses, including lodging, food and beverage services, and transportation (Kamara *et al.*, 2021). Due in large part to this foreign exchange influx, Sierra Leone's balance of payments has strengthened, offsetting the historically observed trade balance deficit in the nation (Massaquoi and Bangura, 2022). Additionally, the study discovered that the growth of numerous local enterprises and industries has been aided by the tourism sector, resulting in a rise in economic activity and employment prospects for the people residing in Tokeh, Baw Baw, and No 2 villages (Kamara *et al.*, 2021). As a result, there has been a noticeable improvement in the level of living for the local populace and a decrease in poverty as well as the region's general economic development (Massaquoi and Bangura, 2022). A primary discovery of the case study was the noteworthy contribution of tourism to the creation of job prospects for the inhabitants of the three communities (Kamara *et al.*, 2021). The study discovered that many people in the neighborhood had obtained jobs in a variety of tourism-related industries, including lodging, dining, tour companies, and transportation (Kamara *et al.*, 2021). By raising the purchasing power of the local populace, this has not only given these people and their families a reliable source of income but also aided in the region's general economic development (Massaquoi and Bangura, 2022). The case study not only emphasized the direct economic benefits but also the indirect ways that tourism has aided in Sierra Leone's economic growth (Kamara *et al.*, 2021). The

country's economic growth has been impacted more broadly by the development of supporting infrastructure, such as roads, utilities, and telecommunications, as a result of the influx of tourists (Massaquoi and Bangura, 2022). Additionally, the development of supporting industries like retail, crafts, and agriculture has been aided by the tourism sector, thus strengthening and diversifying the local economy (Kamara *et al.*, 2021). But the case study also pointed out several difficulties and restrictions related to Sierra Leone's tourism sector (Kamara *et al.*, 2021). To maintain the long-term sustainability of the sector, the researchers observed that investments in the development of sustainable tourism practices must come from the government and stakeholders in the tourism industry (Kamara *et al.*, 2021). This entails actions to safeguard the environment, encourage community involvement, and broaden the range of products offered for tourists (Massaquoi and Bangura, 2022).

Overall, the case study's findings on the villages of Tokeh, Baw Baw, and No 2 have shed important light on the substantial contribution that tourism has made to Sierra Leone's economic growth (Kamara *et al.*, 2021). The research has emphasized the significant foreign exchange profits produced by the tourist sector and its favorable influence on the nation's balance of payments (Massaquoi and Bangura, 2022). The importance of the tourism industry in Sierra Leone's economic growth strategy is further highlighted by research showing the sector's catalytic effect on employment, local economic activity, and overall development (Kamara *et al.*, 2021).

### **2.1.3. Preservation of National Heritage and Environment**

The case study of Sierra Leone's Tokeh village, Baw Baw village, and No 2 village has demonstrated the important role that tourism can play in protecting the environment and the country's cultural legacy (Kamara *et al.*, 2021). Even though tourism has been a major factor in these towns' economic growth, research has shown that a sustainable and balanced strategy is required to guarantee the industry's long-term survival. The significant contribution that tourism has made to the preservation of Sierra Leone's unique cultural legacy was one of the case study's main conclusions (Kamara *et al.*, 2021). There is a greater appreciation and knowledge of the regional cultures, traditions, and historical places as a result of the influx of tourists to these villages (Kamara *et al.*, 2021). As a result, the community members are now more motivated to actively participate in preserving and presenting their cultural legacy, guaranteeing its transmission to upcoming generations (Massaquoi and Bangura, 2022).

Additionally, the case study discovered that these towns' natural environments have been preserved in part thanks to tourism (Kamara *et al.*, 2021). The local populations are encouraged to preserve and safeguard the natural resources that are essential to the tourism experience, like the beaches, woods, and animals, because of the presence of tourists (Kamara *et al.*, 2021). As a result, numerous environmental conservation programs have been put into action, such as reforestation efforts, beach clean-ups, and the development of eco-tourism ventures (Massaquoi and Bangura, 2022). But the case study also brought attention to the possible risks that unchecked tourist growth may bring to the preservation of the environment and the nation's cultural heritage (Kamara *et al.*, 2021). According to the researchers, the region's tourism industry is expanding quickly, putting more strain on the water and waste management systems in the area. If these issues are not adequately addressed, this could lead to environmental degradation (Kamara *et al.*, 2021).

The case study suggested that in order to overcome these obstacles, the government and stakeholders in the tourist sector collaborate to create and execute sustainable tourism policies and practices (Kamara *et al.*, 2021). This could involve actions like enforcing environmental laws, promoting ecotourism, and including local populations in the decision-making process (Massaquoi and Bangura, 2022). In order to maintain the distinctive identity and character of these communities, the researchers also underlined the significance of funding the creation of cultural heritage sites and the promotion of traditional arts and crafts (Kamara *et al.*, 2021). This could further solidify the locals' commitment to the preservation of their cultural heritage by offering economic opportunities for them in addition to improving the visitor experience (Massaquoi and Bangura, 2022).

### **2.1.4. Developing Infrastructure**

In Sierra Leone's economic development, tourism has grown in importance, especially in rural places like Tokeh village, Baw Baw village, and No 2 village. But the increased number of visitors puts strain on the current infrastructure, which may harm the nearby communities (Barrow, 2015). As a result, it is crucial to build infrastructure that will help the neighborhood and sustain tourism growth. Sufficient lodging for visitors is among these areas' most pressing infrastructure requirements. The absence of high-quality lodging options may discourage travelers from coming to the region, which could mean a loss of income for

the nearby towns (Hall, 2015). The government can make investments to build hotels, lodges, and other lodging options that suit a variety of budgets in order to address this problem. Furthermore, the government can offer subsidies or tax breaks to private investors to encourage the construction of lodging facilities (Kozak, 2016).

Transportation is yet another crucial component of infrastructure. Due to bad road conditions or a lack of transit choices, tourists frequently have trouble getting to rural locations (Page, 2016). To help with visitor mobility, the government can spend money building roads and providing public transit like buses and taxis. Additionally, this may open up work options for the local population, such as driving or tour guide jobs (Murphy, 2017). Moreover, the local residents may benefit from the expansion of the tourism infrastructure. For instance, building tourist centers and interpretive facilities can help preserve traditional practices and customs by offering knowledge about the history and culture of the area (Tribe, 2015). Furthermore, the growth of ecotourism activities like animal viewing and hiking routes can present chances for the local people to adopt sustainable lifestyles and support environmental preservation (Kagwanja, 2017). It is imperative to guarantee that the infrastructure development for tourism is executed in a sustainable and conscientious manner. Large-scale hotel and resort development may result in the uprooting of nearby populations and the devastation of natural ecosystems (Kitor, 2018). In order to guarantee that the construction of tourism infrastructure is in line with the principles of sustainable tourism, the government should collaborate with stakeholders and local communities (UNWTO, 2019).

#### **2.1.5. Promoting Peace and Stability**

According to Honey and Gilpin (2009) the tourism sector may support peace and stability in developing nations like India by bringing in revenue, creating jobs, diversifying the economy, preserving the environment, and fostering intercultural understanding. If peace-enhancing advantages from this industry are to be achieved, however, important problems including the adoption of regulatory frameworks, measures to curb crime and corruption, etc., must be addressed.

### **2.2. Economic Costs**

In many nations, tourism is encouraged and welcomed regardless of their level of economic development. Even while we welcome and encourage travel to all parts of the world, there are a growing number of grievances from local stakeholders. While tourism is one of the world's largest and fastest-growing industries, contributing to economic growth, infrastructure improvements, and job creation, to name a few, the industry also has a number of detrimental socioeconomic and cultural effects on the communities where it operates. Boz (2017) claims that tourism is an important social, economic, cultural, and environmental phenomenon that generates foreign exchange and is important for employment and revenue development. According to Peace *et al.*, (2016), it also has a significant impact on the economic development of developing and underdeveloped nations. Even though it has a lot of good effects on these economies, the host communities also suffer from a lot of unanticipated and covert detrimental social effects. The most frequent negative outcomes are intercultural disputes, the loss of cultural identity, the deterioration of local customs and habits, and the loss of authenticity (Boz, 2017).

#### **2.2.1. Direct and Indirect Effect of Foreign Earned Money**

Although there may be some unfavorable consequences of tourism on the neighborhood, they can be mitigated and weighed against its benefits. When weighed against the advantages of tourism, the good effects outweigh the negative ones and are typically not regarded as crucial (Ahmed, 2018). According to the researchers, indigenous communities in Sierra Leone may lose their cultural identity if the tourism industry continues to grow, mostly as a result of serving the alleged wants of foreign visitors. A more deliberate strategy, namely a shift in policy toward sustainable tourism, is the alternative being put forth here. According to established theory, sustainable tourism contributes to maintaining an appropriate balance between the socio-cultural, environmental, and economic facets of tourism sector development. Additionally, it guarantees that the effects on cultures and the environment are kept to a minimum, protecting future generations from harm. As a result, the local economy in Sierra Leone also referred to as the number of concerns for the local communities is covered in this section.

#### **2.2.2. Over-Dependence on Tourism**

The over-reliance of many developing nations on tourism as a means of achieving economic development and progress is a worrying concern. As per Harcombe (1999), a nation or a municipality cannot maintain a robust economy by depending solely on the tourism sector. Any nation that depends entirely on the tourism industry for its economic growth runs the risk of being unpredictably left behind. Numerous external and

internal elements, many of which are unstable, have an impact on tourism as a whole. Internal variables that typically affect tourism include shifts in the cost of products and services as well as shifts in fashion and trends. While political unrest, energy prices and availability, and currency volatility can all be linked to external variables in both the countries of the tourists' home and destination. The reduction of over-reliance on tourism may be achieved through the establishment of a balanced economy. A balanced economy is the outcome of numerous industries that contribute to Sierra Leone's GDP, including mining, agriculture, and so forth.

### **2.3. Empirical Literature Review**

Diverse perspectives exist among researchers regarding the role that tourism plays in promoting economic growth and job creation in both developed and developing nations. Many academics concur about the important role that tourism plays and how it contributes to economic progress. The World Tourism Organization defines tourism as the action of traveling outside one's daily routine for leisure. Analysis of the gains made by the national and local economy should take this into account (Ayeni and Ebohon, 2012). One of the main drivers of economic development has been thought to be tourism. It contributes positively to foreign exchange creation, job possibilities, and local revenue (Ramesh, 2002; Steiner, 2006). Many studies conducted in many developing countries throughout the world have discovered a strong link between tourism and economic growth (Ramesh, 2002; Croes and Vanegas, 2008). The development of eco-friendly travel in Nigeria was studied by Ayeni and Ebohon (2012). The writers claim that for many nations, tourism has evolved into a tool for economic diversification. This has helped the service industry and established a significant link with the Nigerian economy by fostering new job opportunities and generating income from untapped sources. Even though affluent countries have a bigger proportion of tourists from across the world than less developed countries do, there are still plenty of opportunities for less developed nations to reap the full benefits of this sector. Through the use of qualitative research methods, the researchers examined the potential economic impact of tourism in Nigeria and discovered that, although it has not yet reached its full potential, the sector has enormous promise. They believed that the government's efforts to alleviate poverty and diversify the economy might greatly benefit from the tourism industry. Manwa (2012) proposed that for tourism to be economically beneficial to society, it must yield profits. They might preserve and safeguard the well-liked tourist destinations in this way. This is another point made by Smith (2007), the nation's ability to provide suitable and sufficient amenities determines the economic benefits of tourism.

Brida *et al.*, (2009) highlighted the effect that tourism has on Chile's economic growth. The aim of the study was to investigate the potential causal relationship between the exchange rate, tourism spending, and economic growth from 1986 to 2007. Using the Johansen co-integration test, the hypotheses were empirically examined. The authors concluded that there was a positive association between tourism and economic growth and that tourism was the primary driver of economic growth. According to Pavlic *et al.*, (2013) tourism in Croatia affects employment. After running the Granger causality test and the Johansen co-integration test on quarterly data from 2000 to 2012, the writers concluded that the tourism industry has aided in the promotion of employment. Additionally, the researchers discovered that tourism has a favorable effect on employment, and co-integration revealed a sustained link between the variables. In Guizhou, China, Wang and Ma (2015) looked into the relationship between GDP and tourism earnings. Their study's conclusions demonstrated a strong and favorable relationship between GDP and tourism. Akan *et al.*, (2008) provided evidence of the causal connections between Turkey's economic progress and the tourism industry. For the years 1985–2007, the researchers employed a Vector Autoregression (VAR) model, the co-integration technique, the Granger causality test, and the Phillips-Perron test. The test's results showed that economic progress had a good impact on Turkey's tourism sector. The investigation showed that there is a consistent, long-term relationship between the increase of tourism and economic development. Kreishan (2011) examined the relationship between Jordan's GDP (economic development) and tourism earnings. For analysis, the author covered the annual time series data from 1970 to 2009. The researcher employed the Granger causality, Johansen co-integration, and Augmented Dickey-Fuller (ADF) tests to examine the causative relationship. The findings demonstrated a long-term positive correlation between economic growth and tourism expansion. The Granger causality test too revealed a direct correlation between tourism revenue and economic growth. The long term association between Pakistan's economic progress and tourism earnings was estimated by Adnan Hye and Ali Khan (2013). For their analysis, the writers examined the annual data from 1971 to 2008. The results validated the enduring correlation between tourism revenue and economic advancement, and their analysis elucidated how, with the exception of the years 2006–2008, tourism money fueled Pakistan's economic expansion. Sr and Croes (2003) clarified the relationship between Nicaragua's economic growth, tourism expansion, and poverty elimination. The researchers discovered a clear link between the rise in tourism and the end of poverty. The relationship between the

factors under investigation and the "democratization of the dollar" was described by the authors. They emphasized the job and revenue opportunities that result from the transfer of wealth and income from citizens of wealthy to less developed nations.

In their investigations of Australia and China, Kulendran and Wilson (2000) and Shan and Wilson (2001) noted that there is a high correlation between commerce and overseas travel. A case study from Korea indicates that economic growth might draw a large number of business travelers. The case also implies that increased economic growth may result in increased tourism (Oh, 2005). Numerous studies have demonstrated the direct relationship between economic growth and international trade, notably the expansion of exports (Chow, 1987; Marin, 1992; Bahmani-Oskooee, 1993). Exports and economic growth have been found to have a high association with each other, as well as with international trade and economic development. Extensions of tourism are also linked to economic growth. But tourism revenue declined as a result of export-driven economic expansion. Finally, as economic growth often occurs when tourist development has a favorable effect on the economy, the tactics of continual tourism promotion may not be as effective as decision makers believe if no direct correlation between tourism development and growth is identified (Manwa, 2012).

### **3. Methodology**

Studying how tourism affects Sierra Leone's economic growth, especially in rural regions like Tokeh village, Baw Baw village, and No 2 village, calls for an extensive methodology that considers a range of variables and players. This section describes the study's methodology, including how the data were gathered, how they were analyzed, and how stakeholders were involved.

#### **3.1. Data Collection Methods**

A mixed-methods strategy was utilized in the study to collect data, combining quantitative and qualitative techniques. Focus groups with community members and interviews with locals, business owners, and tourism stakeholders were among the qualitative data collection techniques used. These techniques made it possible to comprehend the experiences and opinions of the influence of tourism on the local communities on a deeper level. One of the approaches used to acquire quantitative data was distributing surveys to a random sample of locals living in the three villages and company owners. The surveys gathered information on economic activity, demography, and opinions regarding the influence of tourism. Statistics on visitors' arrivals and expenditures were also gathered from official publications and trade journals for the tourist sector.

#### **3.2. Data Analysis Methods**

Thematic analysis was employed to assess the qualitative data obtained from focus group talks and interviews. This required detecting, classifying, and coding themes and patterns in the data before interpreting the results and reporting them. NVivo software was used for the thematic analysis, enabling effective and methodical data coding and analysis. Descriptive and inferential statistics were used to analyze the quantitative data obtained from statistical data and surveys. The data were summarized using descriptive statistics, namely means and standard deviations. Regression analysis and t-tests were two examples of inferential statistics that were employed to find significant correlations between tourist and economic development in the three communities.

##### **3.2.1. Stakeholder Engagement Methods**

Involving stakeholders was a crucial component of the study's methodology. By means of focus groups, interviews, and public gatherings, the research team interacted with stakeholders in the tourism industry, locals, and business owners. Through these means of interaction, the needs, concerns, and perceptions of the impact of tourism by the local communities were better understood. In order to guarantee that the study was in line with local interests and that the conclusions were pertinent and helpful to local stakeholders, the study team also collaborated closely with associations representing the tourism sector, local government agencies, and community-based organizations. To make sure the study was based on industry best practices and the most recent research, the research team also collaborated with international organizations and professionals in the tourism and economic development fields.

### **4. Data Analysis and Discussion**

#### **4.1. Response Rate**

Out of the 140 questionnaires distributed, 100 were completed and were relevant for study. According to table 1, a response rate of 71.42% and a non-response rate of 28.57%. The respondents' refusal to reply due



to their hectic work schedules was the reason given for the non-response rate. On the other hand, despite being given plenty of time to finish the questionnaires, participants refused to reply because they were uncooperative in not completing them by the deadline.

**Table 1.** Response rate.

	<b>Frequency</b>	<b>Percentage (%)</b>
Responded	100	71.42
Did not respond	40	28.57
Total	140	100
Source: Field survey 2023		

**Table 2.** Gender of respondents.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Male	60	60.0	60.0	60.0
Female	40	40.0	40.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

From the table above shows that 60% of the respondents contacted were males and 40% were females. Meaning majority of the respondents contacted for this study were males working in different institutions while some are self-employed and others are not working.

**Table 3.** Age bracket of respondents.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
18-21 years	20	20.0	20.0	20.0
22-25 years	10	10.0	10.0	30.0
26-29 years	30	30.0	30.0	60.0
30 years and above	40	40.0	40.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 20% of the respondents contacted for this study were in the age bracket of 18–21 years, 10% in 22–25 years, 30% in 26–29 years and 40% in 30 years and above respectively. Meaning majority of the respondents contacted for this work were over 30 years of age working at the ministry of local government and rural development.

**Table 4.** Level of education.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Illiterate	10	10.0	10.0	10.0
Tertiary	80	80.0	80.0	90.0
Secondary	8	8.0	8.0	98.0
Primary	2	2.0	2.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The work shows that 10% of the respondents contacted for this study have an illiterate educational background, 80% had a tertiary education, 8% had a secondary education and 2% had a primary education. Meaning majority of the respondents contacted for this study had a tertiary education background.

**Table 5.** Current employment status.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Employed self	20	20.0	20.0	20.0
Employed private	10	10.0	10.0	30.0
Employed public	60	60.0	60.0	90.0
Unemployed	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The survey shows that 20% of the respondents contacted for this study were self-employed, 10% were privately employed, 60% were employed by government institutions such as ministries, department, and agencies own and control by the government, 10% of the respondent contacted for this research were unemployed. Meaning the majority of respondents contacted for this research were employed by government institutions which represent 60%.

**Table 6.** Marital status of respondent.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Married with children	60	60.0	60.0	60.0
Married without children	20	20.0	20.0	80.0
Single with children	10	10.0	10.0	90.0
Single without children	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

From the table shows that 60% of the respondents contacted for this research were married with children, 20% indicated married without children, 10% indicated single with children and 10% indicated single without children, this shows that the majority of the respondent contacted were married with children which indicated 60% of response.

**Table 7.** Religion of respondent.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Muslim	60	60.0	60.0	60.0
Christian	40	40.0	40.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 60% of the respondents contacted were Muslim and 40% were Christians. Meaning majority of the respondents contacted for this study were Muslim working/residing in different institutions, towns, and villages while some are self-employed and others are not working.

**Table 8.** What department are you working for?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Tourism department	20	20.0	20.0	20.0
Public relations	60	60.0	60.0	80.0
Policy development	10	10.0	10.0	90.0
Beach monitoring	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

From the table depicts that 20% of the respondents contacted for this research are working under the department of tourism, while 60% indicate that they are working under the department of public relations, 10% indicated for policy development, while 10% were beach monitoring officers, this shows that the majority of the respondent contacted were working under the department of public relations which indicated 60% of response.

**Table 9.** How long have you been living at Tokeh village, Baw-Baw and No 2 village?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
10-25 years	40	40.0	40.0	40.0
26-30 years	10	10.0	10.0	50.0
30-50 years	30	30.0	30.0	80.0
55 years and above	20	20.0	20.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 40% of the respondents contacted for this study have been living in the following villages. 10% have lived for over 26–23 years, 30% have lived for over 30–50 years and 20% have lived for

over 55 years and above. Meaning majority of the respondents contacted for this work have lived for over 10-25 years at Tokeh village, Baw-Baw and No 2 village respectively.

**Table 10.** What is the security situation at Tokeh village, Baw-Baw and No 2 village?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Safe	60	60.0	60.0	60.0
Calm	20	20.0	20.0	80.0
Threat free	10	10.0	10.0	90.0
Not stable	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The table above shows that 60% of the respondents contacted for this research believe that the communities listed above are safe for living, 20% indicated that the communities are calm, 10% believe that the area is free from threat and 10% also believe that the communities are not totally safe, this shows that the majority of the respondent contacted believe that the communities listed above are safe and free from fear for all species in the surroundings which indicated 60% of response.

**Table 11.** Are you experiencing any environmental threat within your communities?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Yes	70	70.0	70.0	70.0
No	30	30.0	30.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The table shows that 70% of the respondents contacted strongly believe that, there is a huge environmental threat within the communities such as, cutting of mangroves which serves as breeding ground for fishes, sand mining in the beaches, refuse disposal in the sea especially waist, encroachment of wet-lands deforestation of trees along the peninsular and soil erosion and 30% believe that all the things mentioned above are not feasible at the moment so the environment is free from fear which means it's safe. Meaning majority of the respondents contacted for this study believe that there is high environmental threat among community dwellers and tourist, at Tokeh village, Baw-Baw and No 2 village.

**Table 12.** What is the employment rate between outsider and locals in your communities?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Locals	80	80.0	80.0	80.0
Outsider	20	20.0	20.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 80% of the respondents contacted strongly believe that most of the employees working in the beaches are hired locally due to the fact that they understand their communities better when it comes to managing the beaches and the surroundings and 20% believe that some employees are hired outside the communities due to their expatriate about tourism. This means that the majority of respondents contacted believe that most of the workforce are employed locally.

**Table 13.** What is the contribution of tourism to the local economy of Sierra Leone?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Foreign currency	20	20.0	20.0	20.0
Create employment	50	50.0	50.0	70.0
Improve cultural diversity	20	20.0	20.0	90.0
Develop skills and talent	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

From the table above shows that 20% of the respondents contacted for this research believe that the tourism has contributed to the economy through foreign currency increment in the economy, 50% indicated that the tourism sector has contributed greatly through the creation of employment opportunities for locals and

foreigners, 20% believe that the tourism contribution is huge due to cultural diversity among locals and tourist and 10% also believe tourist has contributed greatly to the locals through the acquisition of skills and talent. This shows that the majority of the respondents contacted believe that the communities listed above have benefited greatly due to the contribution of tourist in their communities which indicated 50% of response.

**Table 14.** What sector of the economy benefit more on tourism?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Hotel industry	40	40.0	40.0	40.0
Fishing industries	10	10.0	10.0	50.0
Tourist board	25	25.0	25.0	75.0
Business organizations	25	25.0	25.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 40% of the respondents contacted for this research believe that the hotel industry benefit more on tourism, 10% indicated that the fishing industry benefit more in tourism sector in the economy, 25% believe that the tourism board benefit more and 25% also believe that the business organization benefit more on the economy due to tourist inflow in the country. This shows that the majority of the respondents contacted believe that the hotel industry benefited greatly due to the inflow of tourist in the country which indicated 40% of response.

**Table 15.** Is there any strategic tourism development plan for the tourism sector in Sierra Leone?.

	<b>Frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
Yes	90	90.0	90.0	90.0
No	10	10.0	10.0	100.0
Total	100	100.0	100.0	
Source: Field survey 2023				

The research shows that 90% of the respondents contacted strongly believe the government of Sierra Leone through the ministry of tourism and cultural heritage has developed a unique plan for the tourism sector in Sierra Leone, 10% believe that there is no strategic plan for the tourism. This means that the majority of respondents contacted believe that there is a unique strategic plan by the tourism.

**4.2. What are the Challenges Faced in Accessing the Employment Opportunities Available in the Tourism Industry?**

According to the respondent contacted for this study, 60% of them strongly believe that the biggest obstacle locals face in accessing employment opportunities in the tourism industry is the overabundance of applicants for available positions. Another 30% of respondents believe that the lack of cultural diversity negatively affects locals by creating a language and cultural barrier. Finally, 10% of respondents believe that influence, political connections, and tribalism make it impossible for locals to access employment opportunities in the tourism industry.

**4.3. What are the Negative and Positive Social, Cultural and Economic Impact of Tourism in Sierra Leone?**

The respondents contacted for this study firmly believe that one of the benefits of tourism is the influx of foreign exchange earnings. They also view the benefits derived from tourism receipts as a double-edged sword, meaning that tourism can affect local communities in both positive and negative ways. While 50% of respondents believe that self-efficacy positively influences local communities' involvement in tourism development, which has positive implications on their quality of life in terms of social and economic bearings, and that local communities should be more supportive and instead have a positive attitude towards tourism development, leading to a more profitable tourism sector, 30% of respondents argued that tourism development raises real estate prices and general costs of goods and services, which eventually leads to inflation. Because of its multiplier effect and reliance on widely available supplies and services, 10% of respondents also concur that tourism generates significant direct and indirect benefits. However, 10% of respondents think it is horrifying that many developing nations rely too heavily on tourism in their quest of economic growth and development. It is believed that no nation or community can maintain a strong economy by depending solely on the travel and tourism sector. Any nation that depends entirely on the tourism industry for its economic growth runs the risk of being unpredictably left behind.

## **5. Summary, Discussion, Conclusion and Recommendations**

### **5.1. Summary of Findings**

Owing to the nature of the research, the sampled respondents were required to select multiple choice answers about how tourism affects Tokeh village, Baw Baw village, and No. 2 village's economic development in Sierra Leone. In order to do this, a set of essential questions were assembled and refined into focused study topics;

- ✓ What is the employment rate between outsiders and locals in your communities?
- ✓ What is the contribution of tourism to the local economy of Sierra Leone?
- ✓ What are the employment opportunities available in the tourism industry in Sierra Leone?
- ✓ What are the negative and positive, social, cultural and economic impacts of tourism in Sierra Leone?

### **5.2. Discussion**

Sierra Leone is not an exception to the rule that tourism has the potential to greatly boost an emerging nation's economy. Since the civil war ended in 2002, the nation has been trying to revive its tourism sector, which was badly damaged (Barrow, 2015). But the flood of visitors may also have unfavorable effects on the local population, especially in rural places like Tokeh village, Baw Baw village, and No 2 village. The uprooting of local residents to create room for tourism infrastructure is one of the primary worries. Locals may be compelled to relocate or suffer the destruction of their homes and means of subsistence as a result of the construction of hotels, resorts, and other tourist amenities (Kitor, 2018). In rural places, where families may have lived for centuries and have strong cultural and spiritual attachments to the land, this can be especially challenging.

A further concern is the absence of financial gains for nearby towns. Although tourism has the potential to bring in money and create jobs, these advantages are frequently not shared equally by the local populations (Hall, 2015). Large companies and tour companies frequently take home the lion's share of the profits, leaving next to nothing for the local communities. This may cause locals to become resentful and feel exploited, which could have a long-term detrimental effect on the tourism sector. Additionally, the increase in visitors may put strain on regional resources-such as electricity and water-which may be in short supply in rural regions (Page, 2016). Conflicts between locals and visitors may result from this, as the latter may be utilizing the resources for personal gain without taking the community's needs into account. But everything is not as bad as it seems. Local communities may benefit from tourism as well, especially if it is handled sustainably and responsibly. According to Kagwanja (2017), the creation of ecotourism activities like hiking routes and wildlife watching can give local residents the chance to engage in sustainable livelihoods and support environmental protection. In addition to benefiting the local economy, this can support the preservation of customs and traditional behaviors.

Furthermore, the enhancement of tourism infrastructure might yield favorable outcomes for nearby communities. Building tourist centers and interpretive facilities can help preserve traditional practices and customs by offering information about the history and culture of the area (Tribe, 2015). This may facilitate cross-cultural communication and mutual understanding between visitors and locals, resulting in a more favorable and advantageous connection. There are many different and intricate ways that tourism affects Sierra Leone's economic growth, especially in rural places like Tokeh village, Baw Baw village, and No 2 village. Positive effects include possibilities for cross-cultural interaction and sustainable livelihoods, but there are also possible drawbacks, such as unequal distribution of economic gains and relocation. In order to guarantee that tourism is managed sustainably and responsibly, which benefits local communities and encourages the preservation of traditional practices and customs, it is crucial that the government and tourist stakeholders collaborate.

### **5.3. Conclusion**

Travel has the ability to boost the economy and fight poverty, especially in emerging nations with low incomes. The sector is crucial for economic diversification and growth because of its ability to create jobs and revenue due to its backward and forward linkages. On the other hand, it is impossible to ignore the harm that can be done to the environment and culture. In order for tourism to contribute to sustainable development and offer long-term employment and income prospects, its operations and associated activities must be sustainable. As stated in this issue, there is a need for bold policies and tactics. The expert meeting offers a chance to discuss the important questions about how tourism contributes to sustainable development and economic growth in this particular context. The following are the main queries: 1) What are the unique aspects of tourism that support the development of domestic capacity and the economy and are especially important for reducing poverty? 2) What are the drawbacks of tourism that should demand

policymakers' special consideration when developing plans and policies for the industry's growth? 3) In addition to addressing economic leakage and anti-competitive activities in the tourism business, how can governments draw in sufficient amounts of investment to strengthen supply capacity and create productive connections between the tourism industry and other sectors? 4) How can tourism as an economic activity be made sustainable, considering that tourist-related activities depend on the creation of infrastructure, protection of the environment and places of cultural heritage, provision of electricity and water, among other factors?

Ultimately, conducting this research was not a simple undertaking. There were several obstacles to the research project, some of which are listed below: 1) One constraining element was the availability of funds for printing, distributing questionnaires, and providing transportation to and from various stakeholders in Sierra Leone's tourism business. However, the amount allotted for the research was adequate for the plan data gathering. 2) The research is challenging because of the hectic schedules of the tourism business personnel, but interviews and appointments were eventually arranged. All things considered; the study's conclusions are adequate to meet its goal.

#### **5.4. Recommendation for Policy development**

The tourism sector is essential to Sierra Leone's long-term competitiveness and growth. The study's findings indicate that tourism has given residents job chances. The industry has encouraged cross-cultural interactions between residents and visitors. Respondents mentioned both positive and negative effects, the scope and extent of which cannot be explained here. If prioritized, tourism has enormous potential to help many people in Sierra Leone escape poverty. Consequently, it is advised that when developing or reviewing national tourist policies and laws, consideration be given to the goals and desires of the underprivileged and disenfranchised. For instance, China has seen a sharp decline in the number of impoverished individuals as a result of the creation and use of the "Poverty Alleviation Tourism Policy (PATP)". It is inevitable that destination places would suffer from tourism. Educating the residents about the potential direct and indirect socioeconomic effects of tourism on their town is the best course of action. A community-focused strategy will aid in raising local communities' awareness of tourism and its offerings. In order to address issues related to tourism, such as local unemployment, the government of Sierra Leone and its development partners should place a greater emphasis on ecotourism, pro-poor tourism, community-based tourism, and sustainable tourism that prioritize the economic and social sustainability of local communities. Last but not least, the government ought to set up national training facilities for the arts and culture where inhabitants would receive instruction to meet the demands of contemporary travel and hospitality. In order to enable people to create and maintain locally focused tourism-related enterprises sustainably, locals should also receive marketing and business planning training.

#### **Declarations**

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