

SUSTAINABILITY

With the excitement of building a tourism economy sometimes we forget the impact that it has on the environment. As you think about different sites around Ghana, consider how we can make sure that permanent damage is not done to the land and people. Here are some guiding principles:

- There is a place for rubbish near the site, and someone is responsible for emptying the bins
- There are people responsible for walking around the site and picking up rubbish that did not make it to the bins
- Water is available but not wasted
- Every opportunity to re-use resources is taken
- Electricity is available when necessary, and when used it is not wasted
- Best practices are used when possible: recycling, sensors for electricity and water, solar energy systems

A sustainable tourism environment is where the government and private businesses work together to ensure that visitors are managed so that they don't harm the community. It is easy to forget when you are making money, but how can you ensure that a tourism site does not create more damage?

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