

**An Examination of Ghanaian Tourism Social Entrepreneurs in Progressing the  
Sustainable Development Goals**

by

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## **AUTHORS DECLARATION**

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners

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## ABSTRACT

January 2015 commenced a compromising procedure by the General Assembly about the aftermath of the unachieved millennium development goals (MDGs), (UN, 2019). With less than ten years of action remaining, to ensure the achievement of these goals, there has been a call for action to mobilize funds, ensure national inclusion of the goals while strengthening and charging various stakeholders to achieve these goals by 2030 without leaving anyone behind (UN, 2019). Tourism, for the past decades has been known to provide quality jobs for ensuring economic and social growth, tackling poverty and ensuring environmental conservation (UNWTO, 2018). However, the negative impacts of tourism has made its positive contribution to the UNs SDGs difficult and raises a question as to whether tourism may indeed contribute to the SDGs (Boluk, 2019; Hall, 2019). Notably, social entrepreneurship and social entrepreneur were first identified in the literature on social change in the 1960s and 1970s but became much known in retort to the cumulative existing societal imbalances (Sheldon et al, 2017). “Social entrepreneurs have profound implications in the economic system: creating new industries, validating new business models, and allocating resources to neglected societal problems” (Santos, 2012, p. 335). This basic qualitative research is to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. This article suggests that tourism through social entrepreneurship contributes immensely to sustainable tourism and the Sustainable Development Goals. This study found that tourism social entrepreneurs in Ghana, are engaged with the sustainable tourism along with the SDG 8: Decent work and economic growth, SDG4: Quality Education and SDG 5: Gender Equality. In their quest to ensure sustainability, social entrepreneurs in this study shed a light on the associated challenges with inadequate financial support serving as the most identifiable.

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## LIST OF ABBREVIATIONS

**ST:** Sustainable Tourism

**SE:** Social Entrepreneurship

**SEs:** Social Entrepreneurs

**TSE:** Tourism Social Entrepreneurship

**TSEs:** Tourism Social Entrepreneurs

**SD:** Sustainable Development

**SDGS:** Sustainable Development Goals

**MDGs:** Millennium Development Goals

**UN:** United Nations

**UNWTO:** United Nations World Tourism Organization

**MoEST:** Ministry of Environment, Science and Technology

**MoFA:** Ministry of Food and Agriculture

**GoG:** Government of Ghana

**OBG:** Oxford Business Group

**GSS:** Ghana Statistical Service

**OBG:** Oxford Business Group

**WTTC:** World Travel and Tourism Council

**WCED:** World Commission on Environment and Development

## CHAPTER ONE: INTRODUCTION

### 1.0 Introduction

January 2015 commenced a compromising procedure by the General Assembly about the aftermath of the unachieved millennium development goals (MDGs), (UN, 2019). The Sustainable Development Goals (SDGs), which succeeded the unachieved MDGs, signifies the global call to action to end poverty in all forms, save the planet, and ensure peace and prosperity in both developed and developing nations (UN, 2019). At the heart of sustainable development are the 17 SDGs as delineated by the United Nations along with the 169 targets adopted by 193 countries in 2015 (UN, 2019). The SDGs are meant to address the main source of poverty, tackling all the identified seventeen goals (Mensah, 2019). To address social needs, tackle climate change and protect the environment, the UN's SDGs have called on global attention for all industries to adopt sustainable practices into their operations in order to achieve these goals by 2030 (UN, 2019). With less than ten years of action remaining to ensure the achievement of these goals, there has been a call for action to mobilize funds, ensure national inclusion of the goals while strengthening and charging various stakeholders to achieve these goals by 2030 without leaving anyone behind (UN, 2019). Meanwhile, Africa is still lagging behind when it comes to the socio-economic development progress made on the SDGs (Begashaw, July 29, 2019).

For the reason of Africa lagging behind, Ghana, a West African country was chosen because it plays an important role as a leading country in Africa, in achieving the United Nations SDGs, aiming to achieve these goals through creating and raising awareness and commitment and setting good examples for the other African countries (UN, 2019). Ghana, is the first sub-

Saharan Africa country to lessen poverty by half, thus achieving the MDG 1, yet, extreme poverty exists in most rural areas, especially in the three northern regions but in urban areas where poverty seems to decline, inequalities is being noticed (UN, 2019). To further the course of reducing poverty, as began with the MDGs, Ghana is most suitable for this study.

Additionally, with tourism being the fourth highest contributor to the GDP in Ghana, it is important to consider sustainable tourism and the SDGs. However, while Ghana is placed at 100 out of 166 countries committed to achieving the SDGs (Sachs, Schmidt-Traub, Kroll, Lafortune, Fuller & Woelm, 2020) it is clear that there is work to be done which is why this study is important.

Notably, tourism, for the past decades has been known to provide quality jobs for ensuring economic and social growth, tackling poverty and ensuring environmental conservation (UNWTO, 2018). Ostensibly, scholars such as Boluk, Cavaliere and Duffy (2019) have signalled that tourism could contribute to all of the SDGs but tourism is only explicitly recognized in three of the SDGs including: SDG 8 'Decent Work and Economic Growth', SDG 12 'Responsible Consumption and Production' and SDG 14 'Life below Water' (UNWTO, 2018). With over a billion of tourists travelling annually, tourism has an all-encompassing effect on the universal environment, societies, and the economy (UNWTO, 2018). These impacts are evident as tourism represents ten percent of the world's gross domestic product (GDP), 1 out of 10 jobs is identified to be related to tourism and finally, tourism also represents 7% of global exports (UNWTO, 2018). As being among the rapid growing industries, tourism is mostly relied on and identified as a major industry for economic growth (UNWTO, 2018). Tourism mutually contributes to wealth creation and economic growth, giving the industry a decisive role to play in achieving the 2030

sustainability agenda (UNWTO, 2018). This means that tourism has a great potential to accelerate progress towards meeting these goals (UNWTO, 2018).

Regardless of the economic and social benefits, tourism can have negative environmental effects (Buckley, 2011), economic effects (Anderson, 2011), and socio-cultural effects (Brunt & Courtney, 1999). Indeed, the increasing volume of travelers, both internationally and domestically each year is producing pressure in terms of greenhouse gas emissions, economic leakages, resource management, and impacts on local communities and cultural assets (UNWTO, 2018). These impacts have made tourism's positive contribution to the UNs SDGs difficult and raises a question as to whether tourism may indeed contribute to the SDGs (Boluk, 2019; Hall, 2019).

The concept of sustainable tourism has been in existence for nearly two decades (Buckley 2012), mainly to reduce the negative effect of tourism operations (Zolfani et al., 2017). According to Bramwell & Lane (1993), sustainable tourism came into existence to address the mass environmental, socio-cultural and economic impacts it has on society. "The purpose of sustainable tourism is to make a balance between protecting the environment, maintaining cultural integrity, establishing social justice and promoting economic benefits, meeting the needs of the host population" (Zolfani et al., 2015, p. 2).

A successful implementation of sustainable tourism requires the involvement of all stakeholders including tourist, local communities, tourism enterprises and power structures (Hall, 2011). The recognition of entrepreneurs in the pursuit and driving of sustainable practices in tourism is important. Moreover, social entrepreneurs have recently been identified as one of the stakeholders in tourism, capable of changing the industry towards greater sustainability (DeLange & Dodds, 2017). Social entrepreneurs according to Dees (1998) "play the role of

change agents by adopting a mission to create and sustain social value, recognizing and relentlessly pursuing new opportunities to serve that mission, engaging in a process of continuous innovation, adaptation, and learning, acting boldly without being limited by resources, and exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created”(p.4). “Social entrepreneurship is thus having profound implications in the economic system: creating new industries, validating new business models, and allocating resources to neglected societal problems” (Santos, 2012, p. 335). Social entrepreneurship has been recognized as an important model to solving core societal issue yet is still being unpacked by many businesses (Yeboah, 2016).

Despite the rising research interest in social entrepreneurship in the field of management there is still a lack of in-depth understandings regarding how social entrepreneurs may and are transforming the tourism industry, making it more sustainable (DeLange & Dodds, 2017; Boluk, 2019). While the tourism industry has been positioned as a tool to progress the SDGs, there has been limited research in tourism which has engaged with the SDGs. Therefore, gaining a better understanding of the impacts tourism social entrepreneurs are making towards the achievement of sustainable tourism and the SDGs will make a valuable contribution to the literature. The aim of this basic qualitative study is to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. My research questions include:

1. What impacts are tourism social entrepreneurs trying to achieve in Ghana?
2. How are tourism social entrepreneurs creating value in line with sustainable tourism and the sustainable development goals in Ghana?

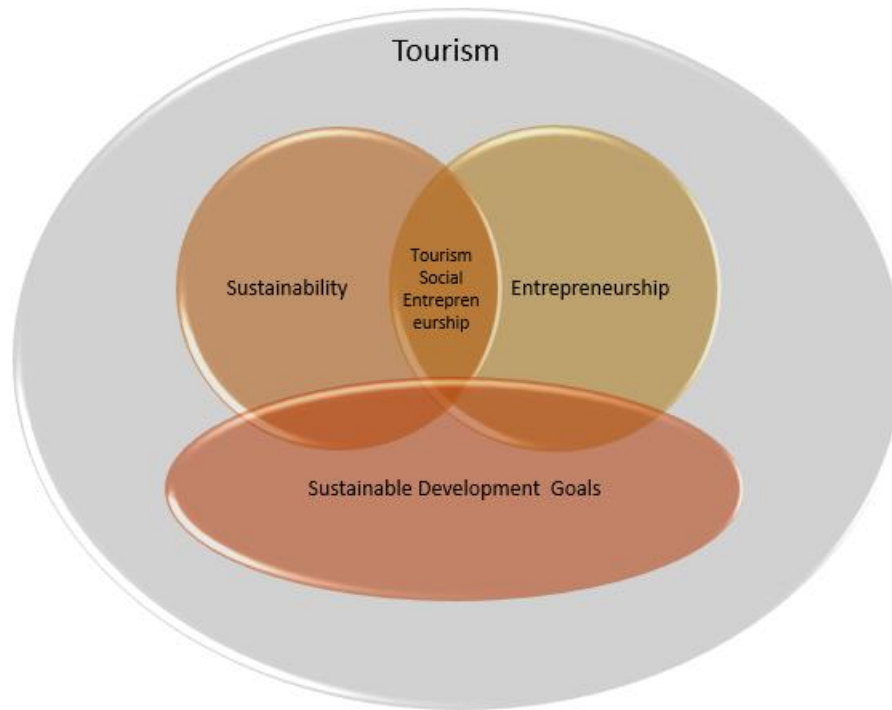
3. What are the barriers faced by tourism social entrepreneurs in their quest to ensure a sustainable tourism in Ghana?

## CHAPTER TWO: LITERATURE REVIEW

### 2.0 Introduction

This study focuses on understanding in what ways tourism social entrepreneurs are progressing sustainable tourism and the United Nations Sustainable Development Goals in Ghana. Thus, this chapter will draw on two main bodies of literature and discuss the implications for the literature in tourism studies as presented in Diagram One. 1) *Sustainability*, including the three pillars of sustainability, Sustainable Development, Sustainable Development Goals and Sustainable Tourism ; 2.) Entrepreneurship, including; an overview of the entrepreneurship concept; Social Entrepreneurship; critiques of social entrepreneurship; the roles and motivations of social entrepreneurs; social entrepreneurship and the sustainable development goals. Followed with Tourism social entrepreneurship; Challenging Capitalism with tourism social entrepreneurship; tourism social entrepreneurship and sustainable tourism; identifying the gaps in literature; tourism social entrepreneurship and the Sustainable Development Goals with identified gaps in literature; impacts of tourism social entrepreneurship on sustainable tourism and the Sustainable Development Goals; relationship between community and tourism social entrepreneurship and then conclude with the barriers faced by tourism social entrepreneurs. Figure 1 is a representation of the summary of the literature review.





**FIGURE 1: TOURISM SOCIAL ENTREPRENEURSHIP CONTRIBUTING TO THE SUSTAINABLE DEVELOPMENT GOALS**

## **2.1 Sustainability**

Sustainability has been a common area of study over the past twenty years which has led to its recognition as a separate field (Purvis, Mao & Robinson, 2019). In fact, “the need for sustainability arose from the recognition that the profligate, extravagant, and inequitable nature of current patterns of development, when projected into the not-too distant future, leads to biophysical impossibilities” (Goodland, 1995, p.5). Although there are numerous publications acknowledged for the emergence and application of sustainability, its conception emanated from the United Nations 1987 Brundtland Commission report “Our Common Future”(WCED, 1987). Mottiar and Boluk (2017) acknowledged that the “report has had a noteworthy influence on industries striving to reconcile their impacts” (p.122).

Since its existence, sustainability as a concept has had several issues regarding its definition and it is now said to mean differently depending on several factors (Johnston, Santillo, Everard & Robert, 2007). While there are many definitions for sustainability, a broader perspective of the concept adopted by the UNESCO (2019) defined sustainability as a framework considering a future balance of environmental, economic and social pursuits for an improved quality of life.

Considering the environmental, economic and socio-cultural aspects of sustainability, also known as the three pillars of sustainability, Purvis et al., (2019) argued that “there is no single point of origin of this three- pillar conception, but rather a gradual emergence from various critiques in the early academic literature of the economic status quo from both social and ecological perspectives on the one hand, and the quest to reconcile economic growth as a solution to social and ecological problems on the part of the United Nations on the other” (p.1). The authors further argued that there is actually no “theoretically rigorous description of the three pillars” (Purvis et al., 2019, p.681).

Accordingly, a summary of the three pillars of sustainability can be seen as identified by Telfer and Sharpley as:

- *Environmental sustainability*: Managing resources ethically and making sure to conserve them.
- *Economic sustainability*: Ensuring that there is prosperity at all levels economically, which will further serve as basis for growth.
- *Social sustainability*: Eliminating poverty at all levels, ensuring human right, along with equal opportunity for all, peace and freedom.

However Purvis et al., (2019) argue that “although the three pillars of sustainability have become a commonplace throughout the literature, they are not universal” (p. 685). This section has

highlighted the three pillars of sustainability. The next section will explore sustainable development (SD).

## **2.2 Sustainable Development (SD)**

The Brundtland Report, *Our Common Future*, formerly known as the World Commission on Environment and Development (WCED) defined SD as “a development which meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED,1987,p.43). The Brundtland report “ appealed to a variety of stakeholders including citizens, NGOs, educational institutions and the broader scientific community” (Mottiar & Boluk, 2017, 122). According to Purvis et al., (2019) the early conception of SD was “motivated by the need for economic development, with its social and economic objectives to take conservation into account by considering resource limitations and ecosystem carrying capacity”(p.685).

Based on the definition by WCED (1987), Taylor (2016) identified the framework of human necessities, particularly that of the world’s poorest as important when considering SD. To support this, Taylor (2016) noted that human needs are necessities to growth and development. According to Hopper (2020), “human beings are motivated by unsatisfied needs basic needs such as food, clothing, shelter, water, love need be fulfilled before their higher needs can be satisfied” (n.d). In relation to needs, Moldan et al., (2012) perceived SD as a practical phenomenon with its focus on people and their needs. Specifically the authors identified the requirement for fulfilling one’s needs before a person can act unselfishly because this foundation for unselfish behavior could be seen as one of the conditions for accomplishing SD (Moldan et al., (2012). Yet, according to the UN (2020), over seven hundred million people, or ten percent of the worlds population, still remain in extreme poverty. As such, trying to at least meet one’s

primary needs like health, education, and access to water and sanitation is vital. This suggests that to attain sustainability, human needs must be prioritized. To support this claim, Mensah (2019) puts up a hypothetical case illustration, showing how basic needs interconnects with the three pillars of sustainability, and the need to integrate them, in the process of SD (p. 8-9):

*“If a man in a given geographical area lacks a job (economic), he is likely to be poor and disenfranchised (social); if he is poor and disenfranchised, he has an incentive to engage in practices that harm ecology, for example, by cutting down trees for firewood to cook his meals and warm his home (environmental). As his actions are aggregated with those of others in his region cutting down trees, deforestation will cause vital minerals to be lost from the soil (environmental). If vital minerals are lost from the soil, the inhabitants will be deprived of the dietary nutrients required to sustain the intellectual performance needed to learn new technologies, for example, how to operate a computer, and this will cause productivity to reduce or stagnate (economic). If productivity stagnates (economic), poor people will remain poor or poorer (social), and the cycle continues.”*

Despite the oversimplicity of this illustration, it clearly explores the relatedness of the three pillars of sustainability and how they advance SD (Mensah, 2019). This means that, ultimately, the purpose of SD is to ensure a balance between the three pillars (Mensah, 2019). According to Keeble (1988), SD is a simple phenomenon, but its’ application has been difficult to imagine, demanding intense transformation locally and globally institutions, including a positive human approach towards sustainability. Nevertheless, Goeldner and Richie (2009) caution that “SD must become a normal way of thinking and acting by a majority of the global economy” (p.474). Based on principles, SD should enhance the preservation of the ecosystem (Mensah, 2019), while ensuring population control (Taylor, 2016) and proper human resource management (Wang, 2016). Importantly, the implementation of SD must also be a participatory in nature, to ensure success (Guo, 2017), while enhancing culture (Tjarve & Zemīte, 2016). One

of the describing season for SD was the UNCED, known as the “Earth Summit” held in Rio de Janeiro in 1992 with the agreement by member states to launch a process to develop a set of sustainable development goals (SDGs) that could be useful tool for pursuing focused and coherent action on sustainable development (United Nations, 2012, p. 15). According to (WCED, 1987), there is a need to take further the discussion of sustainability to the next level, beyond its limits. This section briefly explored the definition and a brief illustration on the SD concept. The next section will explore the United Nations Sustainable Goals (SDGs). The intent of this section is not to explore all 17 goals but the SDGs particularly relevant to this study.

### **2.2.1 From MDGs to the SDGs**

Rio de Janeiro, Brazil hosted more than 178 countries at the Earth Summit in June 1992, on the basis of revealing an intense framework towards enhancing SD (UN, 2019). The significance of this was to minimize extreme poverty, and this led to the September 2000 millennium summit, where members of the UN, adopted the millennium declaration leading to the adorning of eight millennium development goals geared towards minimizing extreme poverty by 2015 (UN, 2019). These goals included; poverty eradication and hunger, ensure basic and inclusive education, empower women by ensuring gender equality, combat child death rate and, promote maternal health, eradicate HIV/AIDS, malaria including many other diseases, ensure a sustainable environment and finally, develop a global partnership for development (UN, 2019).

Fifteen (15) years saw a positive change in global issues, including reducing income poverty, increasing education, fighting infant mortality and others (UN, 2019). Yet, the MDGs failed to meet all their targets because conscious efforts have not been made to identify the actual cause or the root of poverty (McCloskey, 2015). Several reasons accounted for the failure of the MDGs. Firstly, McCloskey (2015) critiqued and attributed the failure of the MDGs to the fact

that there was no conscious effort to identify the actual root cause of poverty. The author further argued that, “we have failed to relate the dominant neoliberal economic model to persistent levels of poverty and climate change” (McCloskey, 2015, p.186). Additionally, Fehling, Nelson and Venkatapuram (2013) also reviewed articles identifying possible reasons for the failure of the MDGs Agenda, arguing that, it is a problem from the framework itself and not external issues. The authors found out that, the articles described the MDGs as being “created by only a few stakeholders without adequate involvement by developing countries and overlooking development objectives previously agreed upon”(Fehling et al., 2013, p. 1109). Others also claimed that the MDGs were “unachievable and simplistic, not adapted to national needs, do not specify accountable parties and reinforce vertical intervention” (Fehling et al., 2013, p.1109). Similarly, Gibbs (2015) also attributed the failure of the MDGs to the fact that the success of the goals was not experienced equally across the globe. Ultimately, Hongbo, the United Nations Under- Secretary General for economic and social affairs (2015), upon reflection of the shortfalls of the MDGs asserted that regardless the many positive outcomes of the MDGs:

- The world’s marginalized populations are have still been left out,
- Gender inequalities still persists,
- There are still an evidence of wide inequality between the poor and the rich along with the cities and the villages.
- Climate mitigation and destruction of biodiversity has wrecked the development made,
- Poverty, hunger and war still exists among the poorest countries along with no access to basic needs for the poorest.
- Young people especially women are still unequally affected with unemployment.

Sachs (2012) argued that the underperformance of the MDGs is really a bother, unfortunate and very laborious for people with especially low income. However, Hongbo, the Under -Secretary -General for Economic and Social affairs, in the 2015 report for the millennium development goals argued that “the experience of the MDGs offers numerous lessons, and they

will serve as a springboard for our next steps” ( 2015, p.9). Moving forward, at the United Nations Conference on Sustainable Development (Rio+20) in Rio de Janeiro, Brazil, in June 2012, adopted "*The Future We Want*" outlining a strategy to develop a set of SDGs to improve upon the unachieved MDGs (UN, 2020). According to Boluk et al, (2019, p.848), it is important to understand that it was the failure of the Millennium Development Goals (MDGs), with their 2015 deadline that necessitated the existence of the sustainable Development Goals (SDGs)". The post-2015 development agenda led to the *2030 Agenda for Sustainable Development* along with the 17 goals and 169 targets serving as a crucial awakening for all efforts to be exerted by all nations in a worldwide collaboration (UN, 2020).

Adopted by all United Nations Member States in September 2015, the Sustainable Development Goals (SDG) provides a shared blueprint for peace, prosperity and opportunity for all (UN, 2020). According to Le Blanc (2015), these goals are globally seen as very intense, as these goals cover a diverse societal challenges as compared to the MDGs, making these goals universal (Le Blanc, 2015). This means that it will be “applicable to all countries including developing countries” (Le Blanc, 2015, p.1). Notably, this year (2020) is a prompt that we have less than a decade to make sure that these goals are achieved. This means that we are in a “critical period to advance a shared vision and accelerate responses to the world’s gravest challenges from eliminating poverty and hunger to reversing climate change” (UN, 2020, n.p). But, scholars have pointed out a number of concerns regarding the SDGs. The concerns have highlighted the narrowness, complexity and the ambitious nature of the SDGS. Others consider the model of capitalism, gender related issues, critiques from the side of tourism, such as the absence of critical thinking.

Generally, Liverman (2018) reflected on the on “the large number of goals and targets, which are viewed as too complex to communicate to the public or drive policy, and too ambitious, universal and absolute to be successful” (p. 178). There are others who also critique that the goals and “targets are too narrow and directed to allow for local variation and creativity and are a distraction from a core goal of eliminating poverty” (Liverman, 2018, p.178). Based on capitalism, Liverman (2018) argued that the SDGs cannot be a success if only we are still operating under the capitalist model. The debate on the definition of the word ‘sustainable’, has been in contemplation for decades now and there seems to be no clear definition on the concept and how to measure it; yet sustainability has been mention ten times out of the 17 goals without clear definition (Liverman, 2018). Scharmer (2019), further identifies the difficulties in implementing the SDGs globally, by arguing that, gap in knowledge is not the problem, instead the “lack of political will and a knowing-doing gap” (n.p), which results in creating unwanted outcomes such as environmental degradation and social issues. Accordingly, the Consortium on Gender, Security and Human Rights (2017) “feminist analyst have acknowledged how the SDGs have improved upon the MDGs (p.3)” but, they continue to be critical. Specifically, they put forth the SDGs critiques reviewed :

1. the bigger, basic concerns and inability to tackle the main causes;
2. concerns which the goals has not included or has been weak to tackle;
3. identifiable critiques of SDG5 (Gender Equality), especially regarding economic empowerment of women, because it still places women in the usual model which has been identified as the main cause of women financial inequalities.
4. Concerns surrounding the embeddedness of the SDG5.

Esquivel (2016) argued that the 2030 Agenda “has an ambivalent nature from a feminist stand point and to overcome and transcend this and make the SDGs work for women, it will be necessary to bridge the fissures between and among advocates of economic justice and gender



justice, forging stronger and broader alliances and common agendas, including for defending the gains enshrined in Goal 5, in particular at the national level” (p. 19).

Moreover, tourism scholars such as Khoo-Lattimore, Yang and Je, (2019) argue that in the year 2017, the UNWTO made a pledge to engage with the “United Nations fifth sustainable Development Goals to have its member countries achieve gender equality and empower women, however, a cursory investigation into UNWTO’s activities indicate an underrepresentation of women as knowledge leaders at their main business events” (p.921). The authors therefore contemplate as to whether the UNWTO might be conveying a false impression about how it is engaging with gender in tourism. Kato (2019) in her study applied a political ecological perspective to examine the correlation between gender and (ocean) sustainability through a study among traditional women divers in Japan. The author found out that sustainability can be progressed by countering hierarchical systems of knowledge and appreciating other ways of knowing women’s knowledges (Kato, 2019). The study acknowledges the power of women’s ability in its full capacity, along with their mutual and spontaneous way of knowing (Kato, 2019). It is therefore critical to employ diverse means of knowing in progressing sustainably with gender perspectives (Kato, 2019).

Other tourism scholars have also contributed to the critiques regarding the SDGs. Specifically, Boluk, Cavaliere and Higgins-Desbiolles (2019) point out that “critical thinking is largely absent from the descriptions of the United Nation’s 17 SDGs as a way to realise the goals” (p.851). This means that unlike the MDGs, according to Boluk et al., (2019), critical thinking must be enforced in order to react to current issues in related to sustainability, and if this is done, it may make clearer whose voices are taken into consideration, unattended to, and identify which stakeholders should be engaged with, in terms of decision making in order to have

full and fair implementation. Hall (2019) argued that the “initiatives such as the SDGs fail because they do not confront the way in which neoliberal rationalities are embedded in many tourism policy practices” (p.1055). The author further argues that the framework that has been championed by the UNWTO and others is embedded in many capitalistic model of engagement with economic and political hurdles which totally leads us to failure (Hall, 2019). Despite the critiques on the SDGs, if actioned in a critical fashion as Boluk et al., (2017; 2019) support, we may progress sustainability which has the opportunity to generate positive impacts. Table 1 is a representation of the United Nations Sustainable Development Goal with their corresponding stated mission.

Table 1: The Sustainable Development Goals.

<b>Sustainable Development Goals (SDGs)</b>	<b>Stated Mission</b>
<b>Goal 1.</b> No Poverty	End poverty in all its forms everywhere
<b>Goal 2.</b> Zero Hunger	End hunger achieve food security and improved nutrition and promote sustainable agriculture
<b>Goal 3.</b> Good Health and well being	Ensure healthy lives and promote well-being for all at all ages
<b>Goal 4.</b> Quality Education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
<b>Goal 5.</b> Gender Equality	Achieve gender equality and empower all women and girls
<b>Goal 6.</b> Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all
<b>Goal 7.</b> Affordable and clean energy	Ensure access to affordable, reliable, sustainable and modern energy for all
<b>Goal 8.</b> Decent work and Economic Growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
<b>Goal 9.</b> Industry, Innovation and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
<b>Goal 10.</b> Reduced Inequalities	Reduce inequality within and among countries
<b>Goal 11.</b> Sustainable cities and communities	Make cities and human settlements inclusive, safe, resilient and sustainable

<b>Goal 12. Responsible Consumption and Production</b>	Ensure sustainable consumption and production patterns
<b>Goal 13. Climate Action</b>	Take urgent action to combat climate change and its impacts
<b>Goal 14. Life Below Water</b>	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
<b>Goal 15. Life on Land</b>	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
<b>Goal 16. Peace, Justice and Strong Institutions</b>	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
<b>Goal 17. Partnerships for the Goals</b>	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

**Retrieved from UN, 2019 (n.p): Sustainable Development Goals**

Based on the findings of this study three SDGs that surfaced are next discussed briefly;

### ***SDG 8: Decent Work and Economic Growth***

Undoubtedly “for a large part of the world’s population, poverty means that unemployment is not an option, even when there are no decent jobs available” (International Labor Organization, 2019, p.19). Decent work means creating opportunities for everyone to get productive work and one which gives fair income, workplace insurance and provides social protection (UN,2020). According to (ILO, 2019), proper employment offers for example, are not keeping at breast with the increasing and unexpected rising work force especially in low and middle income countries. For sure, everybody expects to have a decent, well-paying job, however, when it is difficult to get such jobs, people tend to settle on less paid jobs that is available to them (Fields, 2011). According to ILO (2019), ensuring sustainable and all inclusive economic growth is able to drive sustainable development, create decent jobs for all and improve well-being. It is evident that, unemployment is a big issue particularly among the youth (ILO,

2019). Unfortunately, as job losses increases, the International Labor Organization predicts that nearly half of the entire working age group is about to experience loss of their source of income (UN, 2020). The aim now is to make sustainable economic growth more inclusive, through employment and decent work for all, as there is the high probability of improving living standards and also drive progress if the SDG 8 (Decent work and economic growth) is taken into consideration (UN, 2020). According to the UN (2020), governments can put in efforts to build an active, sustainable, innovative and people-focused economies, and especially promoting employment opportunities for the youth, ensuring women's economic empowerment through employment for women, and decent work for all (UN, 2020). This means that delivering the best opportunity for the youth to transition to a decent job involves capitalizing in quality education and training, along with providing the youth with skills that match the labour market demands (UN, 2020). To ensure inclusiveness in the provision of jobs, Kalargyrou et al's (2018) study, identified that the social entrepreneurs in the hospitality industry provided employment for individuals with varying level of abilities, raising their awareness among the public and creating a disability friendly environment by offering a unique experience to tourists. This signifies and confirms one of the main goal of the United Nations which is to leave no one behind. However, as COVID-19 escalates, according to the UN (2020), more jobs have been lost, the number of hours for working has reduced and there has been a reversal of all progress made in achieving SDG 8 (Decent work and economic growth). Despite the fact that sub-Saharan nations such as Ghana has been acknowledged as being on track with the SDG 8, (Sachs, et al., 2020), there is still more work to be done, considering the 2030 target for the SDGs. This current study contributes to literature on how SDG 8 (Decent work and economic growth) is being enhanced. This section reviewed literature on the SDG 8: Decent work and Economic Growth, as best fits

in this study. The next section will discuss the SDG 4: Quality Education as an important goal this study.

#### ***SDG 4: Quality Education***

McCloskey's (2015) critiques concerning the unmet MDGs point to a lack of analytical realization, and grasp of the roots of poverty. The author further signals the significance of education in nurturing transitions to sustainability (McCloskey, 2015). "Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development" (UN, 2019, n.p). Education plays a crucial role in social and economic progress and a key to eradicating poverty (UN, 2020). SDG 4 (Quality Education) ensures all girls and boys have equal access to free primary and secondary quality education supporting the development of relevant technical/vocational skills and sustainability awareness to enhance their employment opportunities by 2030 (UN, 2019). However, progress in the SDG 4 (Quality Education) has not been easily attained especially in some developing countries due to increase in poverty rate, conflicts and other unforeseen circumstances (UN, 2019).

For instance, Ghana which is the context for this study tends to face challenges regarding the achievement of SDG 4 (Quality Education) as emphasized by Sachs et al., (2020) because there is generally less focus on African countries when it comes to the SDGs. Evidently, the sub-Saharan African countries made the wildest progress in primary school enrolment among all developing regions from 52 per cent in 1990, up to 78 percent in 2019 (UN, 2019). For example, the UN (2019) argues that, children from the neediest homes are up to four times more capable to drop out of school than those of the richest homes. Sub-Saharan Africa encounters excess constraints in delivering basic resources such as water, electricity, drinking water and computers

and internet (UN,2020). Specifically, there are also high discrepancies between rural and urban areas when it comes to education (UN, 2019). Notably, 103 million youth worldwide lack basic literacy skills, and more than 60 percent of them are women (UN, 2019). Notably, in “2018, some 773 million adults, two-thirds of whom are women remained illiterate in terms of reading and writing skills” (UN, 2020, n.p). Also, according to the (UN, 2020), women and girls are one of those groups that have more trouble in getting access to education as about one-third of developing countries have not achieved gender equality even in primary education (UN, 2020). These disadvantages in education opportunities also means no skills and opened chances for youth, especially women (UN, 2020). More significantly, the current global pandemic according to the UN (2020) has caused a reversal to the progress that has been made. This pandemic has left more work to be done to achieve quality education by 2030. It is important to note that more effort is needed to reach the goals. This section reviewed literature on the SDG 4: Quality Education, as best fits in this study. The next section will discuss the SDG 5: Gender Equality as equally an important goal in this study.

### ***SDG 5:Gender Equality***

According to the UN (2020), women and girls are a representation of half of the world populace and along with half of the world’s potential yet, gender disparity continues to exists among them and that causes stagnation in progress. In other words there is less representation of women at all levels and most often, inequalities faced by women begins right from birth and continues to torment them for the rest of their lives, through deprived access to health care or balanced nutrition, leading to a higher mortality rate (UN, 2020). The UN (2020) argues that global pledge to progress gender equality have resulted in recoveries in certain areas such as child marriage issues and female genital mutilation (FGM). Notwithstanding, according to the

UN (2020), the assurance of the gender equality world still remains a puzzle (UN, 2020). It is very important to use the SDGs as a framework in eliminating poverty. In Ghana as the context of this study, Sachs et al., (2020) identify that challenges still remain when it comes to the achievement of SDG 5 (Gender Equity). Furthermore, the according to the UN (2020), progress made in achieving the SDG 5 (Gender Equality) has been reversed by COVID -19 and this has worsened target to achieve gender inequalities. This leaves a gap as to how to meet gender equality before year 2030. Also, there is limited understanding of how this can be done, as its exploration in literature is limited. This section unpacked the history of the SDGs and three of the goals relevant to the study. The next section will review sustainable tourism as a means of reaching the SDGs target.

### **2.3 Sustainable Tourism (ST)**

Typically, “tourism is an economic and social phenomenon that is both a cause and effect of the exploding levels of human connectivity over the past decades”(Sheldon et al, 2017, p.2). Thus, the term sustainable tourism was employed almost two decades ago (Buckley, 2012), and according to Zolfani et al., (2015), during the early period, fundamental structures from tourism, economics and environmental management were studied. The next phase produced a number of reconceptualization and a series of tourism sustainability critiques with authors such as Sharpley (2000), who critiqued that “it is difficult to identify any other economic sector or activity, that over the last two decades, has attracted more widespread concern and criticism than tourism, and continues to do so” (p. 4). The author further critiqued that “since the early 1990s, the solution to this dilemma has been seen to lie in the concept of sustainable tourism development”(Sharpley, 2000, p. 5). According to Bramwell and Lane (1993), the two well acknowledged founders of the concept, argued that, sustainable tourism came to stay in part, as a

negative and a reactive concept responding to the overwhelming tourism progenies, such as environmental degradation and extreme socio-cultural impacts (Bramwell & Lane, 1993). The authors were the first to define sustainable tourism as:

*“a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers. It is an approach which involves working for the long-term viability and quality of both natural and human resources. It is not anti-growth, but it acknowledges that there are limits to growth” (Bramwell & Lane, 1993, p.2).*

Thus, “sustainable tourism development has drawn important consciousness in several studies particularly in tourism and has been one of the very fast growing following areas of tourism studies research since the late 1980s” (Zolfani et al., 2015, p. 2). Efforts made to inculcate sustainability in touristic operations does not only help to tackle the negative outcomes of tourism but also longevity of the industry (Lui, 2003). However, Zolfani et al., (2015) argue that, “it seems all aspects of sustainability are covered in researches, but if we look deeply, some gaps can still be found in the literature of sustainable tourism” (p.20). The authors add that, “all of the research is based on local situations, while, in the future, sustainable tourism will change to a transnational issue” (Zolfani et al., 2015, p.20). Based on the impacts, Kreag (2001) observes that these jobs are often seasonal, causing under-employment or unemployment during off-seasons. Seasonality (Frent, 2016) ; inflation (Straus-Khan, 2009), leakages (Hall, 2011) have been identified as major causes of major economic concern that must be carefully taken into consideration regarding tourism sustainability. Aref (2010) also makes the case that littering, overcrowding and deterioration of natural resources are the most frequent negative environmental impacts caused by tourism. On the contrary, Buckley (2012) also discovers direct



local impacts on air, water, soil and the biota and indirect from the manufacture of tourism transport systems as the most occurring impacts caused by tourism. Wall and Mathieson (2006) describe the sociocultural impacts of tourism impacts including, depletion of local culture and exploitation of the poor, demonstration effect and the results of social devices caused by tourists. In a nutshell, according to Weeden and Boluk (2014), “ discussions about the negative and widespread impacts of tourism far outweigh those that reflect the various opportunities created for people, culture and environment in the tourism process, and thus provide rationale for debate about ethics in tourism” (p.1)

In response to these impacts, scholars have also explored how tourism may support sustainability in tourism. For example, Boluk (2011) in a study perceived tourism as a tool for poverty alleviation, while Sheldon et al, (2017), considers social entrepreneurship in tourism, as making tourism sustainable. However, other research studies question the capacity of alternative forms of tourism, arguing that these alternative solutions to ST reinforces the exploitation and capitalization of the host country’s cultural and environmental products (Duffy, 2002).

According to Font, Higham, Miller & Pourfakhimi (2019), “to consider the impacts requires us to rethink what sustainable tourism offers to sustainable development”, (p. 6). However, principles on how ST can contribute to sustainable development should be enhanced and that draws attention to the guidelines to ST.

**TABLE 2: GENERAL PRINCIPLES AND REQUIREMENTS OF SUSTAINABLE TOURISM DEVELOPMENT**

<ul style="list-style-type: none"> <li>• Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage resources and biodiversity.</li> </ul>
<ul style="list-style-type: none"> <li>• Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.</li> </ul>

- |   |
|---|
| <ul style="list-style-type: none"> <li>• Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.</li> </ul>   |

Source: *Making Tourism More Sustainable – A Guide for Policy Makers*, UNEP and UNWTO, 2005, P.11-12

Given the above, some critical tourism scholars such as Sharpley (2009) and Bramwell and Lane (2005) encourage moving beyond sustainability discussions, while Ruhanen (2013) requests evidence proving the successful implementation of ST principles in practice (Ruhanen, 2013). According to Telfer and Sharpley (2008), ST should be acknowledged as a mechanism to achieve SD with tourism as a means to an end. This section reviewed some literature on sustainable tourism in addition to its principles. The next section will review the role of tourism and the SDGs.

### **2.3.1 The SDGs In Tourism**

Notably, the “declaration of 2017 as the international year of sustainable tourism and the adoption of the sustainable development goals have seemingly brought tourism to the forefront of development even where the SDGs have limited tourism focus” (Siakwah et al., 2019, p.1). Notably, in regard to the ability of the tourism industry to engage with the sustainable development goals, (Siakwah et al., 2019), it is worth to note that the SDGs made no definitive recommendation to tourism; it only makes implied reference to tourism and these goals consists; SDG 8, which focuses on decent work and economic growth; SDG12 on responsible consumption and production; and SDG15, on life on land (Siakwah et al, 2019). Siakwah et al,

(2019) argued that it is not sincere to view tourism as important for achieving just the three of the identified goals.

Notwithstanding, there is limited attention given by tourism sustainability scholars and researchers on sustainable tourism and the SDGs (Bramwell, Higham, Lane & Miller, 2016) which is alarming given the global relevancy of the SDGs and their origin from an internationally recognised organizations (Boluk et al., 2019). Most importantly, the United Nations in the year 2020 has confirmed that most of the goals to eliminate poverty, protect the environment and support well-being by the year 2030 were already taking shape, but the progress made has been stopped and reversed by the COVID-19 pandemic (Nature, July 2020). Evidently, Table 3 depicts the arguments made and it does seem as though knowledge on the SDGs have not reached far. Scheyvens (2018) argues that, it is suitable that tourism geographers consider how to make use of the SDGs to examine the linkages between tourism and sustainable development in different contexts and at varying levels.

Boluk et al., (2017) called for a critical thinking scheme within the tourism system that is inclusive, arguing that, there was a need for knowledge from various global views that are deprived of the existing global perception on capitalism to represent a broader approach to sustainable development in the tourism industry per the Agenda 2030 for Sustainable Development. Boluk, Cavaliere and Higgins-Desbiolles (2019), in examining the SDGs and tourism, have applied a critical lens to the 2030 UNs SDGs, providing ways to critically think through the ability of the SDGs to help transform the tourism industry towards a more acceptable future. Thus, the authors identified six themes serving as a conceptual framework for interrogating the SDG agenda in tourism including “critical tourism scholarship; gender in the sustainable development agenda; engaging with indigenous perspectives and other paradigms;

degrowth and the circular economy; governance and planning and; ethical consumption”(Boluk et al., 2019,p.1).

Regarding tourism in Africa, along with the SDGs, Siakwah et al., (2019) from a Zimbabwean and South African view, indicated that, the challenges to incorporating tourism within the SDG agenda, is due to governance and policy. Taking note of the above, illustrations from various case studies across the tourism sector, including some studies demonstrated in Table 3, also shows that as argued by Dube (2020) that, in as much as there are only three SDGs where tourism was directly related to in the Agenda 2030 document, there have been enthusiastic attempts to present tourism as a potential solution to almost all the 17 SDGs. This makes tourism a significant contributor with requisite tools that can be used to progress the SDGs. “There is an important role academia can play in shaping the debate” of tourism and the sustainable development goal (Dube, 2020, p. 100) but, “there is very little scholarly material generated thus far to inform tourism role players on the role of tourism in achieving the SDGs” (Dube, 2020, p. 90). Meanwhile, in paragraph 131 of the SDG Agenda, “member states encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism which may include creating small- and medium -sized enterprises”(UN, 2020, n.p).

**TABLE 3: TOURISM AND THE SDGs**

Author (s), Year of publication	Title	Geographical context	Methods	Outcomes
Siakwah, Musavengane & Leonard (2019)	Tourism Governance and attainment of the Sustainable Development Goals in Africa	<i>South Africa and Zimbabwe</i>	Comparative case analysis, interview, documents , research papers	“Achieving the SDGs requires collaboration between international actors, governments, the private sector, and locals in an inclusive governance based on justice, inclusion trust and equitable power relations” (p.335)
Michael Hall (2019)	Constructing sustainable tourism development: the 2030 agenda and managerial ecology of sustainable tourism	-	Heterogenous constructionist approach	The study “concluded that a more reflexive understanding of knowledge and management is required to better understand the implications of knowledge circulation and legitimisation and action for sustainable tourism” (p.1044)
Boluk, Cavaliere & Higgins-Desbiolles (2019)	A critical framework for interrogating the United Nations Sustainable Development Goals 2030 Agenda in tourism	International -	Conceptual Paper -	“Offered tools critical for critically thinking through the potential for the SDGs to help shape the tourism industry for more sustainable equitable and just futures. Critical tourism scholarship, gender in sustainable development agenda, engaging with indigenous perspectives and other paradigms, degrowth and the circular economy, governance and planning , and ethical consumption”. (p,847)
Boluk, Cavaliere & Duffy, 2017	A Pedagogical framework for the development of the critical tourism citizen	Canada and the United States -	Empirical Qualitative data from undergraduate students with data generated in a cross-institutional context	The authors proposed “a pedagogical framework that aids critical examination of tourism systems to advance sustainability in relation to the SDGs” (p.865). The authors further mention that the application of the framework may serve to strengthen SDG4 (Quality Education) and empower future decision makers as crucial tourism citizens. The framework strategies included; “critical topics, critical dialogue, critical reflection, critical positionality and critical praxis”.

Khoo-Lattimore , Yang & Je (2019)	Assessing gender representation in knowledge production: a critical analysis of UNWTO's planned events	-	Critical feminist content analysis with a qualitative design	The findings shows that “even for an organization that pledged gender equality, there is a significant marginalization of gender in the majority of there main events in 2017. Furthermore, the study “identifies the notion of femwahing and proposes a conceptual framework of tourism knowledge production” (p.920).
Kumi Kato (2019)	Gender and sustainability - exploring ways of knowing -an Ecohumanities perspective	Japan	Qualitative approach: Eco humanities of knowing . Ethnographic fieldwork with method such as direct participant observation and semi-structured interviews.	The findings of this study indicates that “sustainability agenda can be advanced by challenging hierarchical systems of knowledge and valuing alternative ways of knowing, in this case women’s knowledges” (p.939).
Cotterell, Hales, Arcodia & Ferrwira (2019)	Overcommitted to tourism and under committed to sustainability: the urgency of teaching “strong sustainability” in tourism	-	Content analysis	“Results indicate that sustainable tourism courses do not include very strong conceptualisations of sustainability, and that sustainability pedagogy and approaches such as systems and holistic thinking are not widely used” (p. 882).
Pena Sanchez, Ruiz-Chico, Jimenez-Garcia, Lopez-Sanchez (2020)	Tourism and the SDGs: An analysis of economic growth, decent employment, gender equality in the European union (2009-2018)	European Union	Exploratory analysis	“In general, the Eastern countries of the EU-28 show better values for SDG(8)and SDG(5) with respect to both employment and the wage gap. However, these countries have lower GDP-weighted remunerations , which can become an opportunity to obtain higher shares of tourism activity within the EU”(p.1).
Ferguson & Alarcon (2015)	Gender and Sustainable tourism: Reflections on theory and practice	-	Feminist structure of reflexivity; Case Study	The authors argue that “there is a substantive work to be done for gender to be integrated into the theory and practice of sustainable tourism offering” (p.401).
Ngoni Courage Shereni (2019).	The tourism sharing economy and sustainability in developing countries: contribution to SDGs in the hospitality sector	Developing countries	Literature review based on existing studies	“Sharing economy is still in its infancy in sub-Saharan African countries. The extant literature points to the fact that accommodation sharing can contribute to eight of the SDGs, namely 1, 4, 8, 9, 11,12,13 and 16” (n. p).

Kaitano Dube (2020)	Tourism and sustainable development goals in the African context	<i>Zimbabwe, Mozambique and South Africa</i>	Case studies were evaluated using primary and secondary data of analysis of relevant authoritative records such as UN voluntary National reviews reports , tourism company reports and relevant literature from the SADC region from southern African regions	“Given the nature and scope of the industry, tourism has the critical interest in the meeting of SDGs as an environmentally sensitive industry. for tourism to be an effective vehicle for achieving SDGs, there is a need for a collaborative approach that includes various stakeholders, including academics, as the issue of SDGs is not well understood amongst tourism stakeholders, which reduces the impetus and attainment of the global goals” (p. 88)
Kaitano, Nhamo & Mearns (2020)	& Beyond’s Response to the twin challenges of pollution and climate change in the context of SDGs	<i>South Africa</i>	Mixed Methods in sustainable tourism Research	This study showed “how a tourism company (&Beyond) is contributing to sustainably managing oceans in response to a cluster of the Sustainable Development Goals (SDGs), amongst them SDGs 12, 13, 14 and 17” (p. 1)
Dolezal & Miezelyte (2020)	Volunteer tourists and the SDGs in Bali Agents of development or redundant holiday makers	Bali	Drawing on ethnographic data gathered in a volunteer project teaching English in the north of Bali	Lack of needed skills and feeling of uselessness on volunteers part, expectations that are set too high through marketing, a lack of coordination , and the fact that the project do not focus on the marginalized. There re also indications that volunteer tourism holds strong potential to put the SDGs universality into practice , and hence dissolve some binaries between North and South , and rich and poor.
Agboeze & Nwankwo (2018)	Actualizing Sustainable Development Goal 11 in rural Nigeria : The role of adult literacy education and tourism development.	<i>Rural Nigeria</i>	Yaro Yamane formula was used in downsizing the huge study population to 399 rural adults	Adult Literacy Education and Tourism Development instruments among others will to a greater extent contribute to the actualization of SDG-11 in rural Nigeria by 2030.
Carius & Job (2019)	Community involvement and tourism revenue sharing as contributing factors to the UN Sustainable Development Goals in Jozani-Chwaka	Zanibar	Case Study	“Structures and processes qualify as good governance. Locals identified many tangible and intangible benefits from the PA to their communities, ranging from direct employment, social capital development to ecosystem services capital development to ecosystem services. Nature conservation, mainly through shared

	Bay National Park and Biosphere Reserve, Zanibar			tourism revenues, contributes to all 17 United Nations Sustainable Development Goals (SDGs) in multiple ways. Benefit sharing mitigated land use conflicts, increased residents' acceptance of nature conservation and reduced pressures on ecosystems”(p. 826).
Scheyvens & Hughes (2019)	Can tourism help to “end poverty in all its forms everywhere” ? the challenge of tourism addressing SDG1	Fiji	-	There is the “need to shift the focus beyond how tourism can foster economic growth, provide jobs and income, to considering sociopolitical aspects of poverty and how structural inequalities are impeding people’s development” (p.1061).
Alarcon & Cole, (2019)	No sustainability for tourism without gender equality	-	Experiences of participatory, firsthand practical theory research , grounded in field work	“Without tackling gender equality in a meaningful and substantive way, tourism’s potential to contribute to the SDGs will be reduced and sustainable tourism will remain an elusive “pot of Gold”” (p. 903).
Lyon & Hunter-Jones (2019)	Critical Discourse analysis and the questioning of dominant, hegemonic discourses of sustainable tourism in the Waterberg Biosphere Reserve, South Africa	<i>South Africa</i>	Critical discourse analysis:	This study examined “three SDGs in particular: discourses surrounding SDG 4 (quality education), SDG 8( decent work and economic growth), and SDG 15 (life on land) Neoliberal discourses linked to the economy, the environment, and a sustaining of the tourism industry through top-down planning and unequal power distributions emerged. CDA applications which explore SDGs by listening to the voices of the poor are suggested as one avenue for further research” (p. 974).



The above table establishes there has been limited literature on the direct engagement of tourism with the SDGs. However, Table 3 draws our attention to a scholarly interest in sustainability in a developing context and specifically a few African countries. Yet, no research has been carried out on tourism and the SDGs in Ghana. Therefore this study contributes to literature on tourism sustainability and the SDGs in Ghana.

The first body of literature explored sustainability and the sustainable development goals and their application/consideration in tourism. The next body of literature will emphasize social entrepreneurship , as a way of engaging with sustainable tourism and the sustainable development goals.

## **2.4 Entrepreneurship**

### **2.4.0 Introduction**

This section is intended to identify how social entrepreneurship contributes to sustainable tourism efforts and progressing the United Nations Sustainable Development Goals. This section will begin with exploring the concept of entrepreneurship, Social Entrepreneurship, the motivation of Social Entrepreneurs, Critiques of Social Entrepreneurship. Tourism Social Entrepreneurship, Community and Tourism Social Entrepreneurship, The impacts of Tourism Social Entrepreneurs, Challenging Capitalism with TSE, Barriers faced by Tourism Social Entrepreneurs and finally, Tourism Social Entrepreneurship and the Sustainable Development Goals.

### **2.4.1 Entrepreneurship**

According to Roberts and Woods (2005), the origins of the word entrepreneurship stems from the French word *entreprendre* which means “to take into ones own hands’ (p.46). In simple terms, entrepreneurship is commonly associated with an entrepreneur initiating a business (Dees, 1998). However, Dees (1998) critiques that this perception of who an entrepreneur is, tends to be

“a very loose application of a term that has rich history and a much more significant meaning” (p.1). Jean Baptiste Say, the economist is attributed to giving relevance to the entrepreneurship concept (Dees, 1998). An entrepreneur, therefore, is “ a person who shifts economic resources out of an area of lower productivity and into an area of higher productivity and greater yield” (Dees 1998, p.1). In the 20<sup>th</sup> Century, another economist, Joseph Schumpeter, described entrepreneurs as the change agents in the economy, by providing service to the new markets or through innovation, progress the economy (Dees, 1998). With this said, “the Say-Schumpeter tradition identifies that entrepreneurs as the catalysts and innovators behind economic progress and this has served as the foundation for the contemporary use of this concept” (Dees1998, p.2).

Based on recent theories of entrepreneurship, writers such as the economist, Peter Drucker have propounded multiple and exclusive entrepreneurship theories, given that, writers stay loyal to the Say-Schumpeter practice, while providing a variation on the entrepreneurial concept (Dees, 1998). Peter Drucker, as mentioned earlier, adopts Say’s description of who an entrepreneur is “ a person who shifts economic resources out of an area of lower and into an area of higher productivity and greater yield” (Dees,1998, p. 3).

Peter Drucker asserts that entrepreneurs should not necessarily cause change, instead he perceives entrepreneurs should take ‘opportunities’ that are created by change in technology advancement, consumerism, societal values, etc. (Dess, 1998). According to Dees (1998) the entrepreneurs continually seeks out change, reacts to that change and further exploits it as an ‘opportunity’. In terms of entrepreneurship, an ‘opportunity’ seemingly is a situation that needs the intervention of an entrepreneur in terms of production (Dees, 2008). Martin and Osberg (2007) explain why these situations are ‘opportunities’ acknowledging that, these happenings enable the entrepreneurs to create something new to solve the existing problem. The authors

further write that, once the entrepreneur is inspired by the opportunity, the entrepreneur further takes direct action to intervene or try to convince somebody else to solve the problem (Martin & Osberg, 2007). Contemporary issues such as poverty, hunger, inequalities, unemployment, leakages, just to mention a few, necessitates an emphasis on the social aspect of entrepreneurship. This section reviewed the definition of entrepreneurship together with the opportunity concept. The next section reviews the definition of social entrepreneurship.

## **2.5 Social Entrepreneurship (SE)**

### **2.5.0 Introduction**

This section is intended to identify the social aspect of entrepreneurship. This section will begin by exploring the social entrepreneurship concept with some definitions, followed with some critiques of social entrepreneurship, the roles and motivation of social entrepreneurs and conclude with social entrepreneurship and the sustainable development goals.

### **2.5.1 Social Entrepreneurship**

Globally, “socially conscious individuals have introduced and applied innovative business models to address social problems previously overlooked by business, governmental and non-governmental organizations” (Zahra et al., 2009, p.520). SE plays a significant role in improving unfavourable social conditions, most importantly in underdeveloped and developing nations, experiencing resource limitations and depravities (Prahalad, 2005). For example, most regimes including that of the United States, have radically cut centralized expenditure on social services such as education and societal needs, creating a need and opportunity for entrepreneurial activities to mobilize funds to progress social needs (Zahra et al., 2009). Also “the global movement toward privatisation and marketization has also profoundly influenced not-for-profit organisations and NGOs, pressuring them to address the gaps left in the provision of social services” (Zahra et al., 2009, p. 520). Thus, research in the area of SE is developing (Sheldon et

al., 2017) but, “a working definition for SE brings meaning, draws boundaries and clarifies distinctions” (Roberts & Woods, 2005, p.1). Moreover, misperception and ambiguity are always attached to what SE exactly is and how it operates (Abu-Saifan, 2012). A research identified twenty definitions of SE (Zahra et al. 2009), whereas others identified thirty-seven definitions (Dacin et al., 2011) but then again, these were typically not determined by theory, but rather practice (Mair & Marti, 2006). Ostensibly, it seems as though; the conceptualization of SE is dependent on the context in which it is applied. For instance, SE is termed community interest company (CIC) in the United Kingdom, whereas in the U.S.A, it is recognized as a low-profit limited liability (Lombardi, 2017). It has been decided by the Canadian government that any organisation that extends more than fifty percent of their proceeds for a socio-environmental cause can legitimately be recognised as SE (Lombardi, 2017).

While researchers are yet to decide on “one single definition, it is accepted that social entrepreneurship (SE) is “an innovative, social value-creating activity, that can occur within or across the non-profit, business or government sector” (Austin, Stevenson, & Wei-Skillern, 2006, p.2). This means that SE may consciously pursue both social and economic objectives. Building on this definition, Bacq and Janssen (2011), also defined the concept “as the process of identifying, evaluating and exploiting opportunities aiming at social value creation by means of commercial, market-based activities and of the use of a wide range of resources” (p.388). However, one of the most popular and widely adopted definitions of social entrepreneurship is presented by Dees (1998) as the process of

“ adopting a mission to create and sustain social value (not just private value), recognizing and relentlessly pursuing new opportunities to serve that mission, engaging in a process of continuous innovation,

adaptation, and learning, acting boldly without being limited by resources currently in hand, and exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created” (p. 4).

According to Boluk (2011), SE “is an emerging theme of inquiry in contemporary business, entrepreneurship, marketing and ethics literature” (p.20). Roberts & Woods (2005) argued that SE could be based on the procedure that is applied in creating value or on the end results that are achieved through the process of creating value. Thus, the idea of SE is ready for a fixed definition. In sum, Desa (2007) grouped the existing SE research into four major sections including:

- scholarships that tries to describe the SE field and distinguish it as an exclusive field of study.
- scholarships that examines the environment with limited resource in which SE function.
- scholarships that explores SE institutions,
- scholarships that examines the value creation determinants for SE

This section explored SE along with some definitions. The next section will review critiques of SE.

### **2.5.2 Critiques to Social Entrepreneurship**

Undoubtedly, SE has attracted a range of criticisms. Such critiques ranges from the epistemological perspective of the concept, the definitional puzzle and the motivational traits of SEs and the theoretical derivation of the concept. These will be discussed briefly below.

Dacin et al. (2011) challenged that much of the literature on SE place focus on specific SEs and tend to describe these persons as heroes, while regarding to their mission and motives, they lean towards fundamental expectation that these SEs will somehow save the world. The authors perceive this assumption as misleading because it confuses the abilities, motivation and

interest of SEs (Dacin et al., 2011). Based on the heroic characteristic of SEs, Boluk and Mottiar (2014) identified similar critique in their study. The authors argued that “currently, the literature on SE depicts individuals as virtuous and practically heroic in character”(p.2), and despite the fact that the TSEs are creating meaningful impacts in the society, they are also motivated by their interest along with achievements (Mottiar & Boluk, 2014). To confirm this critique, the authors in their study identified other motivations far from the heroic nature of SEs, and these were; “lifestyle motives, receiving acknowledgement and generating profit” (Boluk & Mottiar, 2014, p. 2).

Forouharfar, Rowshan & Salarzahi (2018) further critiqued SE from an “epistemological perspective as being “amid arid land of theories and suffers under-theorizing which could be inherently stemmed from its diversely proposed definitions” (p.1). The authors argued that “current loose definitions of SE have shaped a conundrum which is going to reveal itself not only in SE theorizing but also in SE practicing; especially in SE policy and decision making by either public or private, local or international organizations active in SE promotion” (Forouharfar et al., 2018, p.2). This is bound to challenge the validity of the SE scholarship (Forouharfar et al., 2018). Furthermore, the authors cited a vivid example of this SE definitional controversy as in the case of the Asia Policy Dialogue (APD) that took place on November 18, 2016 in Myanmar which attracted lots of attention (Forouharfar et al, 2018). How to define a social enterprise and its corresponding concepts was the basis for this controversy (Forouharfar et al., 2018). On the one hand, some believed that it can be described with its for-profit characteristic with a focus on revenue that will help facilitate social abilities and also provide a sort of motivation for founders as well as future investors (Forouharfar et al., 2018). On the other hand, there were the proponents who suggested that the definition of SE should be limited from

reaping benefits from their endeavours, and further stated that the responsibility of the social enterprise is to generate profit not for individuals but for the community, whereby all profits accrued should be pushed back into the enterprise (Forouharfar et al., 2018).

Lastly, Arend (2013) critiqued the social entrepreneur as an integral agent and suggested that broad theories of SE and groups can assist to come up with an absolute theory of SE. However, Grimes et al., (2013) “argue that in order to fully understand embedded agency, SE scholars must start examining the environmental and market conditions that give rise to a particular social entrepreneurial opportunities” (p.461). Considering critiques of the SE is very important but, it is also vital to consider its main aim, which is to create social value. This section was explored some critiques of SE. The next section will explore the roles and motivations of social entrepreneurs.

### **2.5.3 Roles and Motivations of Social Entrepreneurs (SEs)**

The description of who a social entrepreneur is, according to Dees (1998), identify some roles they play including; change agents who create and sustain social value, entrepreneurs who relentlessly pursue new opportunities and serve a social mission, entrepreneurs who continually innovate, adapt and learn, and also “exhibit heightened accountability” (p.4). Ensuring well-being (Perrini, 2006) by prioritizing social impacts (Mottiar et al., 2018) tend to be major roles that SEs play. However, a cross-case study conducted by Mottiar et al. (2018) “revealed the important roles of SEs in terms of identifying opportunities, acting as a catalyst for action, and being network architects” (p.87).

Beside the roles, identified earlier and regarding especially the opportunistic role, Zahra et al., (2009) identified SEs based on how they discover these social opportunities, including; Social Bricoleur, Social Constructionists Entrepreneurs or Social Engineers. Social Bricoleurs

are described as SEs who “usually focus on discovering and addressing small-scale local social needs” (Zahra et al., 2009, p. 2). According to Day and Mody (2017), “bricoleurs use what is “at hand”, in this case, to address social issues, tend to work on a small scale with limited resources” (p.65). This means that, the ability of the bricoleurs to impact socially issues tend to be on a local basis (Day & Mody, 2017). Jointly, the acts of the Social Bricoleur leads to maintaining social harmony in the midst of social glitches (Zahra et al., 2009). However, “the limited resources and expertise they possess limit their ability to address other needs or expand geographically”(Zahra et al., 2009, p.523).

Secondly, another type of SEs identified is the Social Constructionist Entrepreneur, who “build and operate alternative structures to provide goods and services addressing social needs that governments, agencies and businesses cannot” (Zahra et al., 2009, p. 523). According to Day and Mody (2017) “while traditional entrepreneurs exploit market opportunity for profit, Zahra suggested social constructionist entrepreneurs create social wealth, build capacity, and create networks of knowledge to overcome market failures” (p. 65). They also restore the societal structure where it does not function, challenge societal problems established societal construct, and help maintain social peace, however, they need to acquire financial and human resources such as professional volunteers and employees that will aid them with their social mission (Zahra et al., 2009).

Lastly, the Social Engineers also operate on larger schemes and come up with new and more efficient “social systems, designed to replace existing systems” (Day & Mody, 2017, p.66). In other words, they “rip apart existing social structures and replace them with new ones”, while being a representative of a vital influence for societal transformation in the midst of established bindings (Zahra et al., 2009, p. 5). However, according to Zahra et al., (2009), these SEs are



primarily regarded as unlawful by existing parties that see them as intimidations which bring surveillance and try to challenge the skill of Social Engineers to bring about transformation. Thus, “this illegitimacy will inhibit the ability to raise financial and human resources from traditional sources and as a consequence” (Zahra et al., p. 5).

Based on the motivation of SEs, Dees (2007) acknowledged that the motivational characteristics of SEs such as compassion has received substantial recognition from SE researchers. However, in their quest to find other reasons for engaging in their social enterprise apart from creating social value, Boluk and Mottiar’s (2014) empirical data uncovered that SEs espouse “additional motivations with respect to their business ventures including lifestyle motives, receiving acknowledgement, and generating profit” (p.53). According to Boluk and Mottiar (2014), the focus on solving social issues has become the focus in every SE study. Similarly, Driver (2012) argued that SE is not just about doing good as many think but it is also about making profit which enhances value creation. For this reason, we distinguish between entrepreneurs and SEs based on their profit and social motives (Boluk & Mottiar, 2014), and “such discussion regarding profit generation is where the separation between commercial entrepreneurship and SE becomes grey” (Boluk, 2011, p. 202). For example Abu-Saifan (2012) perceives SEs through the lens of their mission and profit growth. The author differentiated between traditional and social entrepreneurs, along with identifying what characteristics both have in common (Abu-Saifan , 2012). See Table 2.

**TABLE 4: CHARACTERISTICS OF PROFIT-ORIENTED ENTREPRENEURS AND SOCIAL ENTREPRENEURS.**

Unique characteristics of profit-oriented entrepreneur	Unique characteristics of social entrepreneur	Characteristics common to both types
<ul style="list-style-type: none"> <li>▪ High achiever</li> <li>▪ Risk bearer</li> <li>▪ Organizer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mission Leader</li> <li>▪ Emotionally Charged</li> <li>▪ Change Agent</li> </ul>	<ul style="list-style-type: none"> <li>▪ Innovator</li> <li>▪ Dedicated</li> <li>▪ Initiative Taker</li> </ul>

<ul style="list-style-type: none"> <li>▪ Strategic thinker</li> <li>▪ Value creator</li> <li>▪ Holistic</li> <li>▪ Arbitrageur</li> </ul>	<ul style="list-style-type: none"> <li>▪ Opinion Leader</li> <li>▪ Social Value Creator</li> <li>▪ Socially Alert</li> <li>▪ Manager</li> <li>▪ Visionary</li> <li>▪ Highly Accountable</li> </ul>	<ul style="list-style-type: none"> <li>▪ Leader</li> <li>▪ Opportunity Alert</li> <li>▪ Persistent</li> <li>▪ Committed</li> </ul>
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**Source: Abu-Saifan (2012, p.25)**

This section explored social entrepreneurship concept with some definitions. The critiques of social entrepreneurship were also explored. This section was concluded with the roles and motivations of social entrepreneurs identified some roles and motivations and characteristics of SEs and opportunities for further examinations. The next section will explore the social entrepreneurship and the Sustainable development goals.

#### **2.5.4 Social Entrepreneurship and the SDGs**

Having known what both social entrepreneurship and the sustainable development goals are, examining the relationship between the two concept is necessary. Most importantly, researchers both outside and inside the UN are questioning whether the goals are fit for the post COVID-19 pandemic age, but the fact is that, the SDGs ambition is as important as ever, but fresh thinking is needed on the best ways to achieve them (Nature, July 2020). As would be expected, given the relatively developing nature of SE and five years into the SDGs, literature is still limited on how social entrepreneurship is helping achieve the SDGs. But, some examples can be identified. For example, Wanyama (2015) explores the ability for companies to make an effort in achieving the SDGs, especially, SDG8: Decent work and economic growth, as similar to Gicheru (2016), who had the same aim. Additionally, Ramani, SadreGhazi & Gupta (2017) in their study acknowledged SEs engagement with SDG6; Clean water and Sanitation, with India as their context. Finally, Rhadari, Sepasi & Moradi (2016), applying the Schumpeter's theory, campaigned for understanding of the SDGs with social enterprises and SE. Additionally, Social

Enterprise UK have provided some efforts explaining the potential of social enterprise to engage with the SDGs by stating that “for the important role that social enterprises and businesses with a social purpose can play in driving sustainable and inclusive development, tackling inequality, and helping to address some of the biggest challenges targeted by the Sustainable Development Goals” (Social Enterprise UK, 2015, p. 4). While these practitioners works call for more efforts to be put in SE and most of the time sends out motivational reasons behind SE practices, there is still more work to be done in the academic arena on SE and the SDGs. This section briefly reviewed literature on social entrepreneurship and the SDGs. The next section will examine tourism social entrepreneurship.

## **2.6 Tourism Social Entrepreneurship (TSE)**

### **2.6.0 Introduction**

This section is intended to take this study further by applying the concept of social entrepreneurship to tourism. This section will begin by exploring the tourism social entrepreneurship concept, challenging capitalism with tourism social entrepreneurship, tourism social entrepreneurship and sustainable tourism, identifying the gaps between tourism social entrepreneurship and sustainable tourism; tourism social entrepreneurship and the Sustainable Development Goals, with identified gaps; impacts of tourism social entrepreneurship on sustainable tourism and the sustainable development goals; the relationship between community and tourism social entrepreneurship and then conclude with barriers faced by tourism social entrepreneurs.

### **2.6.1 Tourism Social Entrepreneurship (TSE)**

“Research on SEs has gained traction among a variety of business fields, yet interest among tourism scholars has been slow to develop” (Mottiar et al., 2018, p.78). Recently the inclusion of tourism, which is also termed tourism social entrepreneurship (TSE) has been up

and coming because tourism is among the first industries to inculcate SD in its agenda (Sloan, Legrand, & Simons-Kaufmann, 2014; von der Weppen & Cochrane, 2012). While the scholarship has yet to agree on one single definition of tourism social entrepreneurship (Boluk, 2011, p. 200), it is accepted that TSE is “ a process that uses tourism to create innovative solutions to immediate social, environmental and economic problems in destinations by mobilizing the ideas, capacities, resources and social agreements, from within or outside the destination, required for its sustainable social transformation” (Sheldon et al., 2017, p.7). As such, TSE is “a market-driven approach for addressing social problems through tourism entrepreneurship, while proactively minimising the negative impacts and externalities that the industry may provide for the sustainable development of local communities”(Aquino et al., 2018, p. 2). The above definitions make TSE “uniquely defined in that it is operationalized in a tourism destination (local, regional or national, or two or more in collaboration) with a primary mission to enhance the destination’s environmental, social and economic fabric”(Sheldon et al., 2017,p.6). The questionable practices in the tourism industry worldwide draws attention for sustainability concern (Mottiar et al., 2018), as discussed in the previous section 2.3.1. Thus, sustainability discussion in tourism highlight chances for thinking about the role of social entrepreneurs (Ergul & Johnson, 2011). TSEs are found to function within multiple brands such as eco-tourism, responsible tourism , sustainable tourism, geo-tourism, green tourism, good tourism, and fair tourism (Sheldon et al., 2017). TSEs according to Sheldon et al., (2017, p. 10-11), can:

- “Improve and increase the positive net impact of tourism to host communities”
- Change “the nature of employment dramatically- albeit for a smaller number of employees”
- solve issues “such as waste food management , recycling operations, water cleaning and renewable energy projects”

- Provide opportunities for local community members to create tours and souvenirs for tourists “using materials and suppliers procured from local sources; creation of niche experiences that engage visitors in local cultural, social, environmental and political issues”
- As input cost of food, water, and energy climb, TSEs “could provide resilient and viable ways of sustaining local economies”.

The involvement of TSEs in creating these impacts contributes to tourism sustainability however, according Boluk (2011), to date, there has been minimal exploration of the notion of SE in the discipline of tourism (Boluk, 2011) and how tourism social entrepreneurs are making these impacts. This section identified some definitions TSE. The next section will explore challenging capitalism with tourism social entrepreneurship.

### **2.6.2 Challenging Capitalism with TSE**

Thus, Porter and Kramer (2011) acknowledged that, the capitalist system is a major problem and in recent years, businesses have increasingly been the main socio-economic and environmental cause of problems befalling societies now because, producers are just concerned about their profit interests with no regard for those who suffer the consequences of their actions. The authors posed a question as to “how else could companies overlook the well-being of their customers, the depletion of natural resources vital to their businesses, the viability of key suppliers, or the economic distress of the communities in which they produce and sell” (Porter and Kramer 2011, p. 4).

According to Driver (2012), it is important to explore SE as a provisional vehicle toward achieving a new capitalism. This means that a moral, caring turn is taking hold as stated by Sheldon et al., (2017), and now even in the millennial era, most young people are sorting to engaging mostly in the social aspect of entrepreneurship (Sheldon, Pollock and Daniele, 2017) . For this reason, SE has been branded “ caring capitalism” due to its engagement with achieving societal aims in a capitalistic market (Hibbert et al, 2005). However, Driver (2011) cautions that

“SE is not the end of the journey toward positive social change rather, the crucial beginning of a much needed larger transformation of what we understand to be capitalism today” (p.422).

According to Aquino et al., (2018), SE counters market failures related to the undesirable cost that traditional entrepreneurship brings to society while Newbert & Hill (2014) acknowledged that SE will minimize the negative effects or externalities that traditional businesses can bring about. “More fundamentally, current discussions of SE appear consistent with, and form part of a broader movement gaining momentum in contemporary market economies, one demanding a more ethical and socially inclusive capitalism” (Dacin et al, 2011, p.2). In the case of tourism (Aquino et al., 2018), traditional tourism entrepreneurship tends to follow the capitalist approach, becoming excessively profit-oriented, and disregarding the social aspects of doing businesses that may in turn produce additional disadvantages to disadvantaged communities (Brookes, Altinay, & Ringham, 2014). According to Boluk; (2011) and Dredge (2017), this challenge stems out from the neoliberal approach employed in tourism development, which often draws the attention of external source market to exploit local resources for their profit -driven interest which may deprive the local population access to these assets. Evidence of the role TSE in challenging capitalism is marked in Boluk’s (2011) research. For example, one of her SE informants responded to a question regarding if there were specific models they attempted to emulate in the creation of their business that his desire was “to create a benign business within the capitalist structure” (p. 205). Accordingly, through social value creation and bringing about societal change at large, SE practiced in tourism has the potential to counter negative externalities (Altinay et al., 2016’ Sheldon et al., 2017). Thus, TSE is “proposed as a need, an opportunity, and a timely strategy for dealing with the injustices of tourism, and a response to the capitalist destination development strategies that most governments adopt”

(Aquino et al., p.5). This section briefly capitalism and how SE and TSE challenges capitalism. The next section will emphasize on the barriers faced by Tourism social entrepreneurs.

### **2.6.3 Tourism Social Entrepreneurship and Tourism Sustainability**

“While one goal of sustainable tourism is the reduction or elimination of negative social impacts on communities, this is not enough for a business to be considered a socially entrepreneurial venture; tourism enterprises must go beyond mitigation of negative social consequences and create social value” (Buzinde et al., 2017, p. 25). Yet, “while the focus in the literature is on sustainable practices, introducing social entrepreneurs into the debate provides another avenue of discussion; that of individuals who are specifically motivated by sustainability” (Mottiar & Boluk, 2017, p.123).

**TABLE 5: IS A REPRESENTATION OF HOW TOURISM SOCIAL ENTREPRENEURS ARE ENGAGING WITH TOURISM SUSTAINABILITY**

<b>AUTHORS/YEAR</b>	<b>RESEARCH AIM</b>	<b>CONTEXT</b>	<b>METHODS</b>	<b>KEY FINDINGS</b>
Aquino, Luck & Schanzel (2018)	Due to the “limited understanding of how TSE can be a catalyst for sustainable community development, the purpose is to address this gap in knowledge by conceptualising TSE as a more holistic strategy for sustainable community development” (p. 1).	-	-	Addressed “lack of theoretical understanding of TSE as part of responding to the call for developing community-based social innovations through tourism” (p. 15).
DeLange & Dodds (2017)	"explore the link between social entrepreneurship and sustainable tourism and to examine the Canadian context in this regard" (p.1)	Canada	Case study: Review of related literature	“There are limited showcased hospitality and tourism social entrepreneurship projects in Canada”. Assumptions: “Lack of hospitality and tourism social entrepreneurship projects and/ or hospitality and tourism social entrepreneurship projects and / or businesses are not recognized and /or there is a lack of awareness of them (p. 1-2)
Laeis & Lamke (2016)	“Analyse the dynamic interactions between SEs, destination communities’ livelihood assets, and related institutions and organisations” (p.2).	Grootbos Foundation South Africa	Qualitative case study: Participatory action research , interviews, site observations	The authors identified some challenging factors that hindered the Growing the future initiative : these included the overreliance on external source of funding, conflicting vision, as well as imbalances among stakeholders .
Zhang & Swanson (2014)	Propose a process model that links SE and sustainability (p.176)	-	-	SEs should develop a SE orientation. The “mission adaptation is a way for social entrepreneurial organization to stay relevant and up-to-date” (p.187)
Altinay, Sigala, & Waligo (2016)	“Identify the resource needs of a tourism social enterprise and evaluate the means by which these resources are mobilised” (p.404).	Guludo Beach Lodge (Mozambique)	Qualitative case study: Interviews	The involvements of stakeholders, along with cooperation and networking are considered vital strategies for empowering communities as well as mobilizing resources for TSE



Ergul and Johnson (2011)	To establish some further details of social entrepreneurship within the tourism and hospitality industries	Individual hotel developer, a general manager of an international chain hotel, the founder of a non-profit organization and an individual restaurant developer / consultant	Exploratory Qualitative research technique: Semi - structured Interviews	SE was tied with sustainability and better environmental practices. Identification of financial and non-financial returns derived from SE projects. Some of the real and perceived costs of implementing SE projects were that the projects were seen as expensive to do.
Iakovleva, Bay-Larsen, Kharitonova & Didyk (2012)	To use “an institutional profile model with three dimensions; regulatory, cognitive, and normative to study the countries’ institutional profiles” (p.433).	Protected areas in northern Norway and northeast Russia	Qualitative interviews	“regulation of protected areas, legislation, and government programmes play an important part in the development of sustainable nature-based tourism in both countries. In addition, cognitive and normative aspects are important, particularly in relation to competencies and skills of entrepreneurs and authorities, education, development of business concepts, and nature protection” (p. 433).
Dredge (2017)	“To examine the characteristics of supportive institutional and policy environments for tourism social entrepreneurship” (p.35)	-	-	“Even though governments do not possess unilateral power to drive transformational social change, they have considerable opportunity to create the conditions whereby tourism social entrepreneurship can flourish” (p. 51)
Sloan, Legrand & Simons-Kaufmann (2014)	“Report on preliminary research conducted in seven sustainable hospitality and tourism operations set in developing economies which use the principles of social entrepreneurship” (p.55).	“Rainforest expedition lodges, Peru. Periyar Tiger Reserve Lodges, India. Roteiros de Charme Hotel association, Brazil. Turtle conservation Project Village , Sri Lanka. Uakari Lodge, Amazon, Brazil The Racha Hotel, Thailand Thimp Tourist Center, Bhutan Social entrepreneur” (p.55)	Online contacts were made with selected destinations.	“positive effects of employing local indigenous people in these projects far outweigh some negative aspects. Employment possibilities leading to improved living standards have resulted in each case. Local cultural traditions have been maintained and only in a few cases were examples of the negative effects of tourism reported” (p.51)

Boluk (2011a)	Critical review of FTSA “from the producers perspective whether FTSA has created value for impoverished black communities along the Eastern Cape” (p. 237)	Eastern Cape South Africa	Case Study: In-depth semi structured interviews	FTSA “businesses are indeed prioritizing the needs of the poor in three identifiable ways; including the poor in tourism decision-making , creating employment opportunities and stimulating entrepreneurship and providing skilful opportunities”(p.273)
Boluk (2011c)	“To seek information regarding entrepreneurial stimuli for involvement in social action, through FTSA membership and to investigate FTSA members’ micro and macro discourses that inform their actions and behaviours” (p. 199)	South Africa	Critical discourse analysis	“The study contributed to the theoretical discussion on social entrepreneurs in the tourism literature and Fair Trade Tourism South Africa(FTSA). More generally, it contributed to the limited empirical studies investigating both concepts’ (p. 210)
Boluk & Mottiar (2014)	“To empirically investigate the additional motives, aside from the social interests that motivate social entrepreneurs” (p.53)	South Africa and Ireland	Qualitative Content analysis	“Informants do have additional motivations with respect to their business ventures including lifestyle motives, receiving acknowledgement and generating profit” (p.53)
Kline, Boluk & Shah (2017)	“Contribute to the limited research on social entrepreneurs in food-related tourism ventures” (p.135).	North Carolina	Four Semi-Structured interviews	“Food entrepreneurs are consciously focused on value creation by giving farmers a voice, providing healthy alternatives, providing education, minimizing environmental impacts , and striving to foster community. Leveraging networks was identified as a key strategy by the Social Entrepreneurs” (p.135)
Dzisi & Otsyina (2014)	“Aims at researching social entrepreneurship within the hospitality industry in Ghana” (p.233)	Twenty hotel owners in Ghana	Qualitative research approach: Face to face , in-depth Interviews	“Social entrepreneurs have initiated many social development al projects in their communities such as provision of social amenities, educational sponsorship, and contribution to quality healthcare and donation to the needy” (p.233)
Murphy, Teo, Murphy & Lui (2017)	The BEST Society: From Charity to Social Entrepreneurship	Multi-award winning Malaysian non-	Case Study	“Simply giving charity creates dependency, a non-sustainable and temporary patch that tends to make the recipients worse off than receiving

		governmental Organization (NGO).		no charity. BEST has shifted from giving charity to developing social entrepreneurs, who create and sustain both social and private value. Borneo Ecotourism Solutions and Technology (BEST) worked successfully with rural Sabah communities to develop social entrepreneurship projects. The projects created entrepreneurs, addressed social issues and reduced the locals relying and depending on charity “(p. 237)
Els & Kane (2017)	To seek to “critically explain the optimal conditions that enable social enterprise activities to materialize, grow and blossom into sustainable organisations” (p.251)	Danube Delta region of Romania	In-depth interviews	Rowmania’ shows what can be done by an entrepreneur willing to take risks yet unwilling to damage their environment or people. And the social enterprise offers a way forward to square the circle of economic development which does not destroy what it exploits but rather develops and sustains the natural world and its local communities” (p.262)

#### **2.6.4 Identifying Gaps in Literature**

Looking beyond the SE field, determining where TSE currently is, especially regarding its contribution to sustainable tourism is important. Evidently, based on Table 5, TSE depicts some headway in exploring social entrepreneurship in tourism sustainability. Researchers are clearly pushing forward toward sustainability as depicted but, as may be expected, academic literature examining sustainable tourism with tourism social entrepreneurship is broadly still limited. Notably, DeLange and Dodds's (2017) study on increasing sustainable tourism through social entrepreneurship was the first to explore the potential of SE's to contribute to tourism's sustainability. Mottiar and Boluk (2017), also explored ways in which SEs fits in the tourism discourse, while Day and Mody (2017) through their conceptual framework explored social entrepreneurship typologies and tourism. While these contribute to how tourism social entrepreneurs can suggests ways in which tourism can help in solving world's societal problems (Sheldon et al., 2017), Daniele and Quezada's (2017) exploration on the business models for social entrepreneurship on the different tourism social entrepreneurship models aimed to provide different types of socio-economic and environmental benefits in various situations (Sheldon et al., 2017). "To date, there is limited understanding of how TSEs can be catalyst for sustainable community development" (Aquino et al., 2018, p.23). This current research makes contribution to literature on how tourism social entrepreneurs are engaging and contributing sustainable tourism. This section explored the gaps between tourism social entrepreneurs and along with their engagement with sustainability. The next section will explore tourism social entrepreneurship and the Sustainable Development Goals.

#### **2.6.5 Tourism Social Entrepreneurship and the Sustainable Development Goals.**

As the UNWTO acknowledges the tourism industry's capability of engaging with the SDGs, it is imperative to acknowledge the efforts of tourism social entrepreneurs who directly

or indirectly are engaging with the Agenda. Table 6 is a representation of the studies done in relation to tourism social entrepreneurship and the SDGs. However, to date, there is still limited understanding of how TSEs engage with sustainability and “despite the ubiquitous nature of discussions on sustainable development, there has been limited research on the intersection between entrepreneurship and sustainable development” (Buzinde et al., 2017, p.25).

*TABLE 6: TOURISM SOCIAL ENTREPRENEURSHIP AND THE SDGS*

Author/ Date	Aim	Findings
Sheldon, Dredge & Daniele (2017)	Progress research on SE through the discussion of its relevance to the Sustainable Development Goals	-
Buzinde, Shockley, Andereck, Dee & Frank (2017)	Theorize SE within tourism scholarship and suggest ways in which tourism social entrepreneurship can engage with the Sustainable Development Goals.	The authors proposed “two topical avenues that can be investigated by tourism scholars, namely (i) the nature of social entrepreneurs as key actors involved in sustainable tourism development; and, (ii) the interactions between social entrepreneurs and the resident/ host communities they serve”(p.31).

It is evident from Table 6 on the varying degree how TSEs are engaging with the SDGs. This study is purposely focused on how TSEs are engaging with achieving the SDGs. Upon review of literature, there appears to be little to no attempts to engaging with the UN’s SDGs through TSE. Also, as to how TSEs are engaging with the SDGs is a phenomenon that has not been explored in literature. Researchers are clearly pushing forward sustainability as depicted in *Table 5* but there is no linkage with the United Nations SDGs. This means that there is lack of global awareness of the SDGs as rightly said by Sachs et al., (2020). In their statement, the Economists made it known that, the SDGs are not well known to the general public, and there is

almost no mentioning of them (Sachs, 2020). In a survey conducted, identified three major challenges that impede further implementation of the SDG transformations and progress and, one of the barriers tends to be a lack of awareness of the SDGs among policymakers and the general public (Sachs, et al., 2020). In the case of this study, this can mean that, TSEs are engaging meaningfully with the SDGs are not conveying their impacts in terms of the SDGs. This research makes key contributions to the literature on TSE and the SDGs. This study specifically makes contribution to literature as to how and what TSEs are doing to engage with achieving the SDGs.

This current study involved tourism social entrepreneurs in Ghana as the informants and they are asked the specific steps they are taking to engage with the UNs SDGs. Also, this study sought to identify specific SDGs that TSEs are engaging with in Ghana and also ascertain whether tourism is still limited to contribute both directly and indirectly in the three targets (SDG 8 :Decent Work and Economic Growth; SDG 12: Responsible consumption and Production; SDG 14: Life Below Water) assigned to the industry or is capable of going further than the assigned three. Based on literature, this study again, is noted as the first to contribute to literature, as the first research to be conducted on tourism social entrepreneurship and the SDGs in Ghana. The research in Ghana is important because no research has been conducted in regard to how TSEs are contributing sustainable tourism and the sustainable development goals. However, it is worth to note that in this study, there is no intention to undermine any study, if TSEs are not directly outlining their studies with the Sustainable Development Goals. This section identified the tourism social entrepreneurship and the SDGs, along with identifying some gaps in literature. The next section will explore the impacts tourism social entrepreneurs as relevant to this study.

### **2.6.6 Impacts of Tourism Social Entrepreneurship on ST and the SDGs**

Tourism social entrepreneurs have fully or partly employed the principles of SE through ecotourism (Sakata & Prideaux , 2013), cultural heritage tourism (McCarthy, 2012), social tourism (Hunter-Jones, 2011), Fair Trade Tourism South Africa (Boluk, 2011), just to mention a few. Through these “approaches employing social entrepreneurship, more desirable impacts throughout tourism value chain can be generated” (Aquino et al., 2018, p.5). Literature reveals that SEs are making impacts whereby they are relied on to help with societal issues, and that is the same regarding TSEs (Sheldon et al, 2017). Some of these impacts are seen in the form of creating job opportunities, promoting education and training and lastly, ensure gender equality. For the sake of this study, these three impacts will be explored.

*SDG8:Decent Work and Economic Growth* According to Reindrawati (2018), the advantages of tourism refer to income growth, job creation along with education for the local community members, as these are the most evident way local community members can be advantaged in tourism development. By creating job opportunities for different people, including those with varying levels of ability, SEs provide solutions to problems that governments are not able to do (DeLange & Dodds, 2017). Various empirical studies on TSEs providing jobs are found in literature such as Kline, Boluk, and Shah (2014), Boluk (2011) on FTTSA, Sloan et al., (2014) who analysed how to apply community-based SE management techniques as ways of progressing social and economic development. For example, Sloan et al’s (2014) study found out that “every social entrepreneur interviewed stated that due to their work, the lives of the local employees had improved to varying degrees through better income, poverty reduction, quality of life, education, and increases in employment opportunities” (p.58). Evidently, this contributes to tourism economic sustainability in local communities, however, there was no explicit link of this

impact to the SDG 8: Decent work and economic growth. This current work contributes to literature on how TSEs contributes to sustainable tourism and the SDGs.

***SDG4 : Quality Education:*** Ensuring quality education tends to be a major way of social inclusion, because it builds on understanding and makes communication clearer and possible. Scharmer (2019) argues that education is important when it comes to achieving the SDGs and one way to kindle this flame of education is when we come across an “inventor, entrepreneur, or a change maker who operates from his or her highest purpose and self” (n.p). The author further states that, we meet these changemakers and being in their presence transforms something within us (Scharmer, 2019). In Dzisi and Otsyina’s (2014) study, revealed that contributed generously towards the building and equipping of computer centers in their communities. Also, all the TSEs interviewees gave examples of sponsoring the education of over twenty students from basic level to the tertiary level (Dzisi & Otsyina. 2014).

In Boluk’s (2011) study on FTTSA, it was evident that some of the participants expressed that, the significance of the training demonstrates “a personal concern for providing opportunities for his community so that they can empower themselves” (p.248). In the study, education was promoted by the informants in the form of “pre-school support and advancement programme”, skills development programme, educational supplies to children such as uniforms and books (Boluk, 2011,p.248). Another informant “emphasized the focus on training when he said, “those that cannot read and write have the opportunity to go to ABEAT (Adult Basic Education and Training)” (Boluk, 2011,p.248). Altinay et al., (2018) in their study on Guludo Beach Lodge, acknowledged that the Nema foundation, which was run by social entrepreneurs supported formal education, provided on-job training. The form of training provided was for the community to use their own traditional in developing their skills of crafts making (Altinay et al.,



2018). It is evident that, the dedication expressed by TSEs to ensure sustainable tourism through education was present however, there is no mention or linkage to the SDG 4: Quality Education. Moreover, it is important to consider the dimension of education and training promoted. As in the case of the UN (2020) on education, emphasis is placed on inclusive basic education in regard to children or young ones, which is purposely leaving others behind. The argument here is that, to make education more inclusive regarding age and ability, there is the need to include all aspects of formal and informal education at all age and ability levels. This current research adds to literature on inclusive education.

### ***SDG 5: Gender Equality***

According to Boluk et al., (2019), women are very important when it comes to achieving sustainable development. Ong's (2009) study demonstrated how women through tourism and social entrepreneurship were empowered through building their confidence level, improving upon their knowledge and always seeking to develop themselves along with their family and the society at large, through employment. Research has shown that the tourism offers jobs to women, thus possibly enhancing their socio-economic well-being (Kimbu & Ngoasong, 2016). Maguirre, Ruelas and De la Torre's (2016) study on SE has a major role to play in empowering women. The study found that despite the fact that patriarchy systems retrogress the development of women in the society, SE and innovation has allowed women to benefit by giving them the opportunity to work, empowering them to increase the control of their source of income, as well as "inspiring more women in the community to work at the organization" (Maguirre et al., 2016, p.184). "Entrepreneurship development studies suggest that more research is needed to understand how women who engage in social entrepreneurial activities support local development in the face of community traditions and social norms" (Kimbu & Ngoasong, 2016,

p. 64). According to Datta and Gailey (2012), women, playing tourism social entrepreneurial role are capable of creating significant developmental impacts. However, there is currently scarce research on women TSEs (Datta & Gailey, 2012). Apart from promoting gender equality through TSE, there is also a chance to identify how many women are themselves social entrepreneurs through tourism and are pushing gender equality forward. This current study will contribute to literature based on how TSEs are promoting gender equality. This section explored the impacts made by tourism social entrepreneurs in regard to this study. The next section will examine the relationship between community and tourism social entrepreneurship.

#### **2.6.7 Relationship Between Community and Tourism Social Entrepreneurship**

According to Theodori (2005), a “community is conceptualised as a place-oriented process of interrelated actions through which members of a local population express a shared sense of identity while engaging in the common concerns of life” (p.662-663). Sharpe et al., (2016) add that, traditionally, a community is viewed as a geographical space which can be a village, small town or local neighborhood, while functionally, a community can also be described as a “community of purpose where there is a shared activity or project that brings members together. To Sharpe et al.,(2016) the definition of a community should be an overall interaction between all the actors of tourism throughout tourism process and not limited to a specific geographical location, the assets in that locations and not even the members of that community.

“Since the 1980s tourism literature has advocated for the inclusion and involvement of local communities in tourism, as local residents have been identified as being instrumental in sustaining the tourism product” (Sin & Minca 2014, p. 97). According to Boluk (2011), most SEs develop their business plans from the outset, with the intention of involving, and

contributing to their communities (Boluk, 2011). For example in one study Boluk (2011) identified three informants who clearly stated their concern for the inclusion of their communities while describing their visions for their businesses to correct the inequalities of the apartheid in South Africa. However, other scholars suggest “there is scant literature that locates TSE within the community development discourse” (Aquino et al., 2018, p. 2). This current study aims to respond to this call on how social entrepreneurs engage with the local communities in creating social value. Businesses are now utilizing the local people and resources, thus avoiding leakages (DeLange & Dodds, 2017). Leakages occur when money leaves the local economy and when a local consumer purchases a product or a service from a supplier outside and community is therefore the center of the social entrepreneurial agenda (Defourny & Nyssens, 2010). Tosun (2006) argues that aside local communities being involved in ST, it also guarantees community benefit from tourism, through employment opportunities for local people, conservation of local resources within the community.

In fact, von der Weppen and Cochrane (2012) acknowledged job and income creation as the most commonly identified positive tourism social entrepreneurial by tourism social entrepreneurs. According to Aquino et al., (2018), tourism happens within and makes use of the resources found in the local communities as such these communities turned out to be at the forefront of tourism entrepreneurship and development initiatives. However, these communities, mostly those situated in underdeveloped countries are often confronted with numerous social issues (Aquino et al., 2018). Holden (2007) writes “that using tourism as a means of community development would seek to achieve an increase in tourist numbers and the subsequent expenditure, thereby making it possible for tourism benefits to trickle down to community members” (p.111). Holden (2007) cited an example of conducting tours and souvenirs that are

made and delivered by local community members, making use of resources from the local communities.

According to Dredge (2017), encouraging community participation and cooperation in the tourism process is important because local communities provide the necessary resources for TSE to take place while local governmental institutions, along with other agencies create an established environment that supports the TSEs. For example in the study of Altinay et al., (2016), although social value creation was a core mission of the founders of Guludo Beach Lodge from the outset, it was found out that the process was highly dependent on the cooperation of the local community. Murphy et al., (2017) further postulate that TSE is an important component of community development process together with community consensus, interrupting dependency and building capacity. This means that, SE cannot take place in a community without the consent of the local community (Aquino et al., 2018) and also, local communities provide necessary resources for tourism social entrepreneurship to take place (Dredge, 2017).

On the other hand, DeLange and Dodds (2017) identify the importance of SE to the local community stating that TSE offers sustainable economic, social and environmental outcomes for communities. Aji (2020) supports the approach of community involvement through tourism social entrepreneurship by acknowledging that TSE is seen as a community-based tourism that aims at sustainable community development and also manages to reduce poverty in the local community. According to El Ebrahssi (2013), when TSEs provide these outcomes for the local communities it creates an empowered and independent communities who are able to solve their own internal issues. Despite an increasing consensus that community engagement plays a role in shaping the social value creation aspect of entrepreneurship (Bruton, Ketchen, & Ireland, 2013), little is known about how local communities are engaged in how to manage their resources and

mobilize process of social enterprises (McGehee, Kline, & Knollenberg, 2014). Meanwhile, Sloan, Legrand, & Simons-Kaufmann (2014) argues that studies of local community engagement into tourism social entrepreneurial activities is very important as efficient inclusion of local communities is seen as a way to generate social value. This current study looks at how TSEs in Ghana are involving the local communities. This section explains how communities are capable of benefiting from TSE and how the community is also an important resource to the TSEs. The next section will explore the barriers faced by tourism social entrepreneurship.

### **2.6.8 Barriers Faced by Tourism Social Entrepreneurs**

Dees (1998) writes that for the sake of this social mission, SEs encounter various challenges because wealth creation is not their primary goal, instead, mission-related impacts such as creating social value becomes their principle. Firms also need resources in creating value (Wernerfelt, 1985). According to Daniele and Quezada (2017), these resources needed by SEs can be in three different forms including; economic capital, human capital and social capital, however, the findings of Altinay et al., (2016) demonstrated that there are four types of capital needed by the case-study tourism enterprise to fulfil their social mission and contribute to the socio-economic development of local communities. These are: (1) natural capital or the tourism potential of the destinations, (2) political and institutional capital or formal legitimacy, (3) financial capital or monetary and physical funding, and (4) human capital. There is some evidence in the literature. Most of the challenges faced by TSEs are simply because they lack one or more of these resources.

### ***Stakeholder Support***

A stakeholder according to Freeman (1984) “is identified as any group or individual who can affect or is affected by” tourism development in an area. (p.46). Tourism stakeholders can be

“described as any group or individual who can affect or is affected by tourism development in a certain region” (Byrd, 2007 p. 6). According to Laville & Nyssens ( 2001) these stakeholders can be seen as social capital who permits social entrepreneurs to minimize cost of business from shareholders and profit from partnerships. Aquino et al., (2016) states that, for their visions to be realised, TSEs must engage, interact and build resourceful relationship with local communities and all other resourceful institutions such as the government , financial institutions etc., however, this task is often challenging.

Jante’s (2016) study on volunteer tourism through social entrepreneurship was one of the biggest challenges with the inability to find local staff with a relatively good level of English, to help her in programme negotiations with local villages and to train them to become volunteer coordinators. The author further stated the challenge was not just finding the right people but to also persuade them of the social entrepreneur’s true social purpose and the process of creating social change beneficial for their local community. Reindrawati (2017) conducted research in Madura Island, examining the difficulties of developing tourism social entrepreneurship and the findings of the study identified SE was mostly initiated by the local people without the support of the government supporting the social entrepreneurs. Reindrawati’s (2017) study served as a reminder to the Indonesian government to pay more attention to incorporating the local community in the tourism development process, particularly allowing the local community to develop their own social entrepreneur spirits, as well as providing support for their social entrepreneurship businesses to develop.

### ***Funding***

According to Austin et al. (2006); Day and Mody (2017), a major challenge for SEs is how to mobilize and access funding, which is seen as the economic capital. Thus, according to

Daniele and Quezada, (2017), economic capital comes in the form of financial and physical capital, which is necessary for the initiation of the enterprise, while also needed to grow, expand and run the business. Some of the most common funding are seen in the form of financial aids and grants from the government which requires no payment (Barendsen & Gardner, 2004) while most of them are grants and loans which requires paying interest at lower rates (Daniele & Quezada, 2017). Daniele and Quezada (2017) identified that, “for tourism and hospitality SEs, most revenue streams come from the sale of travel and hospitality products (e.g. tours or accommodation services” (p.94). But “additional streams of revenue are possible from fundraising, grants and donations made from the organization’s social mission” (Daniele & Quezada, 2017, p.94). According to Drayton (2002), often times, SEs devote lots of time to raise funds which shrinks their time develop their enterprises. Again, SEs may face challenge of mobilizing funds due to the government and philanthropical and other financial institutional policies (Daniele & Quezada, 2017). To offset this value-capture problem, Dees (1998) further states that SEs rely on grants, free aids and volunteer supports but, this further makes the situation worse. However, Altinay et al., (2016) admonishes that research is required to further explore the ways that SE can access and mobilise resources for generating social value

### ***Market opportunities Issues***

According to Dees (1998), markets do not do a good job of appreciating the social improvements by SEs. This element of value creation is essential to social entrepreneurs and this is what makes them social entrepreneurs. However, “it is much harder to determine whether a social entrepreneur is creating sufficient social value to justify the resources used in creating that value” (Dees, 1998, p.4). According to Dees (2008), it is difficult for SEs to be recognized even if they try their best to create social value. The author further argues that, traditional

entrepreneurs measure their value creation by the profits they make however, it is difficult to determine whether SEs are creating social value or not (Dees, 1998). Thus, Zahra et. al, (2009) add that social wealth, which is also seen as providing solutions to social issues, serves as a social value creation benchmark for measuring the progress of SE in the context of complete value creation. This section provided a literature review on sustainable tourism (ST), tourism social entrepreneurship (TSE) and the sustainable development goals (SDGs).

This chapter of the study focused on two main bodies of literature and discussed the implications for the literature in tourism studies including ; 1) *Sustainability* including the three pillars of sustainability, Sustainable Development , Sustainable Development Goals and Sustainable Tourism ; 2.) Entrepreneurship, including; an overview of the entrepreneurship concept; Social Entrepreneurship; critiques of social entrepreneurship; the roles and motivations of social entrepreneurs; social entrepreneurship and the sustainable development goals. Followed with Tourism social entrepreneurship; Challenging Capitalism with tourism social entrepreneurship; tourism social entrepreneurship and sustainable tourism; identifying the gaps in literature; tourism social entrepreneurship and the Sustainable Development Goals with identified gaps in literature; impacts of tourism social entrepreneurship on sustainable tourism and the Sustainable Development Goals; relationship between community and tourism social entrepreneurship and then concluded with the barriers faced by tourism social. The next chapter will explore the methodology and the processes that guided this study.



## **CHAPTER THREE: METHODOLOGY & METHODS**

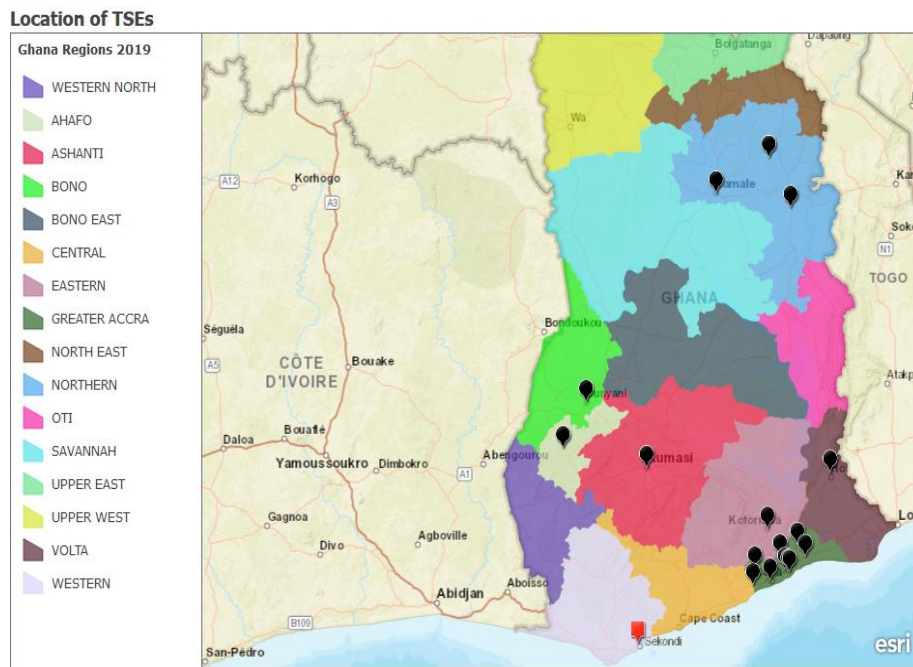
### **3.0 Introduction**

Within qualitative inquiry, methodology connects a researcher's philosophical perspectives to the concrete methods facilitating inquiry. While there are an array of methodological frameworks, selecting a suitable methodology creates boundaries and focus on the reason for the qualitative inquiry (Schwandt, 2001). It was critical that my philosophical, theoretical, and methodological ideas aligned before I began conducting my research and my data collecting (Berbary & Boles, 2014). Alignment and consistency among my research framework aim to signify a rigorous and legitimate project (Berbary & Boles, 2014); as a researcher, I should be able to account for my work. This chapter will set the stage explaining the context of this study including background on Ghana, the researchers positionality, the basic qualitative approach chosen, and the thematic analysis used.

### **3.1 Study Site and Context: Ghana**

This study seeks to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals. Ghana was selected as the context for this inquiry with a population estimated at 31, 216, 274, representing 0.4% of the total world population as of September 2020 (Worldometer, 2020). "Ghana is situated on the coast of the Gulf of Guinea, in Western Africa, Ghana is bordered to the northwest and north by Burkina Faso, to the east by Togo, to the south by the Atlantic Ocean, and to the west by Cote d'ivoire (refer to Figure 2 below) (Boateng, Fage, Davies & Maier, 2020, April 01, n.p). Not only did Ghana gain independence on the 6<sup>th</sup> of March 1957, but it is one of the leading African countries "partly because of its considerable natural wealth and partly because it was the first black

African country south of the Sahara to achieve independence from colonial rule (Boateng, Fage, Davies & Maier, 2020, April 01, n.p). With Accra as its capital city, Ghana had 10 regions until the 27<sup>th</sup> of December 2018 when 6 more regions were added (refer to Figure 2 below). (Boateng, et al., 2020, April 01).



Esri, HERE, Garmin, NGA, USGS | Where Geospatial Media [www.wheregeospatial.com](http://www.wheregeospatial.com) [blog.wheregeospatial.com](http://blog.wheregeospatial.com)

**FIGURE 2: MAP OF GHANA WITH ITS REGIONS**

Ethnically, the inhabitants of Ghana fit into one broad group within the African family, however, the country can be identified by a large variety of sub-groups and based on language, it is possible to distinguish at least 75 of these, with the largest groups being the Akan (Boateng, et al., 2020, April 01). The 1980s, recounted up to about one-third of the population of Ghana population to be urban, however, growth in migration from the countryside into cities, multiplied the Ghana’s population growth rate resulting in almost one-half of Ghana’s population residing in urban centers at the beginning of the twenty-first century (et al., 2020, April 01). “The country is endowed with gold, diamonds, timber, fish and more recently oil, which are vital to its

economy” (Siakwah, 2018, p. 2). “Tourism sites are distributed spatially in Ghana and the sites can be classified in natural sites like parks and game reserves, rivers, mountains; and man-made or socio- cultural resources such as castles, museums, cultural heritages, artefacts and historical experiences” (Siakwah, 2018, p. 1). By the year 2014, Kakum Conservation Area was the major tourist site with most visitors (159,815) and the Central and Ashanti regions” (refer to Figure 2 above) “accounted for the largest share of visitors to these sites in the country” (Ghana Statistical Service, December 2017, p. xv). In the same year, 2014, due to community -based eco-tourism Kintampo Waterfalls recorded a mass visits of 25,000 tourists to the community (GSS, December 2017). Based on regions, Volta and Brong Ahafo (refer to Figure 2 above) recorded the mass share of visitors to for community-based eco-tourism activities that same year (GSS, December 2017). According to WTTC, the tourism sector in Ghana directly supported 307, 500 jobs or 2.4% of employment in 2017, and while the tourism sector can serve as an engine for job creation, the government has also recognized that sector employees must be trained in skills relevant to hospitality and tourism jobs (Oxford Business Group, 2020). However, Ghana still scored behind Rwanda (107<sup>th</sup>), Senegal (106<sup>th</sup>) and the Gambia (111<sup>th</sup>), demonstrating the need to improve tourism infrastructure and reduce accommodation prices (OBG, 2020). Ghana’s commitment to supporting the development of the creative arts industry is also considered crucial to expanding business opportunities for local suppliers (OBG, 2020). The government finalized the Creative Arts Bill in 2019, which will lead to the setup of the Creative Arts Fund to build capacity of the country’s arts and culture facilities and events (OBG, 2020).

“Due to the touristic resources the nation offers, the Government of Ghana committed itself to a planned approach to the development of the tourism sector through the implementation of the Integrated Tourism Development Programme which culminated into the preparation of the

15-Year National Tourism Development Plan (1996 and 2010)” (UNWTO, 2012, p.1). The “plan positioned the tourism sector as a consistent driver of growth and development as evidenced by increases in public and private sector investments in tourism facilities, arrivals and receipts, employment and contribution to Gross Domestic Product (GDP)” (UNWTO, 2012, p.1). Currently, Ghana now promotes tourism as a way to economic growth, and its overall economic vision is to serve as the “gateway” to West Africa (Amaquandoh, 2010).

Despite the resources the country has, it has been identified that the “integration of the three pillars of sustainable development is the most difficult balance to achieve in formulating a national strategy” (Ministry of Environment Science & Technology, 2012, p.9), especially ensuring the well-being of the citizens (MoEST, 2012). Notably, urbanization is rapidly increasing in Ghana and this “is accompanied by urban poverty, rapid growth of slums, poor housing and sanitation and high pressure on social services (water, education, electricity, transport, waste management (MoEST, 2012, p.15). “Social sustainability that addresses the issue of social well-being and quality of life” (MoEST, 2012 p.15). There is not enough sanitation safe water supply in most communities, that comes along with major health complications, poor sanitation and poor nutrition which hinders efforts to improve public health (Boateng, et al., 2020, April 01). The high rate of unemployment also remains a major socio-economic problem that is faced in Ghana while graduate unemployment is on the rise (MoEST, 2012). Female employment remains at a lower level where conditions are below labor standards, resulting especially in inequalities (MoEST, 2012).

Ghana is recognized among the West African countries with the well-developed education arrangements however, illiteracy is still high (Boateng, et al., 2020, April 01). Unfortunately, another identifiable issue that has been present for a very long time tend to be the

pollution of water bodies due to inappropriate waste disposal, agriculture and discharges from industries and also due to the improper implementation of tourism on both demand and supply sides (MoEST, 2012). Also, Ghana has abundant water resources, but it is surprising and unfortunate that many access to portable water is an issue especially in the rural communities (MoEST, 2012). More importantly sustainability in regard to the socio-economic and environmental fabric has not been dealt with appropriately in Ghana (MoEST, 2012).

### **3.1.1 Ghana and the SDGs**

Ghana faces numerous barriers in its pursuit to develop a strong institution to formulate and implement SD strategy and the country has actually not followed a consistent pattern in ensuring sustainability (MoEST, 2012). The “MDGs helped to lift more than one billion people out of extreme poverty, to make inroads against hunger, to enable more girls to attend school than ever before and to protect our planet” (UN, 2020, n.p). The United Nations Sustainable Development Goals (SDGs) is an integrated framework which recognizes “that development must balance economic, social and environmental sustainability and that interventions in one area will affect outcomes in others” (UNDP, 2020, n.p). For example, the 2030 Agenda takes a radical stance through its pledge to “*leave no one behind*” which makes this framework appropriate to be employed in the development of nations (UNDP, 2020, n.p). Importantly, the goals “are designed to bring the world several life-changing ‘zeros’, including Zero poverty, hunger, AIDS and discrimination against women and girls” (UNDP, 2020). Everyone is needed to reach these ambitious targets (UNDP, 2020). The SDG framework is therefore important to be adopted in achieving sustainable development in nations such as Ghana which is the context for this study.

Recently, the Vice President of Ghana, Dr. Mahamudu Bawumia announced that it is very necessary for Ghana to put in all efforts to achieve the all-desired title of being the foremost nation in Africa to have achieved all the SDGs by 2030 because Ghana has a history of being first when it matters most in Africa (Ghanaweb, 31 July 2019). Currently, the private sector is leading the establishment of an SDG fund and a green fund to support the achievement of the SDGs (Ghanaweb, 31 July 2019). A committee of various organizational CEOs has been formed called the CEO Advisory Group to “define a core set of practical and joint actions that the CEOs can undertake in support of the national SDG efforts, develop innovative financing solutions (including the use of the private sector combined balanced sheets), as well as develop policy imperatives that will enable the achievements of the SDGs, among others” (Ghanaweb, 31 July 2019, n.p). These CEOs so far have been able to raise one billion Ghana cedis, equivalent to (CAN 232,636,589.80) to support efforts aimed at achieving SDGs in Ghana (Ghanaweb, 31 July 2019). The “UN and its partners in Ghana are working towards achieving the sustainable development Goals (SDGs): 17 interconnected and ambitious Goals which address the major development challenges faced by people in Ghana and around the world” (UN, Ghana, 2020, n.p).

Since the acceptance of the United Nations Sustainable Development Goals (SDGs), the government of Ghana and its citizens have taken up the responsibility to work industriously towards a successful implementation of the SDGs (Ghanaweb, 31 July 2019). According to Dr. Bawumia, the vice president of Ghana, it is the aim of Ghana to engage with and achieve these goals by creating and raising awareness, commitment and, setting good examples for the other African countries (Ghanaweb, 31 July 2019).

The 2030 Agenda acknowledges that eradicating poverty (NO Poverty: SDG1) in every possible form, recognizing that the utmost barrier to achieving sustainable development is due to extreme poverty (UN, 2020). Notably, Ghana was the first sub-Saharan African country to lessen extreme poverty by half, thus achieving the Millennium development goals, however, extreme poverty still exists in most rural areas, especially in the three northern regions (UN, November 2017). While poverty is on a decline, especially in rural areas, inequalities are on the rise (UN, November 2017).

Achieving SDG8:Decent work and economic growth therefore requires the promotion of sustainable and all-inclusive economic growth with mass decent employment opportunities for all everyone (UN, 2020). The Agenda reiterates, the importance of creating employment opportunities for deprived groups including, women, poorest urban population, those with no employment in rural communities and residents in the urban areas with low income (UN, 2020). Unemployment among the youth in Ghana was projected at 26.4% during the year 2017 representing an overwhelming rise of 15.5% from 2013 (GoG, June 2019). Evidently, this unemployment rate is high amongst women than men which suggests a high rate of inactiveness of women outside school (GoG, June 2019). Accordingly, the nation's priorities centers on developing its youthful population through education, employment, poverty alleviation, food security, health and social protection of women and children (Osei-Poku & Sanwu, 2019). The third chapter of Agenda 21 identifies the need to strengthen employment and programmes that helps in generating income as a mechanism for poverty eradication (UN, 2020).

Ghana has made a zealous call for streamlining and diversifying industries, considering job growth and targeting mostly the youth (UN, 2019). In terms of providing employment for the youth, programmes such as the Nation Builders' Corps (NABCO), planting food for jobs from

the ministry of food and agriculture (MoFA), youth skills training and one district, one factory (1D1F) are being implemented (Ministry of food and agriculture, 2017). The MoFA initiative is aimed at expanding agricultural production to ensure food security while facilitating private-sector job creation within agriculture, tourism and other related sectors (MoFA, 2017), towards achieving SDG 8. Notably, the Agenda 21 spells out the need for “generating employment for vulnerable groups specifically women, urban poor, unemployed rural labour as well as low-income residents” (UN, n.d). There is still a high rate of unemployment in Ghana especially among the youth and women (Government of Ghana, 2019).

The inappropriate harvesting activities and wastage of food has increased poverty, causing hunger and malnourishment, especially among children in Ghana, mostly in the northern, Upper East and Volta parts and many other deprived communities as a result of the inappropriate way of food production (Government of Ghana, 2019). Most importantly, eradicating hunger and malnutrition should be prioritized in Ghana and to do this, purchasing locally produced goods such as Ghana local rice is the best way to admonish local farmers to produce more at cheaper prices (GoG, 2019).

Again, SDG 3 (Good Health and Well-being) “of the 2030 Agenda for sustainable development is to “ensure healthy lives and promoting well-being for all at all ages” (UN, 2020, n.d). In Ghana, child mortality has seen a tremendous change, although mother-child HIV transmission still exists in Ghana, it remains low (GoG, 2019). Education, for example, can be the remedy to these, but a majority of people do not benefit from either formal or informal education in Ghana, as some are privileged over others (GoG, 2019). For example, the Northern part of Ghana demonstrates very minimal or insignificant education especially when it comes to health and these are the areas where teenage pregnancies and early forceful marriages including



Female Genital Mutilation and widowhood rites are mostly seen (Opoku, Swabey, Pullen & Dowden, 2018). In relation to disability, Ghana, on the other hand, has not considered fully considered within the nation's framework, the needs of persons with disabilities (Opoku et.al, 2018).

Based on the role Gender equality plays as a developmental tool, it has been recognized that the capabilities of women has still not been completely devised, leading to mass socio-economic and environmental imbalances (UN, 2020). In other words, gender inequalities still lives among us in our societies, ranging from no employment, employment exclusion and wide differences in wages (UN, 2020). In several cases, women are deprived access to basic education and health care and they are mostly subjected to high level of violence and discrimination (UN, 2020). Although Ghana has made commitments to ensuring gender equality and equity in socio-political and economic development, there still remains a higher rate of inequality among women and girls especially in their access to opportunities such as education, employment and cultural identification (GoG, 2019).

Thus, “psychological violence has the highest incidence among ever-partnered women in Ghana particularly among divorced, separated or widowed women” (GoG, 2019, p.42). On the average, “female unpaid domestic and care workers spend an average of 51.6 minutes a day compared to males, who spend 33.2 minutes on average” (GoG, 2019, p.42). In other words, gender inequalities needs so much work in Ghana, as it is impossible to achieve sustainability for a better world if exclusion exist, services, and the chance for a better life (GoG, 2019).

Pertaining to ensuring Quality Education (SDG 4) which is more inclusive and equitable quality and promoting lifelong learning has always been a significant way of achieving SD agenda (UN, 2020). The Johannesburg Plan of Implementation (JPOI) on the SDGs addressed

the need to integrate SD into all levels and forms of education (UN, 2020). Notably, “education is seen as central to the achievement of all other goals and this is because, the more enlightened a society is, the better its chances getting employed, increasing income and reducing poverty” (Osei-Poku & Sanwu, 2019, p.3). A flagship programme that Ghana has put in place to endure its engagement with the SDG4: Quality Education is the Free Senior High School Education Policy (GoG, 2019). Yet, while Ghana has been able to create access to education especially among children, through the free senior high school education framework, quality of education is lagging behind (GoG, 2019).

Some time back, “governments tended to underestimate the role of SMEs in innovation but recently, they have increasingly rebalanced their priorities and have significantly strengthened support schemes for small firms” (UN, 2012, p.5). Some scholars have recently noted the significant part that entrepreneurs may play in various societies (Mottiar, Boluk & Kline, 2018). Komppula’s (2014) study concludes destinations without commitment to innovation and without entrepreneurs to take risk will flourish. Innovation and entrepreneurship can change lives extensively and eventually, we need to embrace both the innovators and entrepreneurs, in order to bring more innovation to the society (Schwarzkopf, 2016). Ghana is the first country on the African continent where the private sector is leading the establishment of an SDG Delivery Fund and a green fund to support the achievement of the SDGs (GoG, 2019). In general, “Ghana has made a progress in the formulation and implementation of SD strategies since the Rio conference”, however, there are still some challenges in job creation, education, water and sanitation, urbanization and health ( MoEST, 2012, p5). Again, there exists a possible and effective way to generate income and ensure poverty eradication (MoEST, 2012). This

section highlighted on Ghana as the context of this study, including the state of Ghana and the sustainable development goals. The next section will identify the researcher's positionality

### **3.1.2 Researcher Positionality**

My interest in this study is influenced by my personal background, values and experiences. I was born in Sekondi-Takoradi, located in the Western Region of Ghana, where I also had my basic and higher education. Of the three national languages and 79 dialects in Ghana, I am able to speak three (Twi, Fanti and Ga). My tertiary education was undertaken in Cape Coast, the central region of Ghana where I studied tourism and hospitality management both in the Cape Coast Technical University (CCTU, formerly known as the Cape Coast Polytechnic) and the university of Cape Coast (UCC). Many personal experiences influenced my theoretical positioning including; reading articles on sustainable tourism especially involving local communities and currently reading on ethical consumption in tourism, and most importantly, alleviating poverty through tourism and viewing how researchers are engaging with tourism, social entrepreneurship and the SDGs. All these experiences and knowledge has given me specific direction for my academic life and career, both now and in the future. Specifically, I have developed an interest in using tourism as a tool to support local communities in Africa.

I studied Tourism and Hospitality Management at the Cape Coast Technical University, which drew my attention to the state of tourism in Ghana. This influenced my decision to further understand both the implications and benefits of tourism in Ghana. I see the potential of tourism in Ghana, and how the industry can contribute both to the economic and social growth of the people in Ghana. Who are the actors able to make tourism a developmental tool that we all want to see? Tourism takes place in rural areas where government has no focus and the question then is; how can the government's attention be drawn to these areas? Reflecting on such questions

makes me more curious and wanting to know and do more. I never dreamt of having this greatest opportunity to travel to Canada and pursue and complete my Master's degree, and this led me to my Master's thesis topic. Initially I was happy that at least I will be going back home (Ghana) to collect my data through a face-to-face interview. My supervisor had already considered my budget and was up and ready to fund my data collection in Ghana. I got in touch with the gatekeeper (The Chief Executive of social enterprise Ghana) through emailing, to help me recruit my participants through a WhatsApp platform with a network of social entrepreneurs in Ghana, and to let him know that I will be coming Ghana for my data collection. In this current study, although I am a native of Ghana, I view myself as an outsider because I am not from the communities of the respondents. Moreover I am not a social entrepreneur nor do I have an experience being one. Above all, this current study also gave me the first opportunity to interact with tourism social entrepreneurs.

Precipitating COVID-19, I had created an interview guide and begun preparations to go to Ghana for my field work with tourism social entrepreneurs. However, the onset of COVID-19 changed my plans necessitating my changing methods of data collection from in-depth, face to face interviews to an open-ended online survey using Qualtrics. This was a totally new experience for me. I had already gotten in touch with the gatekeeper who was the chief executive officer of Social Enterprise Ghana. Due to the changing circumstances we cancelled the interviews. I then created an open ended survey using Qualtrics and sent it to the gatekeeper to send it across on the Social Enterprise Ghana WhatsApp platform to be completed by eligible participants. The survey was circulated following my ethics amendment and approval.

The process of getting the informants to complete the survey was a tough moment with lots of uncertainties as to whether they will be willing and available to partake in the survey, due

to the COVID-19. The selection of my informants was based on social entrepreneurs who were affiliated to the food and beverage, transportation, accommodation, events, tour guiding, creative arts and entertainment sectors. I set out this criteria because it was most of the informants just considered themselves social entrepreneurs, although they were related to tourism. In regard to choosing participants, I had no option than to have only those in the tourism industry complete the survey because they are the only informants who can provide me with the data I need. However, I do not feel it was representative of the whole tourism social entrepreneurial population especially, as some sectors represented such as the creative arts and culture, were dominant and some other sectors such as events had less representation and also there was no representation of the accommodation sector. Once the survey and the information letter was sent out, the response had a good turn around, although COVID-19 has rendered everything difficult in Ghana, I was able to get quick responses from the informants. Businesses including that of the tourism social entrepreneurs in Ghana had changed completely, leaving lots of adjustments to be made and they had no extra time to grant an online interview or even complete an online survey. Tourism social entrepreneurs in Ghana can be said to be social entrepreneurs in Ghana who through tourism are making impacts. These social entrepreneurs can be categorized under food and beverage, accommodation, transportation, creative arts and culture, tour guiding and operations in Ghana.

I could have easily asked for an interview on skype or zoom and even other social media platforms but from the preliminary inquiries informally conducted, that was not possible because the tourism social entrepreneurs had to buy enough data which costs a lot in order to grant a forty-five to sixty minutes interview. Open ended online survey was the final option I could think of and despite the challenges, it worked.

### **3.2 Methodology**

The purpose of this study was to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. My research questions include:

1. What impacts are tourism social entrepreneurs trying to achieve in Ghana?
2. How are tourism social entrepreneurs creating value in line with sustainable tourism and the sustainable development goals in Ghana?
3. What are the barriers faced by tourism social entrepreneurs in their quest to ensure sustainable tourism in Ghana?

#### **3. 2.1 Basic Qualitative Approach**

According to Kahlke (2014), there are three major methodologies that are mostly used in qualitative research and labelled as foundational, consisting; phenomenology, ethnography, and grounded theory. Newer methods such as basic qualitative research method, life history, as well as narrative inquiry can be categorized under these new methodologies (Kahlke, 2014). Kahlke (2014) labels basic qualitative research as that which is not influenced by existing qualitative methodologies. It is either a basic study that diverges from the guidelines of a single methodology and able to employ tools and techniques from more than one ascertained methodology (Kahlke, 2014). Often, researchers find themselves in situations whereby their research questions do not wholly fit well within the boundaries of a single established methodology (Kahlke, 2014). In such cases, basic qualitative approach offers tools for the researcher to play with the boundaries that established methodologies provide along with develop research design that fits the research (Kahlke, 2014). According to Merriam (1998), the basic qualitative approach can be employed as the researcher's only approach.

A “basic qualitative approach seeks to discover and understand a phenomenon, a process, or the perspectives and the world-views of the people involved” (Merriam, 1998, p.11). A basic qualitative study is “epistemologically social constructivist and theoretically interpretive studies that focus on “(1) the interpretation people give to their experiences, (2) the way they construct their worlds, and (3) what meaning they attribute to their experiences” (Merriam, 2009, p.23). I conducted this research from an overarching relativist-social constructivist interpretative stance, focusing more on understanding tourism social entrepreneurship in Ghana. The motive behind the adoption of basic qualitative study was to understand how people construct and make meaning from their world and their experiences (Merriam, 2009). According to Lincoln, Lynham, and Guba (2011), a relativist ontology explains multiple interpretations allowing researchers to understand how an individual’s experiences may be different from others, whereas all experiences are considered reasonable. A social constructivist framework adheres to the assertion that “all meaningful reality is socially constructed” (Crotty, 1998, p.67). In qualitative inquiry, theoretical framework serves as a lens for inquiry (Creswell, 2008) while the theory is reliant on the researcher’s epistemology and purpose of the research (Crotty, 1998).

Precisely, this work will employ thematic analysis coding, by Braun and Clarke (2006). Employing basic qualitative approach allows researchers to collect data through observations interviews, or document analysis (Merriam, 2009). With data analysis when it comes to basic qualitative inquiry, the researcher is able to identify the most occurring patterns, which is one main characteristic of a basic qualitative data analysis (Merriam, 2009). Also, studies with the intention of achieving trustworthiness as basic qualitative research, must consider: “the theoretical positioning of the researcher; the congruence between methodology and methods; the

strategies to establish rigor; and the analytic lens through which the data is examined” (Caelli et al. (2003, p.5).

Briefly explaining these key areas, firstly, theoretical positioning according to Caelli et al. (2003) refers to the “researcher’s motives, presuppositions, and personal history that leads him or her toward, and subsequently shapes, a particular inquiry” (p.5). Ostensibly “ a researcher’s motives for engaging with a particular study topic are a naïve choice” (Caelli et al.2003, p.5). By employing a basic approach, researchers who seek to address theoretical positioning, must clearly recognize their disciplinary affiliation, and the motivation behind the questions and the assumptions they make about the topic of interest (Caelli et al., 2003).

According to Caelli et al. (2003), there should be a clear distinguish between methodology and methods, especially when dealing with basic qualitative studies, as this is referred to as the research congruence. Again, “a lack of methodological clarity is among the most common problems identified in generic qualitative studies. In the absence of an explicit methodology, the reader of these studies is left to speculate about the research approach, by piecing together clues based on data collection or analysis methods” (Caelli et al. 2003, p.6). The authors further advices that it is very important to clearly understand issues regarding methodology and methods and must be clearly spelt out, especially when dealing with basic qualitative studies (Caelli et al., 2003).

Considering a rigorous qualitative study, Caelli et al. (2003), argue that it is important for all basic qualitative inquiries to employ rigor. This is “the assumptions and principles that inform a basic qualitative study may not be based on the well established theoretical traditions that inform each of the established approaches but, the research choices made are still informed



by those assumptions, preconceptions and beliefs “(Caelli et al., 2003, p.8). It therefore important to articulate these influences by all basic qualitative researchers (Caelli et al., 2003)

In response to analytic lens, Caelli et al. (2003) refer to the methodological and interpretive assumptions that researchers draw in their data, and how the researcher engages with the data. In response to Caelli et al. (2003), my positionality as a researcher places an influence in this study.

Regarding the congruence between methodology and methods, this study employed an open-ended survey along with thematic analysis. To report rigour in this work, there is a discussion on the adoption and use of thematic analysis. My early presumptions and the way they have been influenced from my data collection is also discussed. In the subsequent section I will explain the analytic lens which allowed me to engage with my data.

### **3.3 Research Methods**

This basic qualitative research, engaged a total of 17 tourism social entrepreneurs social entrepreneurs on the social enterprise Ghana WhatsApp platform who completed an open-ended survey. Six of the respondents represent creative arts, one represent events, six represent food and beverage, tour guiding and operations represent two, and one represents the transportation sector. The remaining one of the sample represented others such as tourism and social entrepreneurship advocate. These tourism social entrepreneurs were recruited on the social enterprise Ghana WhatsApp platform.

On the 12<sup>th</sup> of May 2020, I received my ethics clearance and sent out sent the link to the survey along with the information letter to the gatekeeper (The chief executive officer of social enterprise Ghana) to put on the platform of social entrepreneurs for recruitment. The survey was completed over a period of two and a half weeks in the month of May 2020. I was able to reach

17 informants who completed the survey. Since tourism social entrepreneurship has not been clearly defined especially among the social entrepreneurs in Ghana, it took extra efforts to identify them on the social enterprise Ghana WhatsApp platform. Despite the unclarified definition of who a tourism social entrepreneur is, I was able to set out a criteria of who a tourism social entrepreneur is based on the basis of the literature I have read and also, on what comprises the tourism industry, globally and specifically in Ghana. I then communicated these criteria in my information letter and the email to the gatekeeper, and that guided my selection criteria of tourism social entrepreneurs.

Initially, I carried out a preliminary search for informants due to the fact that I could not easily locate them, it was at this stage I came across the gatekeeper, through Facebook. I communicated my research plans to him and he assisted in making some connections. In the first place, he said on several occasion that he has never heard of tourism social entrepreneurs and he is not sure there is even one in Ghana. I nearly gave up because he actually knows much about social entrepreneurs in Ghana. However, he told me about a network with most of the social entrepreneurs in Ghana, known as the social enterprise Ghana, and he went ahead to give me the contact of the CEO of that network, who I found as the gatekeeper. This is actually where my conversation with the gatekeeper commenced and this led to a constant conversation anytime there is a new development. Surprisingly, most of the participants were not aware that that they were tourism social entrepreneurs. Most of the tourism social entrepreneurs knew they were social entrepreneurs; but they were unclear about their affiliation to tourism. In regard to ethics, personal background information were not collected in an effort to preserve both anonymity and confidentiality. However, the informants often felt reluctant and too busy to complete the survey after the gatekeeper posted the survey link on the WhatsApp platform. For this reason, I chose to

reach out individually recruit my participants on the platform. Based on the data collected, it was revealed that six informants engaged with SDG 1: No Poverty; Six informants on SDG 2: Zero Hunger; eight on SDG 3: Good Health and Well Being; eleven on SDG 4: Quality Education; ten on SDG 5: Gender Equality; four on SDG 6: clean water and sanitation; two on SDG 7: Affordable and clean energy. There were also sixteen informants who emphasized engaging with SDG 8: Decent work and economic growth; four on SDG 9: industry, innovation and infrastructure; one on SDG 10; Reduced Inequalities; three on SDG 11: Sustainable cities and communities; four on SDG 12 : responsible consumption and production. Moreover, five informants were engaged with SDG 13: Climate action; two on SDG 14: Life below water; two on SDG 15; Life on Land; no informant on SDG 16; Peace, justice and strong institutions and lastly, three on SDG 17: Partnerships for the goals.

*TABLE 7: PROFILES OF TOURISM SOCIAL ENTREPRENEURS WHO PARTICIPATED IN THE STUDY*

<b>Participants</b>	<b>Type of Tourism Social Entrepreneur</b>	<b>Specific Group Served</b>	<b>Number of Years Working</b>	<b>Gender</b>
1	Tour Guiding and Operations	Women and children	Between 1-5 years	Male
2	Creative Arts and Culture	Children, mothers and youth.	Between 1-5 years	Female
3	Food and Beverage	women	Between 1-5 years	Female
4	Food and Beverage	Vulnerable groups	10 years and above	Male
5	Creative Arts and Culture	All kinds of people especially women	Between 5-10 years	Female
6	Tour Guiding and Operations	Vulnerable communities	Between 5-10 years	Male
7	Creative Arts and Culture,	Men, women youth, and sometimes people with disabilities	Between 1-5 years	Female
8	Creative Arts and Culture	Passionate entrepreneurs, start-ups, people with disabilities, children, women.	Between 0-1 year	Female

9	Food and Beverage	Children	Between 5-10 years	Female
10	Creative Arts and Culture	Kente weavers	Between 1-5 years	Female
11	Events	Youth, women, men and elderly	Between 5-10 years	Male
12	Food and Beverage	women	Between 1-5 years	Male
13	Food and Beverage	women	Between 1- 5 years	Female
14	Food and Beverage	Children and women	Between 5-10 years	Female
15	Creative Arts and Culture	All especially, the deprived	Between 1-5 years	Male
16	Advocacy	Vulnerable communities	Between 1-5 years	Male
17	Transportation	Women	Between 1-5 years	Male

Since personal information were not required in the survey, confidentiality was ensured in this study. Additionally, the data analysis documents which includes the printed responses does not have names attached to it. Rather, the participants are identified by numbers as represented in **Table 7**. This was possible because the printed-out responses were derived in such a way that each question has the responses of all the participants in a chronological order, so it was easy to identify what each participant said throughout the whole data.

### 3.4 Data Analysis and Coding

The survey was such that the informants initially read the information letter which includes; what is the study about, What does participation involve, Who may participate in the study? Is participation voluntary? What are the benefits of the study? What are the risks of the study? privacy, data retention and withdrawal, and ethics clearance from the University. After the information letter was carefully read, the consent form was right beneath it whereby the participants consented to participate or not. Participants who consented to participate were taken straight to the survey and on the other hand, those who did not consent to participate could not go further because the survey was automatically closed.

It took about two and half weeks for participants to complete the survey, and after receiving all submissions, I asked the gatekeeper to post the link to the survey again on the platform to see if there is anyone else who would like to participate, but there were no further volunteers. I started with my analysis two days after the second post of the survey on the social enterprise Ghana platform. After receiving all the responses, I closed the survey and printed out the response and placed them in a physical folder to keep them all together.

### **3.4.1 Thematic Analysis**

Thematic analysis coding was employed for this study, as influenced by Braun and Clarke (2006). “Thematic analysis is a flexible method that allows the researcher to focus on the data in numerous different ways” (Braun & Clarke, 2006, p.6). I chose thematic analysis because it is an appropriate method for qualitative research novice, such as a Master’s student and it is also accessible and allows flexibility (Braun & Clarke, 2006). The authors, Braun & Clarke (2006) provided a six-phase guide for thematic analysis. The first phase was to familiarize myself with and immerse myself in the data. I further read and re-read over the printed responses and made notes on the data as I read and jotted down some facts that were potentially of interest, as pointed out by Braun & Clarke (2006).

In the second phase, I generated my initial codes, which were my building blocks of analysis, enabling me to organize the data in a meaningful and systematic manner (Braun & Clarke, 2006). Since there are different ways to code based on the researcher’s perspectives and research questions, I employed Charmaz’s (2006) line-by-line coding. Charmaz (2006) stated that “coding means categorizing segments of data with a short name that simultaneously summarizes and accounts for each piece of data”(p.8). This method of coding enables a researcher to identify rich data and, as I employed Qualtrics as my method of data collection, it enabled me to categorize my data into a detailed description, I begun by reading each printed out

response and chose the key words and/ or phrases from each line based on questions and interest in the responses. After determining my initial codes, I wrote down all the codes developed into a table. I then searched for the most occurring codes, with the number of times occurring and placed them in a table to understand my focused codes. The illustration beneath reveals the line-by-line coding I carried out. The rest of the process took a table form with colour pens for identification.

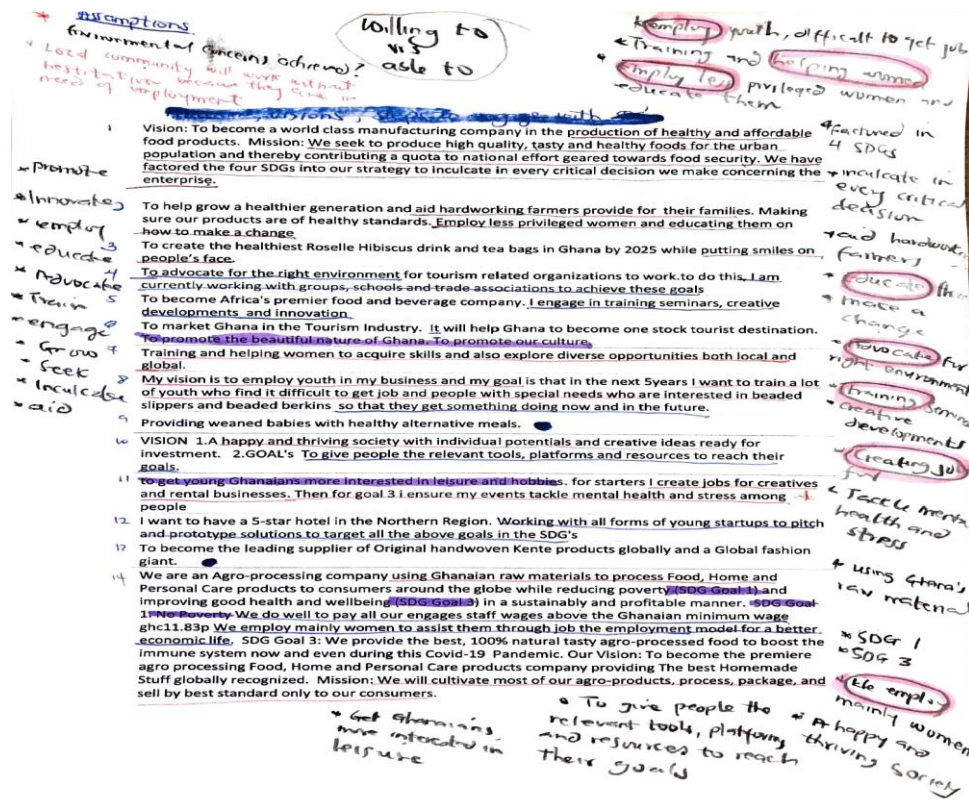


FIGURE 3: LINE-BY-LINE CODING

The third phase, according to Braun & Clarke (2006) is the stage where the analysis come into play, as the codes shift to themes. This phase involves the search for pattern that captures something important or thought-provoking about the data and/or research questions referred to as themes (Braun & Clarke, 2006). “Searching for themes is an active process, meaning we generate or construct themes rather than discovering them” (Braun & Clarke, 2006,

p. 63). I reviewed the coded data to identify similarities and overlapping codes. In other words, I re-coded the transcripts and I categorized key concepts and their various codes. Charmaz (2006) explains that this is the preferred approach, to see what presents itself in the data rather than applying pre-existing categories to the data. I did focused coding by comparing and connecting each key word into larger themes, as Braun and Clarke discussed that there exists no particular rules on what makes up a theme, rather, the importance of that theme characterizes it. I ended this phase with a table outlining my candidate themes and collated all the data extracts relevant to each theme and I got ready to begin the process of reviewing the themes (Braun & Clarke, 2006). The table represents an illustration of potential themes and sub-themes.

**GENERATION OF THEMES AND SUB-THEMES**

Improve Health and well-being (2)
Providing aid (1)
Engaging in advocacy (1)
Ensuring growth (1)
Creating employment opportunities (10)
Ensuring women empowerment (8)
Providing training (4)
Engaging in creativity and innovation (2)
Economic empowerment (1)
Socio-cultural sustainability (2)
Ensuring local community support (9)
Ensuring sustainability
Poverty alleviation (3)
Ensuring economic sustainability (3)
Ensuring inclusivity (5)
Ensuring environmental sustainability (3)
Ensure value creation (2)
Engaging in policy formulation (1)
Providing education (9)
Lack of stakeholder support (4)
Lack of volunteer support
Lack of local participation
Lack of government support (1)
Financial constraints (8)
Need for human capital (1)
Lack of local knowledge (2)
Lack of local involvement
Lack of government support (1)
Marketing issues (4)
Regulatory issues (1)
Policy constraints (1)

*FIGURE 4: FOCUSED CODING*

The fourth phase began when I devised my set of potential themes and further refined them (Braun & Clarke, 2006). However, during this phase, I anticipated that some candidate themes will actually not be themes because there will not be enough data to support them, while other themes might collapse into other themes as Braun & Clarke (2006) stated. Also, some themes

might also need to be fragmented into different themes as identified by Patton (1990). In this phase, I also anticipated that if my potential themes do not fit, I will have to reflect on whether there is a problem with theme. In whatever case I would revise my theme, or discard them from my analysis as stated by Braun and Clarke, (2006). Since I was working with an open-ended online survey, I put all of the categories into a table after they were organized to refer to while writing the results of this study. After this stage, I had a fair knowledge of my themes and how they compliment each other, and the story they tell about my generated data.

Local Community Engagement And Support	Ensuring Economic Sustainability	Identifying Barriers Impeding Social Entrepreneurial Process
Engaging In Advocacy	Economic Empowerment	Varying Levels Of Stakeholder Engagement
Providing Education Training	Re- Circulation Of Money Back Into The Local Community	Lack Of Local Community Knowledge/ Illiteracy On The Part Of Local Participation
Women Empowerment	No Poverty	Insufficient Finances
Ensuring Inclusivity		Difficult To Buy Into Their Ideas
		Marketing Issues
		Resources
		Buying

FIGURE 5: GENERATED THEMES AND SUB-THEMES FOR FURTHER REVIEW

For the fifth stage, after reviewing my themes, I defined my themes that were present. I kept on asking myself some questions such as what my themes were trying to convey to me and how the themes generated relate to each other. I realized that my research questions were straightforward, and the responses were also straightforward. It actually happened that some themes fitted into others and the most challenging part of the whole process was that, I got some interesting responses due to some questions that I asked in my survey such as what sustainability means to your enterprise. However, this type of question does not directly fit into any of the research questions, but the responses were very interesting. I actually was asking myself how to fit this into my study, and at last I thought of including such responses into my results and the



discussion since they were relevant. Braun and Clarke (2006) identified how important it is to consider how my themes will fit into the story that I am telling about my data, relatively to my research questions to avoid overlaps between themes. I actually took my time to define and refine my themes because I felt that was the most important part of my analysis. I often went back and forth with my themes and the overall data to find out whether there are other important information that I was missing. After this phase, I finally had three themes and some sub-themes under each, which will be found in the next chapter. Having a set of fully worked out themes, I think I have successfully completed the phases of the analysis.

The survey was pre-determined to take 10 minutes to complete, however, due to the open-ended nature of the survey, I stated in my information letter attached to the survey that informants can have a week to complete the survey and moreover, a time limit was set on the survey which automatically close when due but I cleared off the automated time for completion on the survey because of the rate at which I had to keep on reminding my participants to complete the survey. It was a little challenging, as I had to send reminders each and everyday over the platform and to each individual participant so that they completed the survey. The major difficulty I encountered during the data collection was when I had to explain to participants that they are tourism social entrepreneurs since the definition of who a tourism social entrepreneur is has not been clearly defined in the social enterprise Ghana ecosystem. However, I was able to get some quality responses from some participants. This chapter has explored the researchers context for this study and also expanded on Ghana and the SDGs. Again, the researchers positionality was also examined. The basic qualitative approach as the research methodology was also explored, followed with the analysis and coding process of the study. The next chapter will reveal and expand on the results of the study.

## CHAPTER FOUR: RESEARCH FINDINGS

### 4.0 Introduction to Research Findings

The aim of this study was to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. This chapter shows the results from after data has been collected with tourism social entrepreneurs in Ghana.

As such, three major themes and corresponding sub-themes (as presented in the table below:

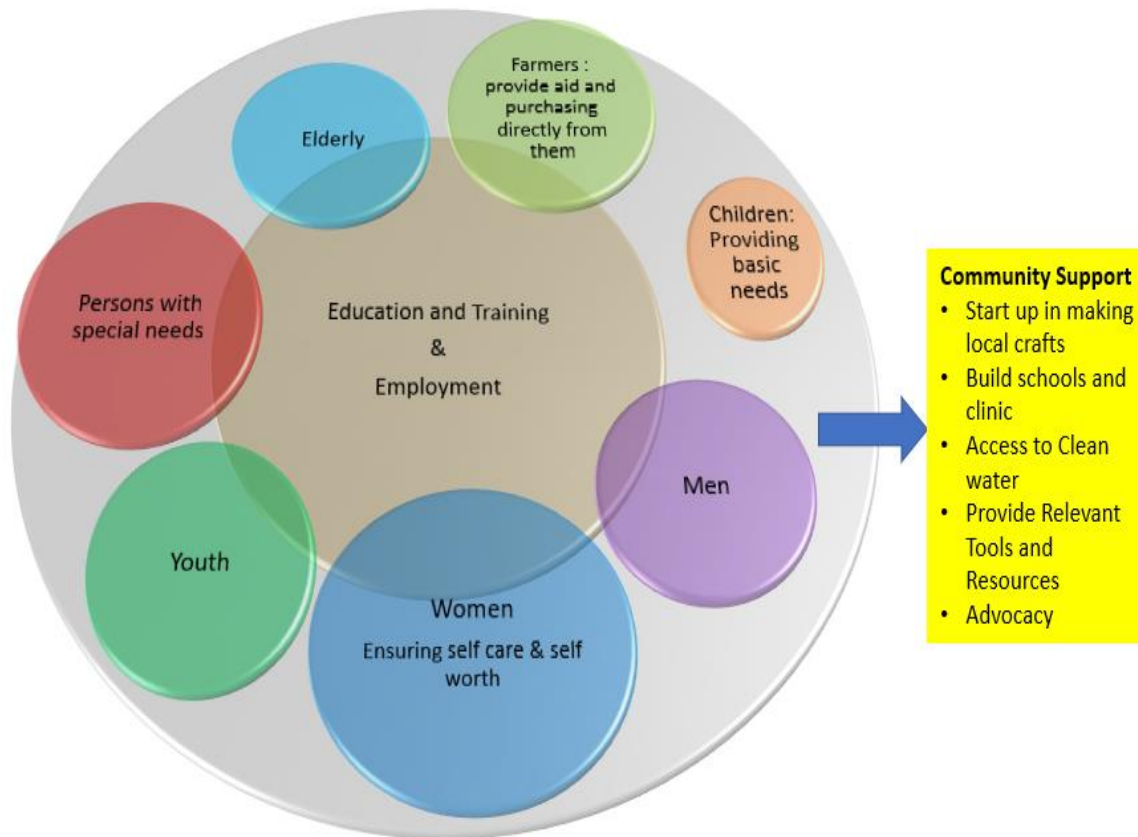
*Table 8*) will be presented as an outcome of the analysis that took place.

*TABLE 8: RESEARCH THEMES AND SUB-THEMES EMERGING FROM DATA ANALYSIS*

<b>THEMES</b>	<b>SUB-THEMES</b>
1. Ensuring Economic Sustainability	<ul style="list-style-type: none"><li>• Economic Empowerment</li><li>• Retaining funds in the community and supporting people</li></ul>
2. Ensuring Socio-Cultural Sustainability	<ul style="list-style-type: none"><li>• Empowering Women</li><li>• Ensuring Inclusivity</li><li>• Engaging in community advocacy</li></ul>
3. Barriers Impeding Tourism Social Entrepreneurship	<ul style="list-style-type: none"><li>• Insufficient finances</li><li>• Varying levels of stakeholder engagement</li><li>• Other challenges in furthering sustainability progress</li></ul>

All informants similarly demonstrated their concern for the sustainability of their communities, through diverse activities and social entrepreneurial business model. Social entrepreneurial business model is used here to illustrate how social entrepreneurs recognize and investigate how SE is engaging with innovation. The first theme that will be discussed is ensuring economic sustainability. This details how tourism social entrepreneurs in Ghana have been able to ensure economic sustainability (identified as a pillar of sustainability) in the tourism

industry, through involving and supporting local communities in such a way that enhances the health and well-being of the local people. The subsequent sections will further detail another pillar of sustainability, which is the socio-cultural sustainability, entailing how tourism social entrepreneurs are also ensuring that local community's benefit from tourism socially, enhancing the social and cultural lifestyle of the community. Last but not least, some of the ongoing challenges facing tourism social entrepreneurs in their quest to progressing tourism sustainability and the SDGs are also talked about in detail. It is worth noting that, all these impacts made by tourism social entrepreneurs, in the data analysis supports the progress of the SDGs. See **Figure 4** for the impacts made by TSEs in Ghana which shows a reflection of socio-cultural sustainability. From the analysis of the data, employment, education and training was the common impacts made by the TSEs among all groups of people. However, groups like the women were a specific group with self-care and ensuring self worth being an important aspect of the support they received. Farmers, as well had aid provided to them aside the education, training and employment offered to them. Based on the diagram, it is evident that children had a form of support, outside the education, training and employment. Children were provided a form of basic needs. Further evidence can be found in the content below.



*FIGURE 6: IMPACTS MADE BY TSEs ON GROUP AND COMMUNITY LEVELS*

#### **4.1 Ensuring Economic Sustainability**

Analysis of the data revealed that tourism social entrepreneurs in Ghana are primarily focused on the economic principle of sustainability whereby efforts are being made to ensure that the local communities benefit economically from the activities of the tourism social entrepreneurs through diverse ways. It became apparent that the vision and mission of these tourism social entrepreneurs, for the success of the local communities were enmeshed with their concern for economic benefits of the local communities through their model. This theme is considered very important because, economic sustainability when achieved serves as a benchmark for social and environmental sustainability to be achieved as well. It is worth noting

that, the tourism social entrepreneurs who completed the survey, specifically determined their interest in ensuring that economic stability is enhanced in the local communities where they operate their businesses. Many of the tourism social entrepreneurs revealed that ensuring economic sustainability will further help in engaging with the other pillars of sustainability including socio-cultural and the environmental. The engagement in economic sustainability was evident as about 13 of the 17 tourism social entrepreneurs identified their missions and visions emphasized economic sustainability. Also, reflecting on the steps tourism social entrepreneurs are taking to engage with the specified sustainable development goals, economic sustainability was identified as a recurring concern. Economic empowerment was enhanced by the tourism social entrepreneurs through employment, education, providing aid to farmers to reduce post-harvest losses, providing tools and resources and start ups to local community members, and purchasing raw materials from local farmers. This theme comprises two sub-themes which will be discussed below:

1. Economic empowerment
2. Retaining funds in the community and supporting people.

#### **4.1.1 Economic Empowerment**

Economic empowerment was frequently identified as one of the major ways in which sustainability may be ensured in the local communities in Ghana as far as the sustainable development goals are concerned. Based on this study economic empowerment can be described as being able to improve yourself economically and having the mandate to make your own decisions. In succeeding and advancing economically, there is the need for skills and resources to compete in the market, as well as fair and equal access to economic institutions (Golla et. al, 2011). Economic empowerment also means the ability to make and act on decisions while

controlling resources and profits. This is seen in the form of creating employment, ensuring education, as well as giving equal access to resources. Thus, in the analysis of the data, 15 of the 17 tourism social entrepreneurs demonstrated that unemployment challenges are being addressed by their social enterprises. Based on the data analysis, 13 of the 17 tourism social entrepreneurs have employed between 1-10 workers, 2 of the 17 tourism social entrepreneurs have employed between 10 and 20 workers, 1 of the 17-tourism social entrepreneur has employed between 20 and 30 workers while 1 of the 17 tourism social entrepreneurs employed between 30 and above workers. Conversely, 15 of the tourism social entrepreneurs revealed that indeed their enterprises are addressing unemployment challenges. Such responses emerged when the researcher asked the steps, they are taking to engage with the sustainable development goals. Informant 8, a creative arts and culture social entrepreneur explicitly described his enterprise as creating employment:

*We hire a large number of Kente weavers from local communities and various artisans to make various products for us. We also hire skilled individuals to be part of our management team and thus contributing to employment in Ghana. The principal business activity I carry out which is engaging weavers and paying them to make Kente products, as well as retailing some of their already made Kente is directly towards achieving the SGD 8, which is Decent work and economic growth.*

From the response of informant 8, it is evident that the sustainable development goals serve as a benchmark for the activities his business is engaging in. Notably, it is not just informant 8 who had a firm understanding of the of what the SDGs were but all the 17 informants who completed the survey seemed like they had a firm understanding of what the SDGs were and how their businesses were contributing to these goals especially when asked about the steps they were taking to engage with the SDGs. Moreover, it is also evident that businesses are utilizing the local people and resources in their business models (DeLange & Dodds, 2017). Interestingly,

Informant 8 is also a clear example of a social entrepreneur utilizing the skills and abilities of local people. This is an indication of human and social capital coming into play in the social entrepreneurial model. Informant 2, a creative arts and culture social entrepreneur also acknowledged that her social enterprise is a “baby enterprise”, which means that the enterprise is in its infancy stage, but it has been able to create employment opportunities, although not many, and as the enterprise grows, employment opportunities will also widen: “*My enterprise is a small-scale business and we have been able to employ four young ladies, one elderly woman and one young male. The more the enterprise grows, the more we will employ*”. Importantly, Informant 2 clearly established that, as the business grows and as it is possible, further employment opportunities will be created fostering employment opportunities for others in the community. A careful look at these two responses clearly depicts that employment creation is a big part of the impacts that tourism social entrepreneurs are focused on, whether the enterprise small or medium sized, in order to ensure economic empowerment.

Due to the small nature of businesses the enterprises and based on the analysis of the data, it appears that it is sometimes difficult to employ people. Informant 11, an events social entrepreneur shared: “*I design events around already existing places and ideas. For instance, I used to organize mountain hikes which is run by a mountaineering company. Jobs are created when I do not do everything myself but involve those who need jobs especially in the rural communities*”. The above example demonstrates Informant 11’s innate sense of responsibility to employ despite the fact that he can be able to do the work all alone due to the small nature of the enterprise. This depicts a social entrepreneurial characteristic of being socially alert. Other tourism social entrepreneurs also emphasized the importance of training or providing education as a way to economically empower the local communities. Social entrepreneurs generate positive

economic impact through their operations to educate and train the local community members. A facilitating role demonstrated by informants through education was signalled as having a key role in being financially successful. As such, Informant 7, also a creative arts and culture tourism social entrepreneur, shared how she is contributing to sustainability:

*I am training and educating women, as well as helping them to acquire skills to explore diverse opportunities as well as educating them on the job, so that they are able to explore both local and global, which is geared towards helping women know more and be confident in exploring all opportunities available to them.*

The education or training was not only identified as an ongoing process, but it emerged from the motivation behind being a tourism social entrepreneur, which creates a link between the impacts that tourism social entrepreneurs are creating and the motivation behind these impacts. Education can take the form of on the job training and it can also mean a formal in class education between a student and a teacher. However, most of the educational opportunities that tourism social entrepreneurs are pursuing is generally, on the job training, which involves educating the local community members on their job description. Informant 9, a food and beverage social entrepreneur, shared: *“I had a tough time getting a job after school so my motivation to start my business and to be a social entrepreneur is as a result of this experience as well as to train and educate youth who find it difficult to get a job but are interested in finding one, as well as helping people with special needs.”* Informant 9 demonstrated a psychological perspective of value creation through her motivation for starting the enterprise. Psychological perspective of value creation is used here to illustrate the psychological motivation behind what the tourism social entrepreneurs do and why they do these. Sometimes the psychological trauma someone has been through can motivate him or her to empower others. It was very important to



identify and appreciate the motivations that underlies the behaviour of the tourism social entrepreneurs, and this has been demonstrated by Informant 9. This served as her motivation for engaging in social entrepreneurship.

For the purpose of this study, young people are now the target to achieving the global goals especially when it comes to education and employment as well as health (UN, 2019). However, from the analysis of this study, 3 of the 17 tourism social entrepreneurs had their businesses directed towards the youth, which will be mentioned explicitly later in this analysis regarding the specific group of people their social enterprise is serving. Economic empowerment was not just limited to the above mentioned but ensuring equal access to resources was also linked to ensuring economic empowerment, which was identified as another impact that tourism social entrepreneurs were creating in Ghana. Regarding the steps tourism social entrepreneurs are taking to engage with the sustainable goals, Informant 10, a creative arts and culture social entrepreneur, shared: *“I ensure to give people the relevant tools, platforms, and resources to reach their goals, making sure I create the right atmosphere as well as ensuring that benefit to workers becomes the number one aspect of my model”*. Evidently, some of the resources most of the social entrepreneurs provide are sometimes in cash for start-ups, others are also raw materials, tools and equipment and sometimes building a solid relationship between the local communities and other tourism stakeholders such as tourists and investors are considered a major resource.

In Ghana and according to the data analysis, mixed feelings on behalf of the tourism social entrepreneurs were evident regarding the role of tourism employment opportunities. Interestingly only 5 of the 17 informants seemed to consider employment opportunities positively. Specifically, the analysis revealed that ensuring economic empowerment was being approached

in various ways such as creating employment opportunities, ensuring equal access to resources, promoting education and supporting economic empowerment in the local communities. The next sub-theme will discuss retaining funds in the community and supporting people.

#### **4.1.2 Retaining Funds in the Community and Supporting People**

In addition to ensuring economic empowerment, tourism social entrepreneurs in Ghana have also played a part in ensuring that money spent in the local communities stays and circulates in the local communities. Avoiding leakages was a common theme identified in the data to ensure economic sustainability in the communities in which tourism takes place. Markedly, 7 out of the 17 participating tourism social entrepreneurs acknowledged that, tourism revenues may leak out and therefore reduce the benefits for local community. One way to ensure that money spent stays in the local community was through purchasing products made by the local communities and supporting local community businesses. For example, Informant 12, a food and beverage social entrepreneur identified his close affiliation to local producers and shared:

*We purchase raw materials from the local women instead of buying them outside the country or even outside the community. I know this is going to help encourage the local community members to trust their own product and also help them save some money. That is my small way of helping the local community apart from employing them in my enterprise.*

This example by informant 12 clearly explains how the issue of leakages is acknowledged in light of Hall's (2011) recognition that leakages are a major economic concern in tourism. In addition to being a job creator, tourism social entrepreneurship is also about extending support to people who already have a way of making a living. Informant 9, for example, a food and beverage social entrepreneur shared his support to farmers who are facing losses during their production and extending support through other means:

*I am providing aid to farmers and this has been one major thing I have decided to include in my social entrepreneurial model in order to aid farmers reduce post-harvest losses. I am able to do this by purchasing their farm produce and also help them receive education and training in agricultural practices, technology as well as marketing. Farmers also need support and I think more attention should be paid to them because they provide us with the local food, we desire to eat everyday.*

An inherent concern of farmers established in the above example was the losses farmers usually endure. The above quote describes the need to encourage individuals and local producers through purchasing from local sources and using local goods to avoid leakages. Building on the importance of using Ghanaian resources in rural areas as a way to support communities, Informant 4, a food and beverage social entrepreneur, shared this:

*We are an agro-processing company using Ghanaian raw materials which is directly purchased from the local community farmers to process food, home and personal care products to consumers around the globe while reducing poverty (SDG 1) and improving good health and well-being (SDG 3) in a sustainable and profitable manner. We do well to pay all employees wages above the Ghanaian minimum wage.*

This example demonstrates the support that the tourism social entrepreneurs are extending especially, to local producers and their interest in appreciating local produce, which further promotes the culture of a particular region. Also informant 4 further states explicitly the SDGs that serves as his benchmark for the value he is creating. The importance of inculcating these goals into the models serves as a guidance and also a means to an end.

Knowing this, Informant 6, a tour guiding, and operations social entrepreneur referred to a different approach of keeping tourists money in the local community by connecting and introducing local community members to the tourists and also help the local community members with start-ups and raw materials in order to make products and sell their products to tourists. He shared what he does as his contribution to economic sustainability as:

*There are so many beautiful tourist resources we have in Ghana but most of them are hidden from the eyes of men and found in local communities that are difficult to be identified. There are deprived communities with no school but has a lot of tourism potential, so I pitched the idea to a group of Black Americans who want to visit Ghana and they have supported and still supporting to build a community school and clinic for them as well as clean water access. For this reason, my way of contributing to a sustainable tourism in Ghana is to identify these local communities and create a connection between them and tourists which will at least make them visible and also get help for development. I am happy that I am able to provide raw materials and start-ups to the local community members to make local artifacts that will be of interest to the tourists. In sharing some of the wonderful things that I have done, I have made it possible for some local communities to have school facilities and development of wells resulting in clean water access all through tourists who came to visit these local communities.*

Based on analysis, informant 6, a tour guiding and operations social entrepreneur, has been able to help put up not less than twenty-five primary schools, a clinic and four clean water access for different local communities, with the help of African diasporas. In summary, a concept of fair trade in tourism can be directly identified here. According to Boluk (2011), a principle of fair trade tourism which was actioned by the tourism social entrepreneurs she studied was that “tourism businesses should strive to be sustainable” which includes, “increased knowledge through capacity building, responsible use of resources, education of economic leakage through local purchasing and employment and support to historically disadvantaged entrepreneurs” (p.243). The data has demonstrated that in ensuring economic sustainability, tourism social entrepreneurs are demonstrating efforts by making sure that money spent especially by tourists stay in the local communities to help build up the businesses of the people in these local communities. Economic sustainability has been ensured as tourism social entrepreneurs purchase raw materials such as food produce from the local community members and also support local community farmers in their produce so that they do not incur losses. Important to note, were the informal networking and linkages facilitated by the social entrepreneurs and local communities to tourists and aiding local community members with start ups and raw materials to make and

products to the tourists. Such networking has resulted in the financial support some visitors have extended to support the development and upkeep of school facilities and development of wells resulting in clean water access for the community upon their visits. The next theme will provide an overview of the second theme that emerged from the data regarding social cultural sustainability practices that tourism social entrepreneurs are engaging in.

## **4.2 Ensuring Socio-Cultural Sustainability**

Data analysis revealed that socio-cultural sustainability is largely dependant on economic sustainability. 12 out of 17 tourism social entrepreneurs mutually emphasized the importance of economic and socio-cultural pillars of sustainability especially in local communities or rural areas of Ghana. This is the reason why most of these social entrepreneurs according to DeLange and Dodds (2017) are located at rural and marginalized local communities, because these are areas where marginalization and extreme poverty can be found. Women empowerment was enhanced through employment, boosting their confidence and self-worth, education and training especially on self-care, giving them access to water. Also employing local community women with special needs. Specifically, tourism social entrepreneurs in Ghana have empowered various groups of people such as women, the youth, children, men, and the elderly, to act and contribute to the local communities in which they belong through employment and with children, the provision of basic needs. This theme comprises three sub-themes which will be discussed below:

- Empowering Women
- Ensuring Inclusivity
- Engaging in community advocacy

### **4.2.1 Empowering Women**

Women empowerment was another way in which tourism social entrepreneurs in Ghana contributed to social value in their communities. Social value creation is used here to illustrate

the process that can result in benefit an individual, society or a group of people. Women were however the major target of empowerment. Empowering women can be described as the processes through which women gained the capacity for exercising strategic forms of agency in relation to their own lives, as well as in relation to the larger structures of constraint that positioned them as subordinate to men (Kabeer, 2012, p.6). In my data analysis, it became evident that women were dominant when it comes to the specific group of people the various social entrepreneurs are serving. Evidently, 10 of the 17 tourism social entrepreneurs focus on empowering women and supporting their access to resources through diverse ways; providing sustainable income through employing the women, helping women to become more confident, creating opportunities for women in the rural communities to have access to water, training women to make fashionable stuff for tourists, and overall, educating women to make impacts. The contextualization of women empowerment that speaks to this research touch base on varying aspects of change in the lives of women, which are considered each significant in themselves. In the northern part of Ghana especially women tend to go through lot of rites such as the female genital mutilation, puberty rites, widowhood rites, just to mention a few, which affects them mostly psychologically and leaves pain that can never be forgotten. There is loss of identity and self-worth mostly among the women. These practise have been have long existed and we still see it today. It is interesting that tourism social entrepreneurs are touching on improving the lives of women and touching on their self-worth and social identity. Responses of women empowerment emerged when some informants explicitly stated their mission and visions of being tourism social entrepreneurs. For example, Informant 7, a creative art and culture social entrepreneur shared her motivation for starting her tourism social enterprise as:

*It is very important for women to believe in themselves and know how capable [they are] and that is my motivation. Therefore, my enterprise is helping women know more and be*

*more confident in exploring all the opportunities available. I do this mostly through educating the women on how to make beads, as well as how to make the products they sell appealing to the tourists and I also educate the young ladies among them on how to keep themselves especially during the time of the month while training them on the job, and sponsoring them to go for seminars, conferences and workshops to improve their skills and abilities.*

Self care for women has been identified in this example and it is equally very important so much that it adds to improving the self -worth of women and boost their confidence. Emphasizing on support for women is very important in this current age with lots of inequalities taking over nations especially, developing countries. It is very important to identify women support an ongoing activities undertaken by social entrepreneurs. This is an evidence of helping women know their worth and provides opportunities for women to improve their circumstances in the society they live in and that is a great way of empowering women. Four other informants further stated their mission, vision and the steps they are taking in engaging with the sustainable development goals. Notably, Informant 5, a creative art and culture social entrepreneur with the aim of ensuring the self worth and social identity of women shared that:

*Empowering women to be self-sufficient is what my tourism business is all about and I do this by employing the women in my business and whatever money they make , through the selling of the products becomes their own their own money, although I supply them with raw material, I don't take money from them when they make profit.*

Although each tourism social entrepreneur is not directing the social entrepreneurial model towards a single group but multiple, women became the dominant group. One activity often falling on the shoulders of women in Ghana is accessing clean drinking water to serve the needs of everyone in their household. Gaining access to portable water especially in local and marginalized communities can be difficult (UN, 2018). Specifically, informant 17, a transportation social entrepreneur shared what he does to support women in the local communities from the benefits she accrues from her enterprise:

*Because tourism can provide sustainable income to marginalized groups especially women to improve their quality of life, I create opportunities for women to have access to water in the local community through my tourist's transportation enterprise. It's like killing two birds with one stone. The same transportation system I use for my tourism business is the same I use in transporting water to women in marginalized areas. I started this enterprise and determined to help women with the benefits I get because I know what women go through and I am ready to support them all the way.*

Informants 17's reflection demonstrates that because of the role women play in the family and society, it is very necessary to empower them in any possible way. Women are important when it comes to the achievement of the SDGs, however, the development of tourism in communities sometimes affects women negatively (Boluk et al.,2019). For this reason, providing water to women in local communities as demonstrated by Informant 17, is an evidence of considering empowering women and ensuring gender equality (SDG 5) by tourism social entrepreneurs in Ghana.

Respondent 9, a food and beverage social entrepreneur also shares how her enterprise is geared towards catering for the less privileged women:

*"I am making sure that my products are of healthy standards, as I also employ less privileged women and educate them on how to make a change. Therefore, my contribution to towards the SDGs is to employ more women in the business".*

The above example demonstrates that tourism social entrepreneurs in Ghana appear to be cognizant of the individual issues in the society, as well as minority groups within the community who would benefit from the impacts they are making. Specifically, informant 15, a creative art and culture social entrepreneur pushed inclusivity boundaries taking into consideration those with various disabilities:

*People with disabilities are the group of people my social enterprise is trying to include in its day to day activities. I am doing this by employing them and giving them the necessary equipment, they need for work, however, women are my main priorities when it*



*comes to employing people for my business. I also train these rural women with disabilities to make beadwork, shoes, bags locally weaved materials clothes and local or Ghanaian artefacts from recycled tires, scrap fabrics, glass and plastic bottles and sell them to tourists and sometimes Ghanaians as well.*

Informant 15 also draws attention to the importance of centering women and specifically creating opportunities to women with disabilities. Women and girls with varying abilities disabilities would also have a major part to play in all of the SDGs in order to leave no one behind (UN, 2019). Employing the disadvantaged groups such as the disabled creates a different benefits to the individual such as providing them with basic needs, personal development and meaningful work. This is important because few options have previously existed for women with disabilities in Ghana. In this particular case, it is very important that at least people with disability were identified in the analysis of the data.

In summary, the data analysis demonstrated how tourism social entrepreneurs have centered on women supporting gender equality. While SDG 5 is focused on achieving gender equality and to empower all women and girls, this is very important for achieving all 17 SDGs in Ghana. The involvement of women in the tourism social entrepreneurial model in Ghana, signals how SDG5 Gender Equality is being prioritized in Ghana. “Ending all discrimination against women and girls is not only a basic human right, it is crucial for a sustainable future and it has been proven that empowering women and girls helps economic growth and development” (UNDP, 2019, n.p). Although 10 out of 17 informants focused on empowering women, they also ensured inclusivity which included other groups of people. The next sub-theme will unpack how other groups of people are included in the business models of the tourism social entrepreneurs interviewed in addition to women.

#### 4.2.2 Ensuring Inclusivity

Supporting social sustainability, the analysis carried out drew attention to inclusivity as an important goal of the Ghanaian tourism social entrepreneurs who participated in the study. Beyond the informants social vision towards empowering women, the data also demonstrated that tourism social entrepreneurs were not just focusing on one specific group but they also directed their enterprises to serving and meeting the needs of other groups of people, depicting the inclusive nature of their social enterprise model. All of the tourism social entrepreneurs who participated in this study expressed the social aspects of their enterprises towards serving one or more groups of people. Since vulnerable communities have a higher chance of living in poverty, Informant 5, a creative arts and culture social entrepreneur explicitly identified her social enterprise to focus on vulnerable communities stated:

*Vulnerable communities are the most neglected populations in Ghana and are also the largest groups and the government cannot do all by itself. My business therefore is to identify these communities and help them in any possible way that I can through my tourism business.*

From what Informant 5 is saying, the onus is always laid on the government and it is sometimes very difficult for the government to identify all vulnerable populations and meet their needs.

According to the positive theory of social entrepreneurship, one principle philosophy states that, perform duties and solve societal issues that government are unable to due to insufficient resources and that which traditional entrepreneurs are not interested in (Santos, 2012). Assisting the government of Ghana with some of its responsibilities is exactly what most tourism social entrepreneurs are pursuing especially when the government cannot extend a helping hand to everyone. Knowing the dominance of the youth, not only in Ghana but everywhere else, it was evident that the youth were also identified in the model of the tourism social entrepreneurs in Ghana. Informant 1, a tour guiding and operations social entrepreneur highlights his vision to improve the lives of youth and also what is currently for the youth:

*My vision is to employ, train and educate youth in my business by designing Ghana made cloth with symbolic designs and my goal is that in the next 5 years I want to train a lot of youths so that they get something to do now and, in the future, as well as scaling up productions so that we could reach more people. I realized that youth unemployment is so overwhelming in Ghana, so the least I can do is to employ them, and I hope this helps. I also invite well to-do businessmen to educate the youth on how to save and use money wisely.*

Ensuring inclusivity and identifying youth is very important, especially when it comes to employing the youth. It is very difficult and evident to complete school and not have any job to do, as a youth and this leads to most social vices such as theft in our various societies. Poverty annihilation can totally occur for example, if more people, especially young people have access to decent and productive employment, as society benefits when more people are employed and paid well but that is not the case in Ghana (UN, 2019). Therefore, youth engagement in the tourism social entrepreneurship model is very important as demonstrated by Informant 1.

Inclusivity was also prioritized by other informants, whereby children were also identified in the model of the tourism social entrepreneurs in Ghana. For example, Informant 2 said this:

*My enterprise is to serve women especially, however, serving children is also a big part of my business model. I get sad when I see children without slippers and basic education, walking by the roadside, begging for food and more seriously, without shelter. Providing the children with basic needs such as slippers, food has been a small role I am playing as a social entrepreneur.*

Prioritizing children in tourism engagement and the sustainable development goals has been demonstrated by Informant 2. Accelerating child protection and empowerment is very important and this is normally done by reducing “all forms of violence and related death rates including ending abuse, torture, exploitation of children” (UN, 2019, n.p). Informant 3, a food and beverage tourism social entrepreneur, reflected on three specific groups she has served:

*Mothers, children, and the youth are my priorities. I am satisfied, knowing that I am doing something profitable to benefit them. My product is given freely to children, while I employ and pay the youth and mothers, I work with to make these products for these children.*

Analysis of the data suggests that tourism social entrepreneurs in Ghana have embraced the idea of inclusiveness as well. For this reason, it appears that there are other tourism social entrepreneurs in Ghana who aside considering women and other groups stated earlier, had men when considering improving the well being of people. Evidently, 2 out of 17 tourism social entrepreneurs who completed the survey also had their enterprise serving men. Informant 3, a food, and beverage social entrepreneur shared:

*my business is directed towards serving farmers in my local community who are men dominated but I recently started including women because I realized there were women who were also involved in farming and needed help as much as men needed.*

This is quite a reflection that men were the initial focus, however, including women at the latter stage, still makes men a priority here. In general terms, other tourism social entrepreneurs do not have a specific group of people to focus on, however, they are serving an entire society. In this way, informant 10, a creative arts and culture social entrepreneur generally shared:

*“A happy and thriving society with individual potentials and creative ideas is what I aim at producing. With my business, I want to help anyone who needs it. I love tourism so much that through tourism, I will make sure everybody benefits from it”.*

Informant 10 expressed his passion for tourism in Ghana and how people can benefit from tourism through his model. The potential of tourism as a tool for alleviating poverty has been identified and from the analysis of the data, it appears that alleviating poverty and ensuring a thriving society through tourism is the main focus of the tourism social entrepreneurs in Ghana. To ensure inclusivity means not leaving anyone out and this has also been identified in the data analysis. 10 tourism social entrepreneurs had their focus on women, followed with a focus on

children, which occurred 5 times. The youth also were represented 3 times, whereas the men were also represented 2 times. Mothers, vulnerable communities, elderly people and people with disabilities were also represented once. This is an evidence of what tourism social entrepreneurs in Ghana are directing their model towards which directly related to the sustainable development goals. This also depicts inclusivity in the tourism social entrepreneur model in Ghana. With women dominating as a focus, we can specifically say that gender equality: SDG 5 is a focus of tourism social entrepreneurs in Ghana. The next sub-theme that will be discussed is engaging in community advocacy.

#### **4.2.3 Engaging in Community Advocacy**

Another way tourism social entrepreneurs in Ghana are contributing socio-cultural sustainability is through community advocacy. Tourism social entrepreneurs did not only take initiative to involve the members of the local communities in their business model, they also took the initiative to engage in advocacy work for local communities. Based on the data analysis, 5 of the 17 tourism social entrepreneurs, serve as a link between the local communities and other stakeholders in the tourism industry such as the government. Informants provided different perspectives on what their engagement in advocacy entails at the national and community level. Informant 16, a tour guiding and operations social entrepreneur shared his contribution to community advocacy:

*My mission as a social entrepreneur in the tourism industry is to advocate, inform and gather data for industry use and also contribute to policy formulation regarding the relationship between tourism, the local communities and the government. I am also advocating for the right environment for tourism related organizations to work. I also employ the people in the community directly to work and help develop their environment by stepping in for them at the governmental decision making level.*

Informants 16 reflected on some felt concerns regarding attracting the attention of the government. What will the problem be? This can be explored further in other research as to why we have leaders such as community chiefs and heads in the community, but they are not able to engage in advocacy issues regarding the communities. This step taken by the social entrepreneurs to engage in advocacy involves listening to the local community members to understand their priorities and perspectives as to how they want tourism in their community to be handled. Listening comes with making all effort to create avenues for communities to give feedback on issues such as the impacts of a particular policy after it has been implemented. Also, Informant 6 who is a tour guiding and operations social entrepreneur, also shares her contribution to community advocacy:

*I am a tourism social entrepreneur and basically being a tour guide and operator social entrepreneur is not for the sake of making money, but I know there are beautiful communities where we can find wonderful tourist attractions, but people do not know of them, even Ghanaians. These communities have members who are living in poverty and unrecognized as well. As I said earlier, I am happy that I am able to provide raw materials and start-ups to the local community members to make local artifacts that will be of interest to the tourists. In sharing some of the wonderful things that I have done, I have made it possible for some local communities to have school facilities and clean water access all through tourists who came to visit these local communities.*

With Informant 6 it is evident that efforts are being made to raise public awareness of the tourism resources we have in Ghana. Some of these attractions are not known and moreover, the people living in these communities with these attractions are also living in extreme poverty. It is possible to help recognize these deprived areas. With this said, it is possible that when this form of advocacy is continuously practiced, it will encourage the local community members to take active part in tourism in Ghana since they know how tourism will benefit them. The advocacy was not only done to favour the local communities but advocating for a responsible use of resources in the communities to improve the quality of people in the communities. Informant 1, a

tour guiding, and operations tourism social entrepreneur specifically shared when asked of his opinion on what sustainability means to him:

*Sustainability means responsible use of natural resources in the community to better the lives of the community members. This is the more reason why advocating to put a stop to cutting down of trees and hunting down animals in the forest which is a tourist attraction should be put to a stop. There is more to ensuring that the right thing is done by tourists, the government and even the local communities themselves, but it takes time for these advocacies to be heard. It is frustrating!*

This is an environmental form of advocacy and of course it is frustrating since the government looks over these issues that are considered very important especially when it involves local communities and tourism. It is evident that, when it comes to the advocacy part of social entrepreneurship, there is indeed the need to put in extra effort. Advocacy can also come about by partnering with various groups of people and building capacity in achieving specific goals. This also takes the form involving other groups such as trade associations and other working groups to ensure goals are achieved. Specifically, informant 5, a creative arts and culture social entrepreneur stated that:

*I am currently working with groups, schools and trade associations to achieve goals. When it comes to the steps, I am taking to engage with the sustainable development goals, I can say that, aside being creative and arts engagements, I am working with other groups of people such as educational institutions to ensure advocacy to make tourism sustainable enough through research.*

These groups engage in research in an effort to connect with community conservation justice team to help appreciate communities perspectives on problems and solutions and lay it before the government for solution.

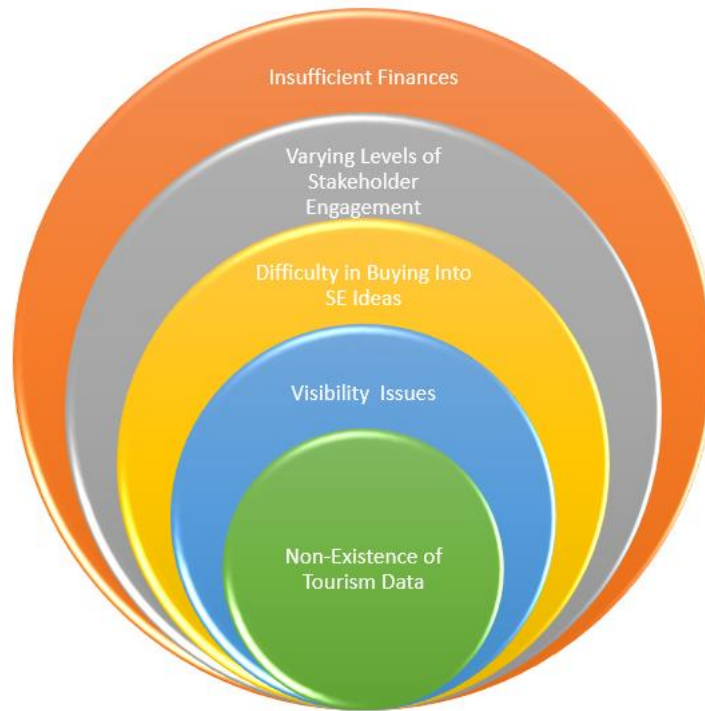
In summary, this theme explored how tourism social entrepreneurs contribute to socio-cultural sustainability in terms of engaging in a sustainable tourism as well as the SDGs. Some of the

ways they have contributed is through engaging women on social and economic basis women, marginalized groups, engaging in advocacy and overall, ensuring inclusivity. This does not mean that other impacts were not identified but the three stated were the most occurring impacts. On the other hand, enhancing the culture of the local people was also mentioned, which is also relevant as it speaks well to the purpose of this study, which is to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. The next theme will unpack the challenges tourism social entrepreneurs encounter in their quest to ensure sustainability and their engagement with the sustainable development goals.

#### **4.3 Identifying Barriers Impeding Tourism Social Entrepreneurship**

The most important part of progressing sustainable tourism and the SDGs is acknowledging and acting on the barriers to development and ideally encourage others to participate in sustainability strategies. All informants similarly demonstrated their concern for the challenges they encountered in their quest to progressing sustainable tourism and the SDGs. Figure 5 represents the barriers that TSEs encountered in Ghana. Insufficient finances was the most identified barrier among the TSEs, with the level of stakeholder engagement as the next dominant. The figure is based on the most occurring barrier to the least occurring. This section will explore the barriers identified and consist three sub-themes. The first theme will touch on insufficient finances as a major barrier. The second sub-theme will examine the barrier of the varying level of stakeholder engagements and the third sub-theme will focus on other challenges in furthering sustainability progress.





*FIGURE 7: BARRIERS ENCOUNTERED BY TOURISM SOCIAL ENTREPRENEURS*

#### **4.3.1 Insufficient Finances**

One of the most commonly identified barrier to progressing tourism social entrepreneurs commitment to sustainability and engaging with the SDGs in Ghana was insufficient finances. Social entrepreneurs encounter greater constraints getting financial supports. In the data analysis, tourism social entrepreneurs have demonstrated a concern need for mobilizing funds. Insufficient finances was exhibited in the context of the need to purchase machines, tools and equipment and also difficulty in raising money from financial institutions. Considering the kind of social responsibilities that social entrepreneurs have taken upon themselves, they cannot do without financial support, and this is the most lacking resource that has been identified. It is worth to note that, all 17 tourism social entrepreneurs who completed the survey acknowledged that indeed, they encounter financial challenges.

So far as tourism social entrepreneurs are integrating a target group (local community members) into the social value chain and for this reason, there has been the need for expansion to serve more. A value chain in this context constitute a set of both internal and external activities, made up of a number of dependent actions which are connected (Porter, 1985). Informant 1, a creative arts and culture social entrepreneur while acknowledging her barriers emphatically expressed concern over what can help her scale up her business: *“To scale up, we need funds to purchase machines and rent a bigger space to operate. This will help me expand my business and even employ more workers”*. *Expansion is all I need”*.

Informant 1 acknowledged that the lack of economic capital is impeding growth in the running of her enterprise. While equipment are considered economic capital, the lack of it causes stagnation. Thus, Informant 1’s response highlights the need to get equipment to push up productivity. Simply, if an individual wants to grow his or her business, it means getting large scale production tools and equipment and even space. Informant 9, also a food and beverage social entrepreneur, expressed how sometimes his social activities goes far beyond the revenue earned:

*we have our social activities which works as our revenue model, however, sometimes the social activities budget goes higher than our revenue to cater for the social agendas. How then can we continue with our social work if we continuously encounter financial constraints?*

Informant 9’s response reinforces a concern that appears to be consistent among social entrepreneurs in general and not tourism social entrepreneurs only. Currently, there appears to be inconsistencies between revenues received versus the social work undertaken, whereby the finances needed for the social work lacks but, the social work that needs to be undertaken keeps on widening. The data analysis revealed the frustration that is often felt by these social

entrepreneurs especially when they are not able to reach their goals, due to the lack of financial investment. Informant 17, a transportation social entrepreneur, also with the challenge of finances makes it explicitly clear that as social entrepreneur, revenue is actually low:

*“As a social enterprise, our income level is less, meanwhile, we need to acquire the right equipment to operate effectively to increase patronage and that has been our biggest challenge”.*

Informant 17’s response highlights the need to ensure quality production and the fact that without the right equipment and tools, quality production or large production is not warranted. In this case, if income is high and financial aid is available, it will empower the social entrepreneurs to do more than they are currently doing. Interestingly, data analysis shows that, most of the time finances is mostly needed to purchase tools and equipment and the significance of these tools and equipment is that it helps in large and quality production. In the same way, Informant 13, a food and beverage social entrepreneur and transportation social entrepreneur knowing how tools and equipment in businesses shared:

*We need funding for specific machines, grinding, machines, roasting machines, palm kernel sheller, oil expeller, packaging machine, land workspace and shop vehicles for transporting items raw materials and packaged products. We are expanding at a faster pace and we do not have capital for expansion. Although we are employing people and doing other social work, we do not have enough space and resources to employ more people.*

While a lack of financial investment for machines and other equipment, Informant 13 exhibits the persistent quality of a social entrepreneur, and also a characteristic whereby the lack of resources does not deter him from creating social value. Again, financial institutions can play a role in promoting the social entrepreneurial course, by giving loans and other available funds,

however, data analysis reveals that, it is not always the case. Informant 14, a food and beverage social entrepreneur, raises concerns about the difficulty in getting support from financial institutions:

*we are not able to raise funds from banks and get investment. I don't know whether it is a general problem in every country or just in Ghana because it is so frustrating trying to get financial support from banks especially, the requirements are just too much and it is so sad that the banks will waste our time, money and other resources but at the long run, they wont approve of the loan. This is really bad! Because we do social work, but we are not supported to this work.*

This example demonstrates another frustrating problem encountered by tourism social entrepreneurs. It is important if this is explored much further in order to get an in-depth understanding on how tourism are able to access funding especially from financial institutions . There are definitely other social entrepreneurs but not in Ghana who face these challenges. It is evident that most of small and medium enterprises need financial assistance such as loans from banks and other financial institutions and if this is not made available, it indeed seem frustrating and that is typically the expression shown by these tourism social entrepreneurs. Perhaps the principal takeaway from informant 14's response is his comment regarding the frustration social entrepreneurs go through without funding because they are doing social work, but they are not supported financially to do this work. What policies are there for social entrepreneurs in terms of getting financial supports from institutions? This is an opportunity to explore this in future. This section unpacked the barriers related to insufficient finances, which was identified from the analysis as the most occurring barrier tourism social entrepreneurs are facing in Ghana. The next sub- theme will also unpack the varying level of stakeholder engagement.

#### **4.3.2 Varying Level of Stakeholder Engagement**

Coordination between stakeholders in tourism helps to improve socio-economic and environmental fabric of local communities. Perhaps, another challenge scaling tourism social

entrepreneurs in Ghana is the level of involvement of other stakeholders in their business model. Illiteracy on the part of local community members, lack of local community participation, lack of governmental support, were identified as stakeholder barriers associated with the work of the tourism social entrepreneurs. For the purpose of this study, a tourism stakeholder according to Freeman (1984) “is identified as any group or individual who can affect or is affected by” tourism development in an area” (p.46). In the case of tourism, we can refer to tourists, local communities, the government, tour guides, etc. as tourism stakeholders. Informant 1, a tour guiding and operations social entrepreneur considers some limitations of the local community as a barrier stating that:

*“Illiteracy on the part of communities is a great barrier especially when it comes to involving them in each step of our activities. We are trying our best to educate them, but the rate of illiteracy is just too much”.*

Interestingly, this is true as it is quite unfortunate that most of these local community members never attended formal school and cannot read or write. It is clear from the impacts that the tourism social entrepreneurs are making that they are ensuring education among the local community members and from what informant 1 is trying to get to, there is so much work to do to educate these local community members especially if they will be involved in the social entrepreneurial processes.

On the other hand, Informant 2, a creative arts and culture social entrepreneur specifically draws attention to the unwillingness of the local communities to participate: *“local community participation is a challenge that I have to battle with”* this is a very relevant concern that has been identified. It is quite unfortunate that the informant was unable to go further in explaining this barrier. It is also quite unclear when Informant 2 mentioned the unwillingness of the local communities to participate. This response highlights uncertainties regarding the reasons behind

the refusal of local participation. This is something that can be explored further in depth, whereby the local communities will be interviewed explaining how willing they will be to engage with social entrepreneurship. Another stakeholder identified is the government. The intervention of the government is important as they are considered major stakeholders especially when it comes to the affairs of the people. However, it is identified that most often the support from government often lacks. According to Informant 15, a creative arts and culture social entrepreneur, government as a stakeholder does not provide support for something that it could have done by itself:

*“Government support in terms of providing the necessary infrastructure is what we are lacking. We have less to no support from the government and it is as if we are in this alone”.*

Informant 15 brings up a valid concern as she places emphasis on one major stakeholder that could have been of great support. Government’s lack of support have rendered challenges to progressing sustainability. Specifically, Informant 7, a creative arts and culture social entrepreneur, shared another support form government that they are lacking: Poor and ineffective regulations and policies not in our favour is a major challenge.

*How can we do this social work when the government makes it difficult for us to get finances through financial institutions? The policies are too strict. We just need a flexible policy to enable us to get financial assistance. If more support is given to the tourism sector as well social entrepreneurs, I believe that will enhance our engagement with the SDGs.*

From what Informant 7 is trying to put across, a lot more is required from the government, as this can have adverse impacts on the activities of the social entrepreneurs as well as the achievement of the SDGs. In regard to the SDGs, informant 8, a creative arts and culture social entrepreneur shares her thoughts and challenges sharing that:

*“If the government increases the awareness creation on the SDGs in Ghana, as well as the policies on the SDGs for tourism businesses, it will also reduce the task on social entrepreneurs”.*

As a result, it appears that there is a possibility that not everyone in Ghana is aware of the United Nation’s Sustainable Development Goals, which leaves quite a lot of work to be done. A fundamental concern raised by Informant 8 demonstrated that awareness creation on the SDGs is lacking. It is possible that if awareness is created, it will enhance the work of the tourism social entrepreneurs by putting “all hands on deck”.

On the other hand, 10 out of 16 tourism social entrepreneurs who completed the survey also agreed that they had challenges getting support from and other stakeholders. Volunteering is a difficult thing to come across on Ghana. Six out of 17 informants acknowledged that they were not finding difficulties in getting support from volunteers. This might be that they already have volunteers helping them or they actually do not need volunteers. Social entrepreneurship can actually work better with the help of volunteers.

This section unpacked the barriers that related to varying level of stakeholder engagement with tourism social entrepreneurs in Ghana. The next sub-theme will explore the other barriers the tourism social entrepreneurs are facing in furthering sustainability.

#### **4.3.3. Other Challenges in Furthering Sustainability Progress**

Despite the financial and stakeholder challenges that hinders or slows down the operations of the tourism social entrepreneurs, other challenges such as getting people to buy into the ideas, visibility and marketing issues and lack of tourism data were also identified by tourism social entrepreneurs. Notably, another barrier facing tourism social entrepreneurs in Ghana tends to be the belief people will have in the capabilities of a tourism social entrepreneur. Informant 4, a food and beverage social entrepreneur shared some barriers he is facing in an

attempt to further sustainability: *“It’s difficult getting more people to buy into your ideas especially when you have not been in existence for so many years”*. Interestingly, it is not surprising to identify this as one of the barriers that tourism social entrepreneurs are facing. This is because, normally, people will not buy into your ideas, your product or your service if in the first place, it is cheap or free to patronise. That is a problem that has been in existence for while. Again, from the response shared by Informant 4, it emphatically means that an entrepreneur or a social entrepreneur and specifically a tourism social entrepreneur needs to be in the business for a very long time before people may support your products or service. **Table 7** depicts how many years these social entrepreneurs have been in the business. If that is the case then, it is obvious that indeed patronage is low.

Visibility and marketing issues which is in a way related to informant 4’s response tends to be an important challenge that social entrepreneurs are facing in Ghana. Informant 5, a creative arts and culture social entrepreneur shared her concern from her experience learned about how difficult it is to be heard, identified and recognized: *we do not get easy access to market. I can’t even explain myself, but I do not have anyone to help me and it seems I am invisible, meanwhile I know what I am doing is creating a lot of impacts. Getting visibility is a challenge but I think it will take some time and a little more efforts*. This example depicts that the challenge tourism social entrepreneurs face in Ghana is getting their products and services out there, getting recognized and promoted. If this is done, it might be able to solve almost all the other barriers they are encountering. Specifically, this can be done in the social enterprise Ghana network (a network in Ghana which contains most of the social entrepreneurs in Ghana.) which can be seems to be the mediator between the government and the social entrepreneurs of the social entrepreneurs in Ghana. A public relation department needs to be set on behalf of the



social entrepreneurs and in general, the structure of the social enterprise Ghana network needs more research which can be taken into consideration for further research.

Another barrier for tourism social entrepreneurs in Ghana has been due to the poor nature of data for tourism operations. Informant 16, who is mostly identified as an advocate for tourism and local communities, as well as a tourism social entrepreneur, shared:

*Data is non-existent and everybody says there are a lot of people coming to Ghana, but, where are they? Where do they go? What are they spending on? How long are they staying? Where are they from? Even this year of return was just handled loosely because some of us were caught unaware and couldn't even benefit from it. There are no cliques and I don't know how this can be fixed but we need real data and all the information necessary to help us in our businesses. We therefore need decentralized branding for all tourist areas in Ghana than just branding the centralized parts of Ghana. For example, the year of return could have been awesome if this challenge was fixed.*

Informant 16 draws attention to a concern as she details challenges facing tourism social entrepreneurs in Ghana, in the attempt to engagement with sustainability initiatives. There is the need for good data and with this as a challenge, it makes planning and assessment very difficult. Furthermore, there is the need to put in more thoughts, effort and collaboration. This means that tourism social entrepreneurs should collaborate with government agencies such as the ministry of tourism if effective data is required. Social entrepreneurship is all about networking and that makes it very important for collaboration among stakeholders. The possibility of doing this, is far less as compared to tourism social entrepreneurs finding their own data. In summary, this section explored some other barriers facing tourism social entrepreneurs in Ghana as they work towards engaging with tourism sustainability and the sustainable development goals. Specifically, getting people to buy into your ideas, visibility issues as well as easy access to market challenge and non- existence of tourism data were identified as some other barriers that

tourism social entrepreneurs encountered. The next section will explore my research questions and provide a detailed discussion around the answers that has been provided to these questions. This section will also explore the gaps in literature and attempt to respond to the research questions.

## **CHAPTER FIVE: DISCUSSION**

### **5.1 Discussion**

The purpose of this study was to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the Sustainable Development Goals (SDGs) in Ghana. This chapter discusses the findings of the study related to exploring the activities of TSEs in the context of sustainable tourism and contributing to progressing the United Nations SDGs. This chapter will reflect on the three research questions guiding this study including: 1) What impacts are tourism social entrepreneurs trying to achieve in Ghana? 2) How are tourism social entrepreneurs creating value in line with sustainable tourism and the sustainable development Goals in Ghana? 3) What are the barriers faced by tourism social entrepreneurs in their quest to ensure sustainable tourism in Ghana?. Insights were gathered through an open-ended online survey carried out with tourism social entrepreneurs in Ghana. This chapter positions the findings of the study with the previous scholarship on tourism social entrepreneurship and sustainable tourism, along with tourism social entrepreneurship and the Sustainable Development Goals. This chapter will discuss the local community as a key theme and as sole beneficiaries of the impacts of tourism social entrepreneurs, followed by how the local community benefit from tourism social entrepreneurship; including Decent Work and Economic Growth (SDG 8); Quality Education (SDG 4) and Gender Equality (SDG 5). This will be followed with the barriers faced by tourism social entrepreneurs, all based on the research questions and finally, addressing gaps in current research and suggestions for improving practice.

#### **5.1.1 Local Community Focus And Involvement**

In an effort to answer research questions one and two, interview questions such as, the mission and the vision of the social entrepreneurs, their motivation for starting a social enterprise, the specific people the entrepreneurs are serving, the SDGs their enterprise is

engaging in along with the steps they are taking to engage with the specified SDGs, and how their enterprise contribute to sustainable tourism, were posed to the tourism social entrepreneurs. By asking such research questions one and two, we can begin to understand tourism social entrepreneurs in Ghana and how they are progressing the sustainable tourism and the SDGs.

As expected, sustainability was an important driver in how TSEs operated their business. Moreover, active and intense community involvement was emphasized by the TSEs as a way of inclusivity. In this current study, it has been suggested that the local communities are the core beneficiaries of the social value creation by the TSEs. This is inline with Boluk's (2011) findings which revealed that most SEs develop their business plans from the outset with the intention of involving and contributing to their communities. Correspondingly, all the tourism SEs expressed their mission and vision directed towards the local communities and their passion to see local communities thrive. Interestingly, in this current study, the reason for the local community involvement was not only as a result of the local communities providing the necessary resources for the TSEs but, also because these local communities were the most marginalized and the TSEs found themselves as part of these local communities. Notably, the TSEs in this study tend to be residents in the communities they are creating social value for, and these local communities tend to be marginalized. Therefore it made sense for the TSEs to channel their value creation towards the local communities they find themselves in. This approach seemed important as it signifies that the SEs know the strengths and the failures of the communities and they also know the social issues that persists in the various local communities.

As identified by Sheldon, Pollock and Daniele (2017), a tourism social entrepreneur can be a resident of the destination who knows it well and perceives a solution to one or more of its problems. The intended outcome of local community focus and involvement would then be to

contribute to the local community in a way that would enhance the well-being of local community members. Markedly, Aji (2020) supports this approach of community involvement through tourism SE by acknowledging that TSE is seen as a community-based tourism that aims at sustainable community development and also manages to reduce poverty in the local community. Apart from the local communities being vital in ensuring sustainable tourism, communities involvement also ensures that communities benefit from tourism, through employment opportunities for local people (Tosun, 2006). Scholars suggest limited research illustrates how social entrepreneurs engage local communities in the creation of social value (McGehee et al., 2014; Ormiston & Seymour, 2013). The findings of this study identify how the local community members are involved in the processes of the social entrepreneurs and such networking between the local communities and the social entrepreneurs have brought several benefits, such as employment, education, improved well-being to the local communities. Thus, this current research responds to the call of (Aquino et al. 2018) on how social entrepreneurs engage local communities. Overall, the findings of this current study regarding local community focus and involvement did not only identify the local community as the main focus of tourism social entrepreneurs but the findings further suggested how important it is for tourism social entrepreneurs to identify themselves within the population they are serving. This section discussed the local community focus and involvement as the sole focus of the activities of tourism social entrepreneurs. The next section will discuss decent work and economic growth as a way tourism social entrepreneurs engage the local communities.

### **5.1.2 SDG 8: Decent Work and Economic Growth**

Research question two explored how tourism social entrepreneurs are creating value in line with sustainable tourism and the sustainable development goals. Creating employment was one major impacts tourism social entrepreneurs had on the local community. As established in

the literature review job creation is the most commonly identified positive tourism social entrepreneurial activity by tourism social entrepreneurs (Von der Weppen & Cochrane 2012). The research findings suggests that tourism social entrepreneurs have embraced creating job opportunities for the local community members. In other words, job creation was one of the most identifiable way the tourism social entrepreneurs involved the local communities. Knowing the fact that unemployment is at a higher rate in Ghana, especially among the youth, tourism social entrepreneurs contribution to creating employment opportunities came as no surprise.

Considering one of the principles of sustainable tourism, there is the need “to ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed including stable employment and income earning opportunities and social services to host communities, and contributing to poverty alleviation” (UNWTO, 2005, n.p). It is evident that TSEs were contributing to sustainable tourism, as fifteen out of the seventeen informants declared their enterprises are addressing unemployment challenges. Perhaps, it was anticipated that job creation will be among the impacts created by tourism social entrepreneurs in Ghana, but it was not anticipated that it will be the most important social issue addressed. Appropriately, the job opportunities provided were in the form of the creative arts products made from Ghanaian traditional products such as Kente (a traditional Ghana-made fabric, made of woven textile strips of silk and cotton) employing them as tour guides were some of the employment opportunities created. This was not surprising because these communities were those who make these artefacts and sell them to tourists. In other words, this was not surprising knowing the fact that most tourism enterprises are found in local communities with tourist attractions and with these tourists products that excite tourists. According to the UN (2019), people with varying disabilities would have a vital role to play in all of the SDGs in order to leave no one behind.

Kalargyrou's (2018) study, the SEs in the hospitality industry provided employment for individuals with varying level of abilities, raising their awareness among the public and creating a disability friendly environment by offering a unique experience to tourists. In this current study, another important aspect of the employment that was enhanced by the TSEs was the inclusion of different groups of people such as people with varying levels of abilities. For example, informant 15 emphatically identified her model to serve people with varying levels of abilities by employing them and giving them the necessary equipment to work, which is a sign of inclusivity.

Additionally, the TSEs' engagement with the SDGs in achieving SDG 8: Decent work and Economic growth was evident and it was made clear especially when the informants were asked which of the SDGs their enterprises engaged with. Based on the mission of the SDG 8 (Decent Work and Economic Growth), creating opportunities for everyone to gain productive work and one with fair income, workplace insurance and the provision of social protection should be enhanced (UN 2020). Explicitly informants such as informant 8, a creative arts and culture social entrepreneur expressed his commitment to engaging with the SDG 8. This means that there is a firm understanding of what the SDGs are and they are being carefully applied in the models of the tourism social entrepreneurs. Considering some of the critiques on the SDGs put forth in the literature regarding the SDGs it is easy to assume that more effort is required especially regarding a goal such as employment. Scholars such as Aquino, Luck & Schanzel (2018) suggest limited research exists on how social entrepreneurs engage local communities in the creation of social value. The findings discussed here provide evidence of how tourism social entrepreneurs are engaging with local communities in the creation of social value. Findings suggests that TSEs acknowledged the fact that they had limited resources however, that did not

prevent them from offering employment to the members of the local communities. Arguably, this demonstrate the socially-alert characteristics of a social entrepreneur as identified by Abu-Saifan, (2012).

It can therefore be said that sustainable tourism and the sustainable development goals have been contributed to by the tourism social entrepreneurs in Ghana, through employment creation. Markedly, contemporary tourism and social entrepreneurship is seen as an approach to provide opportunities for the local community members to create tours and souvenirs for tourists using materials and suppliers procured from local sources (Sheldon et al. 2017) and this was evident in this current study as the tourism social entrepreneurs provided such opportunities for the local community members. Furthermore these insights align with Kline, Boluk and Shah (2014) findings reflecting the social value created by TSEs provided job opportunities to enhancing sustainable tourism. According to Sachs et al., (2020), Ghanaians are on track with the achievement of the SDG 8 (Decent work and economic growth). But, as COVID-19 escalates, there has been a historic downturn with record levels of deprivation and unemployment and this is affecting the poorest greatly (UN, 2020). Although tourism tends to be among the economic sectors most affected by COVID-19, according to the UN (2020), TSEs in this current study are still engaging with the SDGs through providing job employments. The contribution of this current study to the reversed progress made in the SDG 8 (Decent work and economic growth) is significant and directly adds to the effort put in place to correct the reversed progress. Overall, the findings of this current study regarding *Decent Work and Economic Growth: SDG 8*, did not only highlight decent work and economic growth as a means of engaging in sustainable tourism and the SDGs, but also identified the inclusive nature of employment offered. This section discussed ensuring decent work and economic growth as a way TSEs are engaging with



sustainable tourism and the sustainable development goals. The next section will discuss quality education

### **5.1.3 SDG 4: Quality Education**

Further answers to the research question on what impacts TSEs are making suggests that, education is being promoted. Notably, both informal and formal education were highlighted as important. “Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development” (UN, 2019, n.p). Based on this current study, education was enhanced by the TSEs through employment opportunities they offered to the local community members. This form of education was normally on-the job training offered along with education for the employees, which is intended to improve upon the skills of the local community members for the job they have been employed to do. In this current study, it seemed as though improving upon skills of the local community members as a form of education and training was the main focus of the TSEs. It was actually just one of the seventeen informants who with the help of Africans in the diaspora has been able to implement a basic school building for children in some local communities. The rest of the education promoted in this current study seemed to take the form of on the job education and training. In the case of Dzisi and Otsyina’s (2014) study, the authors explored SE in Ghana’s hospitality industry. Their study concluded that hospitality SEs sponsored education from basic to tertiary level, along with building of classroom blocks and computer centers in their communities (Dzisi &Otsyina, 2014). Meanwhile in this current study, education took another turn. This can be due to the fact that the SEs were found to be the owners of large hotels in Ghana who have been social entrepreneurs for quite a very long time. Also, in this current study, the TSEs are just start up social entrepreneurs, based on the number of years they have been in business (*see Table 7*), who are located at rural areas. There is therefore a clear distinction

between the type of organization, how long it has been in existence and the revenue accrued for social value creation.

The findings of this research advocates that one way of promoting education through TSE may be through informal educational experiences. This is important in developing countries this form of education is mutually accessible to a range of individuals including older adults, adults, and youth. With the contribution of this study to sustainable tourism and the SDGs, there is a clear indication of the TSEs engagement. Sachs et al., (2020) identifies that there are still some challenges in Ghana regarding achievement of the SDG 4 (Quality Education) and along with moderate progress made. However, related to the engagement with SDGs, it seems the SEs have firm understanding of the development goals, which is directly inculcated into their model. With the contribution of TSEs to education in Ghana, there is an evidence of improvement. However, according to the UN (2020), SDG 4 should guarantee inclusive and equitable quality education and promote life-long learning chances of participation for everyone. Markedly, inclusive education is important and highlighted from a child equity perspective in the SDGs, but age and ability is not explicit in SDG4 (Quality Education). Age and ability inclusiveness are important factors that should be considered in achieving the quality education. Unfortunately, COVID-19 has reversed the improvements made in improving global education (UN, 2020). If education is only considered in the form of child equity perspective, then it is possible that a lot of people will be left behind, and the promise of the SDGs is not to leave anyone behind. Overall, the findings of this current study does not only identify education as an impact made by the tourism social entrepreneurs but also suggested that education can be enhanced both formally and informally by tourism social entrepreneurs in order to engage with sustainable tourism and the sustainable development goals. It is also necessary to ensure awareness creation of the SDGs

through tourism social entrepreneurship, especially knowing that these goals need to be achieved by 2030. This section explored decent work and education as an impact created by tourism social entrepreneurs in Ghana. The next section will discuss Gender Equality.

#### **5.1.4 Gender Equality: SDG 5**

Furthermore, as part of answering the research question on what impacts tourism social entrepreneurs are trying to achieve in Ghana, the findings of the study revealed how the social entrepreneurs are empowering women. Firstly, it is important to discuss Gender equality from the perspective of the engagement of women as TSEs. However, there is currently scarce research on women TSEs (Datta & Gailey, 2012). It is important to identify women TSEs creating space for other women. In this current study, out of the seventeen TSEs who completed the survey, nine of them were females (as depicted in Table 7) and moreover, most of these women TSEs supported other women by employing them and educating them along with improving their confidence and self worth level. For example, informants five, seven and nine, expressed their focus on women. This contributes to Datta and Gailey's call on women TSEs, efforts not being recognized by media, politically, and academic researchers

As established earlier in the literature review, research has shown that tourism creates employment opportunities to women, thus potentially enhancing their socio-economic independence (Kimbu & Ngoasong, 2016). The findings of this research suggests that, women were the most target of empowerment of TSEs and some of the some of the ways through which women were empowered were through employment, training, improving self-worth of the women. By establishing what Boluk et al., (2019) stated in terms of the fact that “ there is much more focus needed on the gender in development segment and the knowledge gained from feminist activism to confront power if SDG 5 (Gender Equality) is to be realised within the

domain of tourism development” (p.852) this study suggests the inclusion of women and young girls in the business model of the TSEs. Based on Ong’s (2009) work, women through tourism and SE were empowered through building of self-assurance, basic knowledge and awareness and subsequently seek development for themselves. Specifically, in this current study, TSEs have empowered women to know their self-worth through various training which has helped them to take initiatives all by themselves. This allows the women to feel more empowered and valued as they are being trained and taught self-care.

Specifically, through the survey, informant seven, a creative arts and culture social entrepreneur acknowledged her motivation for empowering women, stating that, it is important for women to believe in themselves and know how capable they are. The TSEs went as far as recognizing the important role women play in the family such as taking care of the children, doing household chores and making sure the house is all the time clean. For this reason, women are able to get easy access to water. Ultimately, it is not surprising to identify self-worth as an important component of women empowerment by the TSEs. While this aspect of empowering women has not been explored in literature, it is important to identify it as a core aspect of ensuring women’s empowerment. This is based on the fact that with all the inequalities, patriarchy, female genital mutilation, widowhood rites and other right infringement of women in most African countries, helping women know their self-worth to overcome fears and inequalities is considered important. However, there is still an iota of gender discrimination, due to the fact that in Kimbu and Ngoasong’s (2016), one of the barriers the women TSEs faced was gender discrimination of being women and being less supported in the society than men. It is not a surprise to identify that challenges still remains in Ghana regarding the achievement of SDG 5 (Gender Equality), as identified by Sachs et al., (2020). Meanwhile, the current pandemic has

reversed the limited progress made on women's rights and equality. This current study suggests that progress is being made by TSEs in Ghana especially women TSEs even in the midst of COVID-19 to making sure that gender equality is achieved. Overall, the findings of this current study regarding Gender Equality placed importance on a more aspect of women empowerment including ensuring self-worth of women, specifically in African countries, which have most cases of inequalities against women which needs more focus.

This section of the chapter identified some impacts made by TSEs with the aim of engaging with sustainable tourism and the SDGs, including SDG 8: Decent work and economic growth; SDG 4: Quality Education and SDG 5: Gender Equality. The next body of this chapter will examine the barriers faced by tourism social entrepreneurs in their quest to engage with sustainable tourism and the SDGs

## **5. 2 Barriers Faced by Tourism Social Entrepreneurs**

This section will respond to the third research question which seeks to understand the barriers faced by tourism social entrepreneurs in their quest to engage with sustainable tourism and the SDGs. This includes; insufficient finances, stakeholder support, market opportunity and visibility, and finally, lack of data.

### **5.2.1 Insufficient Finances**

The analysis revealed the most occurring challenge facing TSEs as they try to engage with sustainability goals, is the lack of financial investment. This challenge came in the form of the difficulty in raising and mobilizing funds, the need for expansion and the lack of financial investment from financial institutions. Austin et al. (2006) confirms that a critical issue for social entrepreneurs is the greater constraints they face in raising and mobilizing funds. This finding supports the findings of Dees (1998) which suggests that social entrepreneurs need financial

capital to flourish and sustain its social activities. Surprisingly, the data showed that all the tourism social entrepreneurs faced financial constraints. One respondent even went as far to express how frustrating it was to experience this challenge. It was evident in this current study how the lack of financial investment was impeding the growth and expansion of the SEs businesses. It was also evident that the TSEs acknowledged the fact that, the revenue they get from their enterprises is less compared to the money they invest into their social agendas. Most of the social entrepreneurs acknowledged the need for expansion, others, the need to get economic capital in order to grow their enterprise. Daniele and Quezada (2017), noted that SEs may encounter some barriers in obtaining financial support due to the current structures of philanthropical institutes, government administration and foundations. However, in this current study, the tourism social entrepreneurs identified that they lacked support from financial institutions, especially in acquiring loans.

Creating social value over profit was the number one priorities of these TSEs. Altinay et al., (2018), referenced this predicament based on their research experience recognising that “despite the financial constraints they have created jobs, looked after orphans, supported formal education, provided on-job training and improved healthy living” (p.410). This act reflects the “socially alert” characteristic of the social entrepreneurs as identified by Abu-Saifan (2012, p. 25). Notwithstanding the financial challenges, the TSEs still created social value. Overall, the findings of this current study regarding financial constraints did not only confirm the previous findings but expanded other financial instances where insufficient finances does not relieve TSEs of their reason for being in existence. This section explored insufficient finances as a challenge of the tourism social entrepreneurs. The next section will explore the challenge based on the level of stakeholder support.

### **5.2.2 Stakeholder Support**

One other challenge facing tourism social entrepreneurs as they strive to further their commitment to sustainable tourism and the sustainable development goals is the level of participation of stakeholders. Accordingly, without the support of stakeholders especially from the government and the local community tends to be a greater challenge. Dredge (2017) argue “that governments can contribute in two broad ways to creating conditions for tourism social entrepreneurship to flourish: they can develop policies that support and encourage the development and operation of social enterprises as part of an inclusive and sustainable tourism system, and they can assist in the creation of institutional conditions that encourage, legitimize and synergize social entrepreneurship” (p. 36). The research findings chapter of this dissertation suggests that the lack of support from the government was in terms of the strict policies especially when getting financial support from the banks as well as getting supportive infrastructure from the government. In part, the lack of support from the government makes the local community disadvantaged in tourism development. It was anticipated that due to the impacts the tourism social entrepreneurs are making, that it may be easier for them to access government support and funding from financial institutions. However, it was somewhat surprising to learn how frustrating it was for informants to lack support from government. Reindrawati’s (2017) work which found that the lack of support from the government in developing social entrepreneurship was one challenge they faced. The researcher concluded by acknowledging that, social entrepreneurship was mostly initiated by the local people without the support of the government and that, this study will serve as a ‘wake-up call’ for the Indonesian government to pay more attention to the work of the social entrepreneurs.

Additionally, this study suggests that tourism social entrepreneurs had challenges including the local community members on various levels. For example, informant 5, a creative

arts and culture social entrepreneur shared that the rate of illiteracy among the local community members. Although there was a challenge of lack of skills or illiteracy on the part of the local community members, respondents did not comment on the refusal of the local community members to learn instead this study suggested that due to the illiteracy rate it was hard for the social entrepreneurs to work with the local community members. However, it seemed as though the local community were ready to learn. This therefore makes sense for the tourism social entrepreneurs to also exert their socially-alert characteristics to look beyond this challenge. As such, local community participation is relevant in tourism social entrepreneurial work (Reindrawati, 2017). While Reindrawati's (2017) findings were similar, it seemed as though a thin line has been drawn between the level of participation of the local community members. On the one hand considering community members willingness to participate but due to the illiteracy level, it presents the tourism social entrepreneurs more effort to include them, which is in the case of this current study. On the other hand, the capability of the community members to participate but they refuse, due to high rate of illiteracy among the local community members, while some also lack the interest in participating, which is in the case of Reindrawati (2017). This study suggests that the engagement of the local community comes in various forms: unwillingness to participate and learn; willingness to participate and learn and; willingness to participate but unable due to internal and external factors. Overall, the findings of this current study regarding local community participation did not only confirm the previous findings but expanded the reasons for experiencing this challenge. This section explored stakeholder support as a challenge, the next section will explore market opportunity and visibility.

### **5.2.3 Market Opportunity And Visibility**

One other challenge facing tourism social entrepreneurs as they strive to commit to sustainability and the sustainable development goals is the market opportunity available to them



and the level of visibility. Accordingly, this study suggests that being identified and recognized along with people accepting the products and the services of the tourism social entrepreneurs was a challenge and must be considered. Dees (1998), argues that markets does not value their social improvements made by social entrepreneurs. The author further states that it is difficult for SEs to be recognized even if they try their best to create value (Dees, 1998). For example, respondents went as far by stating that it was difficult getting more people to buy into the ideas of the TSEs especially when they have not been in existence for a long time. Specifically, this challenge reflects acceptance and belief by the people especially in the product or the services offered by the social entrepreneur. In Ghana for instance, there is the notion that nothing good is for free or for a cheap price. As most social entrepreneurs sometimes offer free goods and services as part of their business model, it raises a question as to whether the goods or services are quality. Also with this challenge, businesses supposed to be in existence for a long time before accepted into the market. Additionally, the challenge of visibility in this current study was expressed in such as way that an informant expressed how overwhelming is it to know that you are doing something good but it seems people are not recognizing the efforts being made. Relatedly, Boluk and Mottiar's (2014) work found out that, aside the motivation of social entrepreneurs, there exists other motivations, which included receiving acknowledgement. Here in this study, it seems as though this motivation is missing. Tourism social entrepreneurs in Ghana suggested that the nature of the impacts they are making needs visibility and acknowledgement, as this will progress the impacts they are making. This section explored the challenge of visibility and market opportunity. The next section will explore the lack of data as another challenge.

### **5. 2.4 The Lack of Tourism Data**

One thought-provoking discovery was the lack of tourism data as this too was associated to the challenge associated with the impacts social entrepreneurs are making. The informants identified that, they do not get access to data in order to help them plan especially regarding tourists, track market niches and be abreast of industry trends. This barrier faced by TSEs on the lack of tourism data has not been identified in literature. The informants who completed the survey referred to the Year Of Return that was held in 2019 when Ghanaians and Africans in general in the diaspora came to Ghana to commemorate four hundred years since the first enslaved Africans touched down in Jamestown, Virginia in the United States. In conclusion to improve tourism offerings, data collection and data availability is considered very important . This challenge is scarce in literature and it creates the opportunity to be further explored. This section explored the lack of data as a challenge to tourism social entrepreneurial impacts.

This body of this chapter explored the barriers of tourism social entrepreneurs in Ghana, including; insufficient finances, stakeholder support, market opportunity and visibility and finally, lack of data. The next section will then address the gaps in this study.

### **5. 3 Addressing Gaps In Current Research And Suggestions For Improving Practice.**

The “idea of social entrepreneurship has been given minimal attention” (DeLange & Dodds, 2017, n.p) in literature and “that social entrepreneurship is an emerging theme of inquiry” (Boluk, 2011, p. 199). “Studies in sustainable tourism have considered the aims of social entrepreneurial ventures and how this translates into success for them” (DeLange & Dodds, 2017, n.p). Based on the study conducted by von der Weppen and Cochrane (2012) it was identified that the tourism social enterprises success is generally aimed at poverty elimination and reducing environmental burden by ensuring a stable economic and sustainable

life. In concluding the study, the authors acknowledged that in order to succeed in a tourism social enterprise, there must be a sense of balance between the social, environmental and economic goals (von der Weppen & Cochrane , 2012).

Laeis and Lemke's (2015) in the south African context emphasized on the difficulties of employing both for- profit and not-for profit strategies in one tourism and hospitality social enterprise. There are also few studies albeit (Boluk, 2011a; 2011b; 2011c;, DeLange & Dodds, 2017; Kline, Boluk & Shah, 2017), which place emphasis on tourism social entrepreneurs and their engagement with sustainability. Although previous literature does address SE to some extent, it does not create the coordination between SE and sustainable tourism as does this research. Specifically, thus, this current study contributed to literature on tourism social entrepreneurship and sustainable tourism, in this manner, TSEs have been able to provide employment opportunities, education and training to the local communities, as well as ensuring women empowerment and gender balance. As a principle to achieving sustainable tourism, according to UNWTO (2005) sustainable tourism should “ensure viable, long term economic operations, providing socio- economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host communities, and contributing to poverty alleviation” (p.11-12). There are however various ways TSEs are playing to ensure sustainable tourism, economically and socio-culturally.

Accordingly, in regard to tourism social entrepreneurs engagement with the SDGs, although studies conducted on SE and sustainable tourism in various capacities contribute to the SDGs, there was no direct link to these studies with the SDGs. There is lack of research examining how TSEs are engaging with Sustainable Development Goals, specifically in what ways TSEs are progressing the Sustainable Development Goals. However, this current study

aims at understanding in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals. Specifically, this study contributes to three of the SDGs. In this regard, Sheldon et al., (2017) discussed the SDGs in regard to progressing research agenda on SE forward. Buzinde et al., (2017) also theorized SE within tourism scholarship and considered how tourism social entrepreneurship can advance the SDGs. Although literature on tourism social entrepreneurship and sustainable tourism did not explicitly link the impacts they are making to the SDGs, it however contributes to the goals. Specifically, this study has revealed a direct linkage of tourism social entrepreneurship that tourism social entrepreneurs in Ghana. In this particular study, tourism social entrepreneurs are directly engaged with SDG8: Decent work and Economic Growth; SDG4: Quality Education and SDG 5: Gender Equality.

Sachs et al. (2020) identify that one of the key barriers of achieving the SDGs is the lack of awareness among policymakers and the general public Accordingly, this research has responded to the call made by Sachs et al, (2020) on the less public awareness when it comes to the SDGs. This current study also suggests that tourism is indeed capable contributing not just to the identified goals but can go a step further in contributing to all of the goals. Specifically, this current study also, is the first conducted in Ghana.

One suggestion would be for tourism researchers to link their studies to the sustainable development goals as encouraged by Sachs et al, (2020), to serve as a means of creating awareness of the SDGs. It is clear that by 2030, the sustainable development goals which is intended to build on the millennium development goals must be achieved. On the part of tourism, it is important to identify the progress made by the industry and this can be done if researchers take the responsibility of creating awareness, the various tourism studies they conduct. Currently,

tourism social entrepreneurs appear to be contributing to sustainability in tourism along with the United Nations Sustainable Development Goals in Ghana.

## CHAPTER SIX: CONCLUSION

### 6.0 Conclusion

The purpose of this study was to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and specifically the United Nations Sustainable Development Goals in Ghana. Tourism is explicitly signaled in three targets of the 17 SDG including SDG 8 (Decent work and Economic Growth), SDG 12 (Responsible consumption and production), and SDG 14 (life below water) (UNWTO, 2018). Social entrepreneurs were used as a lens to examine how sustainability is progressed given, they often intentionally involve and contribute to their communities (Boluk, 2011).

The role of social entrepreneurs in tourism development is relatively new however, such individuals are being recognized as important catalysts for responding to social and environmental challenges in a financially sustainable manner (Day & Mody, 2017; Mottiar, Boluk & Kline, 2019), and it is also one of society's attempts to address specific problems while informing and contributing a deeper set of explorations into system change (Sheldon et al. 2017). It has become increasingly important for both practitioners and researchers alike to understand how tourism social entrepreneurs go about creating social value especially, in regard to engaging with sustainable tourism and the SDGs. This study responds to the calls for more research to explore social entrepreneurship and sustainable tourism (DeLange & Dodds, 2017), and also responds to the call for a research focus on tourism and social entrepreneurship progressing the United Nations Sustainable Development Goals (Boluk et al. 2017;2019). Hence this study aimed to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals.

In an effort to progress the sustainable development goals through tourism social entrepreneurship, tourism social entrepreneurs in Ghana have committed to creating social value through their tourism enterprises. Tourism social entrepreneurs have opened various opportunities for the local communities to benefit which respond to three of the 17 SDG. These benefits come in the form of providing decent work and economic growth (SDG 8), promoting quality education (SDG 4) and advocating gender equality (SDG 5). In other words, this current study revealed that the local community members gained employment opportunities as a consequence of the efforts of tourism social entrepreneurs. The findings in this study established that preceding and/or alongside employment were the generation of educational and training opportunities enhancing the skills of the local community members. Notably, the empowerment of women was prioritized.

In addition to the social values uncovered we also set out to explore various challenges social entrepreneurs faced, in order to better understand what resources or supports may better facilitate their social and sustainability progress. One consistent barrier presented in the data, in the pursuit of sustainability, were access to financial resources. This particular constraint in social entrepreneurship is recognized in Dees' (1998) work. Financial constraints presented by social entrepreneurs in this study shed a light on the associated challenges with the possibility of business expansion which could increase employment supporting economic sustainability.

### **6.1 Key Contributions**

This study aims at understanding in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana. Through the sharing of informants impacts expressed in an open-ended online survey, we have gained some insight into how tourism social entrepreneurs are making impacts through their tourism

enterprises in Ghana, along with how they are making these impacts. We have also gained insights into the barriers faced by these tourism social entrepreneurs in their quest to engaging with sustainable tourism and the sustainable development goals. This study has reinforced the importance of the tourism industry in progressing the SDGs and particularly the role of tourism social entrepreneurs. This is important because the UN largely missed recognizing the role tourism could have in progressing the SDGs as tourism is only explicitly signaled in three targets (UNWTO, 2018). One of the primary contributions of this dissertation is generally contributing to the scholarly literature on tourism social entrepreneurs and their contributions to progressing the sustainable development goals in a Ghanaian context. Specifically, I have initiated a conversation about the role of tourism in Ghana a leading West African country in the engagement of the SDGs. Furthermore, this inquiry has the potential to aid marginalized and deprived communities, progressing sustainability and sustainable development. This research also acknowledges the barriers faced by tourism social entrepreneurs in their quest to deliver on sustainable tourism and the SDGs. Recognizing the barriers faced by social entrepreneurs was important because my findings signaled there were many similarities among the obstacles presented. Drawing attention to these barriers is an important first step and calls on scholars and social entrepreneurs to mutually reflect on ways to work around these hurdles in order to progress sustainability.

## **6.2 Limitations**

The limitation of this study came in various forms, which included both before and during the data collection process. Some of these limitations included; the lack of clarity on their positions as tourism social entrepreneurs, unwillingness to participate, method of data collection employed, challenges understanding some questions. These are explained below:



Undoubtedly, one of the challenges investigating tourism social entrepreneurs in the Ghanaian context was the lack of clarity regarding who tourism social entrepreneurs are and how they can be identified. Interestingly, the social entrepreneurs who participated in this study did not initially consider their affiliation with the tourism industry. This presents a limitation because there could have been other entrepreneurs who fit the study criteria. It took effort to explain to those who did respond to my initial recruitment strategy regarding their work in the tourism industry and consider themselves as tourism social entrepreneurs.

This draws attention to another challenge regarding the willingness of the participants to respond to recruitment requests. This was compounded due to COVID-19 and unfortunately, a number of respondents declined their participation due to the impact of COVID-19 on their business. COVID added an additional layer of stress and uncertainty mutually for me and the small businesses. Specifically, as the researcher I was challenged both mentally, academically, and socially especially since I am a novice researcher.

The scholarship could benefit from an in-depth analysis of tourism social entrepreneurs in Ghana, specifically because it provides opportunities to probe and follow-up with informants which was challenging in this study given that I needed to pivot to a survey given the global pandemic.

Additionally, there were varying understanding of some of the questions posed in the survey and that resulted in uncertainties of some of the responses given. It even happened once when one responded stated she does not understand a particular question asked in the survey. It looked clear that the questions were answered based on different understandings to some of the questions, however, the response fitted well into the questions asked but it would have been more informative if the questions were posed in a way which could allow for clarifications.

### **6.3 Applicability of Results**

As social entrepreneurship through tourism has been identified as an economic and social tool for ensuring sustainability in tourism, this current study empowers tourism social entrepreneurs in Ghana to promote their brand by claiming allegiance to the tourism industry in Ghana, not as mere social entrepreneurs but hold fast to their affiliation to the tourism industry in Ghana. Social Enterprise Ghana can use this study to create a dynamic platform for tourism social entrepreneurs. This will enhance an easy data collection process in case further research should be conducted in this regard. In as much as it will enhance the easiness for further research, creating a dynamic platform for tourism social entrepreneur will also enhance a healthy competition and especially when it comes to the distribution of funds for tourism innovative work. Social entrepreneurship in Ghana is gradually gaining attention especially in it's engagement with the sustainable development goals. On this same note, the tourism industry in Ghana is currently being taken serious especially before, during and after the Year of Return in 2019. This is a clear indication that the government of Ghana needs a combination of these two; tourism and social entrepreneurship to enhance the economic progress especially in local communities. This study can be a framework to be used by the government of Ghana to promote and assist the tourism social entrepreneurs in Ghana.

Academically, this is the first study of it kind to be conducted in Ghana to consider the role of tourism social entrepreneurs in progressing the United Nations Sustainable Development Goals. As the awareness of the United Nations Sustainable Development Goals is limited, this study can help draw attention to researchers and other tourism stakeholders to encourage the SDGs in their study to enhance awareness creation, knowing that the SDGs need to be achieved by 2030. This study can be a lead for further research to be conducted regarding tourism, social entrepreneurship and the sustainable development goals in Ghana.

#### **6.4 Implications for Future Research**

As indicated earlier, the method of data collection (open-ended survey) for this study calls for an in-depth method such as one-on-one interview in order to gain further insights from informants about the social entrepreneurship ecosystem in Ghana. A case study approach examining Social Enterprise Ghana may help strengthen the network in Ghana, which could enhance their engagement with the sustainable development goals. Moreover, the SDGs are worth further exploration in the Ghanaian context, through tourism. Thus, overall, this research presents a rationale that suggests the critical role of social entrepreneurship for building a sustainable tourism industry together with an approach for engaging in the sustainable development goals. Future research can use this work as a basis for investigating how a sustainable industry can be enacted in other contexts. Furthermore, further work is needed to identify and study the contributions of tourism social entrepreneurs in Ghana, as there are many more social entrepreneurs beyond who were studied here. The contributions of tourism social entrepreneurs and the barriers they face in progressing sustainability are important in order to determine strategies for supporting businesses in their sustainability efforts. If we, as tourism scholars, are committed to demonstrating our role in advancing the SDGs and meeting the 2030 deadline set for achieving the SDGs, we must devote our attention to studying ways our research can support and progress the SDGs.

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## APPENDICES

### Appendix A Open Ended Questionnaire

Research Topic: **Towards Achieving SDGs: Understanding Tourism Through Social Entrepreneurship in Ghana**

1. What category is your social enterprise? (Check all that apply)
  - Creative Arts
  - Events
  - Food and beverage
  - Accommodation
  - Tour operation
  - Transportation
  - Other (please specify)
  
2. How long have you been running your social enterprise ?
  - Between 0-1 year
  - Between 1-5 years
  - Between 5-10 years
  - 10 years and above
  
3. What was the motivation for you to start your Tourism Social Enterprise?
4. What is the vision and the goals of your business?
5. What specific group of people is your social enterprise serving (e.g. People with disabilities, children, women, etc.)?
6. What does sustainability mean to you
7. How important is sustainability to your business?
  - Very important
  - Important
  - Neutral
  - Less Important
  - Not Important
  
8. The United Nations Sustainable Development Goals are a collection of 17 global goals designed to be a blueprint to achieve a better and more sustainable future for all. Are you aware of the United Nations sustainable development goals ?
  - a. Yes (if yes, please go to the next question)

- b. No (if will you be opened to learn about the sustainable development goals? If yes, please find attached a link that can aid your learning  
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

9. Which sustainability goals does your social enterprise engage with? (Check all that apply) ?

- No poverty
- Zero hunger
- Good health
- Quality education
- Gender equality
- Clean water and sanitation
- Renewable energy
- Good jobs and economic growth
- Innovation and infrastructure
- Reduced inequalities
- Sustainable cities and communities
- Responsible consumption
- Life below water
- Life on land
- Peace and Justice
- Partnership for the goals

10. What steps are you taking to engage with the specified goal(s) you have indicated above ?

11. How does your enterprise contribute to a sustainable tourism in Ghana ?

12. Do you think Tourism social Entrepreneurs in Ghana are capable of contributing to the sustainable development goals?

- Yes
- No

13. Please explain your choice of answer to the question above?

14. As you consider the future of tourism in Ghana in the next 10 years, what do you think needs to be done to better engage with the sustainable development goals?

15. In your view, do you think tourism in Ghana is creating enough employment /

- Yes
- No



16. Are unemployment challenges being addressed by your enterprise?
- Yes
  - Somewhat
  - Unsure
  - No
17. If yes, please explain your answer
18. How many people does your enterprise employ currently?
- 1-10
  - 10-20
  - 20-30
  - 30 and above
19. Does your social enterprise face financial challenges?
- Yes
  - No
20. If yes, please explain further?
21. Have you had challenges getting support from volunteers or other tourism stakeholders?
- Yes
  - No
22. Are the impacts you make in the community valued?
- Yes
  - Not sure
  - No
23. Based on your experiences, please state any other challenges you face in the implementing your role as a tourism social entrepreneur in Ghana?

Thank you for taking the time to participate in this research today. You have provided insights into practices that may address or enhance sustainability.

**Appendix B**  
 Knowledge Synthesis Resource for Social Enterprise Ghana

**Examination of Ghanaian Tourism Social Entrepreneurs in Progressing the Sustainable Development Goals**

The aim of this basic qualitative study was to understand in what ways tourism social entrepreneurs are progressing sustainable tourism and the sustainable development goals in Ghana.

**What are Sustainable Development Goals?**

The sustainable development goals are a blueprint to achieve a better and more sustainable future for all. They address global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice (UN, 2020)

**Who are Tourism Social Entrepreneurs?**

“Tourism social entrepreneurs are the change agents in destination’s social entrepreneurship system; the people who bring their vision, characteristics and ideas to solve the social problem and bring about transformation of the tourist destination” (Sheldon et al., 2017, p. 7)

**Research Questions**

- What impacts are tourism social entrepreneurs trying to achieve in Ghana?
- How are tourism social entrepreneurs creating value in line with sustainable tourism and the sustainable development goals in Ghana?
- What are the barriers faced by tourism social entrepreneurs in their quest to ensure a sustainable tourism in Ghana?

**Themes**



**Ensuring Economic Sustainability**

- Economic Empowerment
- Retaining funds in the community and supporting people



**Ensuring Socio-Cultural Sustainability**

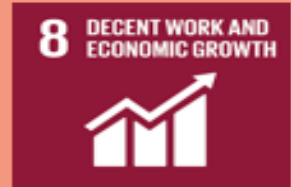
- Empowering Women
- Ensuring Inclusivity
- Engaging in community advocacy



**Barriers Impeding Tourism Social Entrepreneurship**

- Insufficient finances
- Varying levels of stakeholder engagement
- Other challenges in furthering sustainability progress

Based on these themes, tourism social entrepreneurs in Ghana are engaging in three of the SDGs:



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