

Solution and Recommendation

The proposed solution towards innovative sustainability in Ghana should be divided into three,

- I. An adequate support from the Local/National Government – There should be an ample support with small enterprises particularly in the underdeveloped and least tourist visitor arrival areas. The allowance of access to credit for example, this is one of the main problems to SME development. Most SME's have a deficit necessary collateral to procure bank loans. According to the data collected, it was attempted but not worked due to the insufficient attention given. Therefore, it should have a different fund allocated for the small businesses and a great plan to execute this solution.
- II. The easy accessibility to the destination- The one way to a productive tourism and success in the livelihood of its people is the approach to enhance the tourist without much problem, and the access of goods to the (Imports and exporting of products)
- III. The affordability of product and ability to grow profit- Ghanaian Buyers are price sensitive, there should be a product that the people are able to buy for everyday needs. As for the businesses that gets supply outside the place, there should be an average amount and capability to transport in the place to sell in the destination.

Whether it is a big or small enterprise business, there should be a support present with the local governments, tourist, and people. It does not only rise the economic status of the Country but also it changes the lives of the residents as soon as they are introduced to the world of innovation.