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FACULTY OF ECONOMICS

**SUSTAINABLE TOURISM DEVELOPMENT IN CAPE  
VERDE ISLANDS: ANTECEDENTS  
AND CONSEQUENCES**

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Supervised by:

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# SUSTAINABLE TOURISM DEVELOPMENT IN CAPE VERDE ISLANDS: ANTECEDENTS AND CONSEQUENCES

Ph.D. in Tourism

## Statement of originality

I declare that this thesis is my original work and it has not been published. The authors and their works, and other documents were consulted and properly cited in this thesis which are listed in the list of references.



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*To all professors, from whom I have learned to reason well; and to my family and loved ones,  
from whom I have had the support to do so.*

*To my beloved parents,  
Maria Antónia Ribeiro  
&  
Artur Ribeiro*

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## ABSTRACT

Research on resident attitudes and support for tourism development and sustainability and tourists' satisfaction and destination loyalty formation are among the most well-researched and important topics within tourism research literature. This study sought to contribute to these fields of research in three specific ways. First, this study developed and validated a maximum parsimonious version of sustainable tourism attitude scale (SUS-TAS) through the first- and second-orders confirmatory factor analyses (CFA), confirming that SUS-TAS can be loaded in two broader dimensions named '*perceived tourism impacts*' and '*expected tourism sustainability*'. Also, it was found that these two SUS-TAS dimensions resulted from the second-order factor model predict '*residents' support for sustainable tourism development*'. The study concluded that the maximum parsimonious version of SUS-TAS can be both interpreted by seven individuals factors and/or as a global factor as indicated by the hierarchical measurement model and predictive validity.

The second contribution of the study starts from taking the previously economic (i.e. *the state of the local economy* and *perceived personal economic benefits from tourism*) and non-economic (i.e. *residents welcoming tourists*) scales and integrates them as predictors of attitudes to the impacts and pro-tourism development behaviour. The results found that all the three independent variables (e.g. *the state of the local economy*, *perceived personal economic benefits* and *residents welcoming tourists*) had significant relationships with the attitudes to the positive and negative impacts of tourism. Similarly, the residents' positive and negative attitudes towards tourism were found to influence pro-tourism development behaviour. Likewise, the state of the local economy and residents' perceived personal economic benefits from tourism were the only constructs that directly influence residents' pro-tourism development behaviour while the relationship between residents degree of welcoming tourists and residents' pro-tourism behaviour was mediated by residents' positive attitudes to tourism only. For the both above mentioned studies, the data collection was carried out in the islands of Boa Vista and Sal in Cape Verde. A questionnaire was applied to 418 residents in these two islands and the quota sampling approach was used with the sample distributed in proportion to the population's distribution in these two islands, by gender and age group.

Lastly, whether tourists perceive that residents foster positive attitude and pro-tourism behaviour among them this same perception may contribute to enhance their own satisfaction and loyalty formation. Therefore, this part of the study proposes a theoretical model integrating two lines of tourism research: emotional solidarity and destination loyalty. In order to test the proposed model, 464 surveys of international tourists were conducted in two international airports on the islands of Boa Vista and Sal. Tourists were intercepted in the international departure hall before leaving Cape Verde, following their check-in procedures with each airline. Structural equation modeling and moderated mediation analysis were implemented to assess the relationships involving visitors' emotional solidarity with residents, satisfaction and destination loyalty. The three dimensions of emotional solidarity were considered in the study: *feeling welcomed*, *sympathetic understanding* and *emotional closeness*. Results indicated that visitors' *feeling welcomed* and *sympathetic understanding* directly influence loyalty. In particular, the relationships involving visitors' *feeling welcomed* by residents, *emotional closeness* with residents and *sympathetic understanding* with residents and loyalty were all mediated by satisfaction. Additionally, gender was found to moderate the conditional indirect effects of *emotional closeness* and *feeling welcomed* on loyalty (via satisfaction). Such relationships were stronger among male visitors.

Overall, on one hand, this study confirms the premise that residents with pro-tourism attitudes can develop pro-tourism development behaviour; and on the other hand, when residents act as welcoming hosts and interact with tourists in a good manner the context is seen as favourable to increase tourists' satisfaction and loyalty formation.

**Keywords:** Cape Verde; sustainable tourism attitude scale (SUS-TAS); attitudes to tourism; pro-tourism behaviour; emotional solidarity; tourists' satisfaction; destination loyalty.

## RESUMO

Estudos sobre as atitudes dos residentes e o apoio face ao desenvolvimento do turismo e a sua sustentabilidade e a satisfação e a lealdade dos turistas em relação aos destinos turísticos, estão entre as áreas mais importantes e bem estudadas na investigação em turismo. Apesar disso, esta tese pretende contribuir para o avanço destas áreas de investigação de três formas distintas. Em primeiro lugar, este estudo desenvolveu e validou uma versão parcimoniosa da *sustainable tourism attitude scale* (SUS-TAS) através da Análise Fatorial Confirmatória (AFC) de primeira e segunda ordens, confirmando que o SUS-TAS pode ser analisado tanto em separado ou em duas dimensões mais amplas, designadas “*Perceived Tourism Impacts*” e “*Expected tourism sustainability*”. Posteriormente, verificou-se que estas duas dimensões do SUS-TAS, resultado da AFC de segunda-ordem, previram o apoio dos residentes face ao desenvolvimento do turismo sustentável. Os resultados deste estudo mostraram que a versão parcimoniosa do SUS-TAS pode ser interpretada através dos seus sete fatores de forma individual e/ou através de fatores mais globais constituídos por duas dimensões, tal como indicado pelo modelo hierárquico proposto e de validade preditiva.

A segunda contribuição desta tese, baseada no estudo 2, relaciona as variáveis económicas (i.e., *o estado da economia local e a perceção dos benefícios pessoais do turismo*) e não económicas (i.e. *boas-vindas aos turistas*) e integra-as como variáveis independentes das atitudes face ao turismo e o comportamento pró-turismo. Os resultados revelaram que as três variáveis independentes (*the state of the local economy, perceived personal economic benefits and residents welcoming tourists*) têm uma relação significativa com as atitudes positivas e negativas face aos impactos do turismo. Além disso, as atitudes positivas e negativas dos residentes face aos impactos do turismo revelaram-se ser determinantes do comportamento pró-desenvolvimento do turismo em Cabo Verde. Da mesma forma, “*the state of the local economy*” e “*perceived personal economic benefits*” foram os únicos constructos que influenciaram diretamente o comportamento pró-desenvolvimento do turismo, enquanto a relação entre *residents welcoming tourists* e comportamento pró-turismo é mediada apenas pela atitude face aos impactos positivos do turismo. Para a realização deste estudo, os dados foram recolhidos nas ilhas da Boa Vista e do Sal em Cabo Verde. Um total de 418 questionários válidos foram aplicados aos residentes nestas duas ilhas usando a amostragem por quotas, distribuída em proporção da população nestas duas ilhas, por género e faixa etária.



Por último, há uma premissa que nos destinos onde os residentes mostram uma atitude pró-turismo e apoiam o seu desenvolvimento, isso pode contribuir para aumentar a formação da satisfação e fidelização dos turistas. Assim sendo, este estudo propõe um modelo teórico que integra duas linhas de investigação em turismo: a solidariedade emocional e lealdade ao destino. A fim de testar o modelo proposto, 464 questionários válidos foram recolhidos em dois aeroportos nas ilhas de Boa Vista e Sal aos turistas internacionais que visitaram Cabo Verde. Os turistas foram contactados na sala de embarque antes de deixar Cabo Verde, depois de cumprirem os seus procedimentos de *check-in*. O modelo de equações estruturais e análise de mediação moderada foram implementados para avaliar as relações que envolvem a solidariedade emocional dos turistas para com os residentes locais, a satisfação e lealdade ao destino. Os três fatores da solidariedade emocional foram considerados no estudo: *feeling welcomed*, *emotional closeness* e *sympathetic understanding*. Os resultados indicaram que o *feeling welcomed* e *sympathetic understanding* influenciam diretamente a lealdade ao destino. Em particular, as relações que envolvem *feeling welcomed* pelos residentes, *emotional closeness* com os residentes e *sympathetic understanding* com os residentes e lealdade foram todas mediadas pela satisfação. Além disso, os resultados deste estudo mostraram que a variável género modera os efeitos condicionais indiretos de *feeling welcomed* e *emotional closeness* (via satisfação) na lealdade ao destino. Essas relações foram mais fortes entre os turistas do sexo masculino.

**Palavras-chave:** Cabo Verde; SUS-TAS; atitude face ao Turismo; comportamento pró-turismo; solidariedade emocional; satisfação; lealdade ao destino.

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# CHAPTER ONE

## GENERAL INTRODUCTION

*'The beginning is half of the whole'*  
Pythagoras (580-500 B.C.)

### 1.1. Research background and overview

Tourism is widely recognized as a leading industry with major social and economic potentials to attract the attention of local and national governments that encourage the development of tourism in their regions as a tool for addressing economic downturn (Harrill, 2004). Recent researchers pointed out that the economic impact of tourism not only influences the country as a whole but also benefits individual local residents through job opportunities and improved public infrastructure (Ko & Stewart, 2002; Lee, 2013; Ribeiro, Valle, & Silva, 2013; Sinclair-Maragh, 2016; Styliadis & Terzidou, 2014). Concomitantly, tourism development can result in a range of negative impacts for the environment, local culture, society and local economy (Sharpley, 2014). However, as a concern has grown about the negative impacts of tourism in the last decades, especially on the environment, sustainable tourism has become one of the most popular topics within tourism literature (Tubb, 2003) and has been embraced as the concept best suited to meet the host communities needs (Boyd, 2000; Choi & Sirakaya, 2005; John Swarbrooke, 1999).

Nevertheless, responding to the increasing numbers of tourists visiting sensitive and vulnerable natural environmental areas, such as those in developing small island countries, it is assumed that sustainability of tourism must be safeguarded and it will not be achieved without the cooperation and support of local residents (Gursoy et al., 2010; Ramkissoon & Nunkoo, 2011; Twining-Ward & Butler, 2002). In particular, the objective of sustainable tourism development can be achieved through two major approaches, which include positive residents' attitudes and their pro-tourism behaviour that are likely to influence the visitors' satisfaction and loyalty (Alegre & Cladera, 2009; Sheldon & Abenoja, 2001; Swarbrooke, 1993). In fact, many researchers point out that a higher level of hospitality by local residents can influence tourist behaviour in order to revisit and recommend the destination to other potentials visitors (Sheldon



& Abenoja, 2001; Swarbrooke, 1993; Woosnam & Aleshinloye, 2013; Woosnam & Aleshinloye, 2015; Zhang, Inbakaran, & Jackson, 2006), that are vital aspects for the achievement of sustainable tourism development within the destinations (Kuo, 2002; Moscardo, 1998; Tubb, 2003). In addition, the intensity of participation of local residents in tourism planning and strategy has been advocated as an integral part of sustainable tourism development (Choi & Sirakaya, 2005; Dredge & Jamal, 2015; Harrill, 2004; Okazaki, 2008). The literature also reveals that the main principles of sustainable tourism development acknowledge that the potential conflict between tourism and its resources can be resolved by maintaining a balance between the needs and wishes of all stakeholders. This includes the quality-of-life and life satisfaction of the host community, quality of visitors' experiences, and the protection of cultural and natural environments for both the present and future generations (Bimonte & Faralla, 2016; Choi & Sirakaya, 2005; Gursoy, Chi, & Dyer, 2010; Moscardo, 1997; Uysal, Sirgy, Woo, & Kim, 2016).

Over the years, several tools and scales have been developed, including participation and community involvement scales, as well as models to assess residents' attitudes towards tourism development (Butler, 1980; Choi & Sirakaya, 2005; Doxey, 1975; Lankford & Howard, 1994; Tubb, 2003). However, it is not easy to apply the integrated holistic goal of sustainable tourism development to practical tourism contexts. In the light of previous researches, the importance of employing appropriate management strategies and techniques for the implementation of sustainable initiatives has been emphasised, in order to achieve the different dimensions of sustainable tourism development from different stakeholders' point of view (Johnson, 2002; Simpson, 2001).

The challenges and needs faced by developing countries in pursuing sustainable tourism development are widely recognised. Cape Verde, a small island developing state (SIDS), faces a binding of constraints to the traditional form of economic development, such as its fragile environment, remoteness, the small size of the economy with high costs of insularity and dependence on a narrow range of products (Baldacchino & Bertram, 2009; Croes, 2006; McElroy & Hamma, 2010; Pratt, 2015). These aspects often lead the country to be highly dependent on international trade and, therefore, vulnerable to external shocks. Hence, tourism development has been identified as an effective way to revitalise the Cape Verdean's economy. However, in quest for a better understanding of sustainable tourism and the factors that are likely to influence its

development, several scholars have examined the local residents' attitudes and support for tourism and its antecedents (e.g. Boley, McGehee, Perdue, & Long, 2014; Gursoy & Rutherford, 2004; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2012; Perdue, Long, & Allen, 1990; Sinclair-Maragh & Gursoy, 2015; Stylidis & Terzidou 2014; Woo, Kim, & Uysal, 2015). Needless to say, is that most of those studies made use of the social exchange theory (SET) as the theoretical framework since it has contributed massively to the theoretical development of this research's topic (Nunkoo, Smith, & Ramkissoon, 2013; Sharpley, 2014). SET is a "general sociological theory concerned with an understanding of exchange of resources between individuals and groups in an interaction situation" (Ap, 1992, p. 668). The growing use of SET in researches on residents' support for tourism development stems from the fact that it recognizes the heterogeneous nature of local residents, where different individuals and groups display different reactions to tourism (Nunkoo et al., 2013).

Growing use of SET lays bare its limitations, which have become evident. Some researchers make direct criticism against the theory itself, arguing that it has limited power to predict support for tourism development (Boley et al., 2014; Fredline & Faulkner, 2000). Researchers also find SET to excessively focus on the economic dimensions of an exchange process, undermining other intangible factors that may influence a relationship (Woosnam, Norman, & Ying, 2009) such as residents' and tourists' degree of emotional solidarity with one another (Woosnam, 2011a). Thus, there have been calls from researchers to study residents' support from more than one theoretical perspective to address the limitations of SET (Látková & Vogt, 2012; Nunkoo & Smith, 2013). Consequently, there is a need for studies that not only make a comprehensive use of SET by considering its core variables such as economic variable (i.e. perceived state of the local economy and perceived economic benefits from tourism), but also investigate the subject matter from more than one theoretical perspective. Theory of Reasoned Action (TRA) and Emotional Solidarity Scale (ESS) hold promise here as they provide further perspectives on support for tourism development.

TRA leads to connect theoretically residents' attitudes and support for tourism development (Lepp, 2007). TRA has been successfully used in an effort to provide a better understanding in linking residents' attitudes to support/opposition for tourism development (Dyer, Gursoy, Sharma, & Carter, 2007; Lepp, 2007; Kwon & Vogt, 2010). TRA indicates that

individuals are rational and are likely to use all existing information and assess the potential implications prior they agree to participate or not in a specific exchange (Ajzen, 1985). The theory exerts that if the individual recognises the behaviour as favourable, he or she is more apt to intend to perform the behaviour as recommended by the SET. Both SET and TRA, two theories mentioned above have been the most frequent theoretical frameworks used in residents' attitudes and support for tourism development (Nunkoo, Smith, & Ramkissoon, 2013). The integration of two theories in a model is in line with recommendations of scholars to develop integrative models to explain the complexity of residents' attitudes and behaviours (Nunkoo & Ramkissoon, 2009; Vargas-Sánchez et al., 2011; Woosnam et al., 2009).

Residents' attitudes and support for tourism development are moulded and surrounded in a historical and social context of the destination (Fredline & Faulkner, 2000), and these outlines the ways in which they view and construct meaning of tourism development. Social, cultural, economic, and historical contexts shape significance to social processes like tourism mainly in developing countries (Lepp, 2008; Samdahl, 1999). These social processes include the emotional solidarity (ESS) (Woosnam & Norman, 2010) between residents and tourists in their interaction within the destination. As stated by Woosnam (2011a) the interaction between residents and tourists can ultimately act as springboard to cross-cultural interaction and coexistence, reduce the stereotype of one another and contribute for residents experiencing degree of emotional solidarity with tourists (Woosnam & Norman, 2010).

Several scholars pointed out that in many developing countries residents are likely to consent to some tourism inconveniences in exchange to obtain some benefits resulting from tourism development (e.g., Teye, Sönmez, & Sirakaya, 2002; Var, Kendall, & Tarakcioglu, 1985). These scholars noted that what residents offer additionally in this exchange, includes appropriate support for tourism development, better accommodation for tourist needs, being hospitable, and tolerating some inconveniences provoked by tourism, such as pollution, traffic congestions, and queues. Other studies conclude that residents who possess pro-tourism attitudes can develop pro-tourism behaviour in the subjects such as the preservation of natural resources upon which tourism depends on (Dyer et al., 2007; Lepp, 2007) and develop pleasant interactions with their guests (Valle, Mendes, Guerreiro, & Silva, 2011). These concessions from residents in order to receive benefits from tourism development suggest that residents' participation in

tourism planning is usually null and they are frequently excluded from decision-making and projects management (Murphy, 1985). The literature suggests that residents with positive attitudes towards tourism will foster pro-tourism development behaviour, and consequently, will be likely to take part in an exchange with tourists (Lepp, 2007; Yoon, Gursoy, & Chen, 2001).

Owing to the rapid and continuing growth of tourism in Cape Verde in the last decade, associated with a potential economic contribution, the government, local authorities, private sector, and host community widely recognise that tourism is an effective tool for growth and a vehicle for the development process. Indeed, in small island developing countries, tourism has become “an important and integral element of their development strategies” (Jenkins, 1991, p. 61), and in many cases “tourism is commonly regarded as the sole option for development” (Ioannides & Holcomb, 2003, p. 40). Likewise, in many developing countries, tourism may represent the only powerful development tool (Brown, 1998). In like manner, the most compelling reason for selecting tourism as a development strategy is its potential contribution to the national or local economy, particularly in the balance of payments (Oppermann & Chon, 1997). Generally, tourism is viewed as an important socioeconomic sector, but it is within the developing countries that attention is most frequently focused on tourism as a development catalyst. Thus, tourism undoubtedly represents a potentially attractive means of stimulating social and economic development in these countries. However, it can cause significant economic, social and environmental negative impacts to host communities (Gursoy, Jurowski, & Uysal, 2002). According to Telfer & Sharpley (2008, p. 4), the “dilemma for many developing countries, therefore, lies in the challenge of accepting or managing such negative consequences for the potential longer-term benefits offered by tourism development”.

Rooted on this line of research, several scholars support the premise that without cooperation, support, and participation of host community, it is difficult to implement a sustainable tourism industry (Choi & Sirakaya, 2005; Gursoy et al., 2010; Sirakaya, Teye, & Sönmez, 2002). For instance, negative attitudes of residents may cause the loss of destination competitiveness and opposition to support tourism development (Gursoy & Rutherford, 2004; Harrill, Uysal, Cardon, Vong, & Dioko, 2011). In turn, residents’ positive attitude usually leads to achievement of the goals of sustainable tourism development, both the quality of tourist

experience and host community quality of life (Gursoy, Chi, & Dyer, 2009; Woo, Kim, & Uysal, 2015) and enhancing visitors' satisfaction (Choi & Sirakaya, 2005).

Tourists' satisfaction with destination has been highlighted as a key factor that influences tourists' loyalty and recommendation intention. Visitors' satisfaction has always been considered an essential destination goal because it was assumed that satisfied visitors would revisit and recommend the destination to other potential tourists (Gursoy, Chen, & Chi, 2014; Meleddu, Paci, & Pulina, 2015). In doing so, visitors' satisfaction can be enhanced by the degree of positive attitudes and pro-tourism behaviour showed by local residents and by the level of residents-tourists' interaction (Valle et al., 2011; Zhang et al., 2006). In this regard, Woosnam and Norman (2010) developed a 10-item multidimensional solidarity scale based in the writing of Emile Durkheim, termed 'Emotional Solidarity Scale' to measure the emotional solidarity between residents and tourists. This relationship, if developed in a positive way is viewed as an important factor to enhance visitor satisfaction and encourage them to return, that is likely to contribute to residents experiencing a degree of emotional solidarity with tourists (Woosam & Norman, 2010). However, the higher the intensity of the social relationship between residents and tourists, the more favourable the feelings tourists had for residents and the more positive the change was in their attitudes toward locals (Pizam, Uriely, & Reichel, 2000). Such findings support Reisinger's (1994) work indicating that contact and interaction between residents and tourists bring individuals closer together, fostering a greater understanding about one another.

Despite being a growing body of research involving emotional solidarity in the social science disciplines, such anthropology, social psychology, and sociology (Bahr, Mitchell, Li, Walker, & Sucher, 2004; Clements, 2013; Ferring, Michels, Boll, & Filipp, 2009; Merz, Schuengel, & Schulze, 2007), only recently this concept has been examined within the travel and tourism literature (Draper, Woosnam, & Norman, 2011; Woosnam, 2011a; Woosnam, 2011b; Woosnam, 2012; Woosnam & Aleshinloye, 2013; Woosnam & Aleshinloye, 2015; Woosnam & Norman, 2010; Woosnam, Norman, & Ying, 2009; Woosnam, Shafer, Scott, & Timothy, 2015). This line of research began with the development of measures for each of Durkheim's key constructs (i.e., interaction, shared beliefs, and shared behaviour) (Woosnam & Norman, 2010), followed by the creation of the 10-item *Emotional Solidarity Scale* (ESS) comprised of three dimensions: *feeling welcomed*, *emotional closeness*, and *sympathetic understanding* (Woosnam

& Norman 2010). To date, a limited focus has been placed on considering emotional solidarity as an antecedent of other construct and the research contexts being limited to United States.

In a nutshell, despite the widespread literature about residents' attitudes towards tourism development, studies about residents' attitudes and support for tourism development and sustainability in developing island countries, are scarce, if not non-existent (Lee, 2013; Nicholas, Thapa, & Ko, 2009; Sirakaya et al., 2002; Sirakaya-Turk, 2007; Sirakaya-Turk, Ekinci, & Kaya, 2008; Sirakaya-Turk, Ingram, & Harrill, 2008; Yu, Chancellor, & Cole, 2011). Concomitantly, the majority of studies about residents' attitudes are undertaken in developed countries. Therefore, it is appropriate to examine the residents' attitudes towards sustainable tourism development in developing island countries within the Global South and to understand whether positive attitudes and active support for tourism, influence visitors' satisfaction and loyalty, through the lens of emotional solidarity with one another.

## **1.2. Research aim and objectives**

The general aim of this thesis is to better understand residents' attitudes towards tourism development and sustainability in Cape Verde islands and how these attitudes affect visitors' satisfaction and loyalty through the lens of emotional solidarity. In particular, it is intended to measure these attitudes, to assess whether they can induce pro-tourism behaviours within residents, to identify the main mediator/moderator factors in this relationship and, finally, to analyse how residents' welcoming tourists affect their support for tourism development and whether tourists' emotional solidarity with residents acts as an antecedent of satisfaction and destination loyalty. This is an article-based thesis, and each of its three papers has their individual and more sharply delimited purposes. The intention is, however, that they shed light on various aspects of residents' attitudes towards sustainable tourism, while simultaneously helping to advance the research frontier of residents' behaviour, residents-visitors emotional solidarity with one another and tourists' loyalty studies through their specific empirical, methodological and theoretical contributions. These objectives are:

1. To validate a maximally parsimonious version of SUS-TAS (*Sustainable Tourism Attitudes Scale*) with good model fit and robust psychometric properties, facilitating the easiness interpretation of SUS-TAS with global factor identification, and predicting the verification of SUS-TAS within residents' support for sustainable tourism development as a new criterion variable in a developing island country. (**Study 1**);
2. To establish and estimate a causal model that enables the analyse to what extent a favourable attitude towards tourism development, by residents, can be translated into favourable behaviours to tourism development (including hospitality, courtesy, protection of natural resource upon which tourism relies, and tolerance in relation to the inconveniences provoked by tourists' presence) (**Study 2**);
3. To establish and test a theoretical destination loyalty model which combines two streams of research by integrating the influences of tourists' emotional solidarity within the tourist behaviour model. This framework will allow for an in-depth examination for the emotional connection between tourists and residents. (**Study 3**).

### **1.3. Significance of the study**

The significance of this study relies on its contribution to the literature on residents' attitude towards tourism development and formation of tourists' satisfaction and loyalty, enhancing its theoretical and practical implications. Theoretically, the literature suggests, (1) that research on residents' attitudes toward tourism development, mainly in developing island countries, needs a framework capable of bringing the economic and non-economic influences of resident attitudes together (Boley, McGehee, Perdue, & Long, 2014; Látková & Vogt, 2012), and (2) understanding the extent to which tourists' satisfaction and loyalty is affected by the emotional relationship with other people in a destination (e.g. host community). The application of Social Exchange Theory and Theory of Reasoned Action (TRA) provides a theoretical framework that matches the complexity of resident attitudes toward tourism development in developing island countries. SET and TRA have the potential to help bring social exchange

theory back to its original conceptualisation where all the exchanges (economic and non-economic) are weighed when evaluating one's attitudes towards tourism development. Another theoretical implication emerges from the examination of resident attitudes with the emphasis on sustainable tourism development. Much of the previous research has solely examined residents' attitudes towards tourism and there are no studies that examined the influences of perceived tourism impacts (PTI) and expected tourism sustainability (ETS) on support for sustainable tourism development. This research expands the previous research on residents' attitudes towards tourism development in a developing island countries, by not only looking at the level of support/opposition to tourism development, but by also measuring residents support based upon level of emphasis they place on the perceived and expected sustainable tourism development. Lastly, this study contributes to the theoretical foundation of the tourists' satisfaction and loyalty formation through the operationalisation of the construct of emotional solidarity, forged in the Emily Durkheim (1995[1915]) writings. While the relationship between tourists and their guests is described as vital to satisfaction and loyalty formation, the construct of emotional solidarity has yet to be developed into a reliable and valid loyalty scale. The inclusion and subsequent testing of the Emotional Solidarity Scale (ESS) into tourist behaviour framework will provide tourism researchers with a way to measure the perceived tourists' welcoming feeling, emotional closeness, and sympathy they experiment with local residents. The inclusion of the ESS as an antecedent to tourists' satisfaction and loyalty is posited to explain additional variance within tourists' behaviour that has not previously been measured in the tourism literature.

Turning now to the importance of the practical implications of this study, Lankford and Howard (1994, p. 133) describe resident attitudes toward tourism as being a "complex and dynamic phenomenon in which a variety of factors exert a differential influence on local residents". Through a more complete understanding of the economic and non-economic factors affecting resident attitudes and support to tourism development, tourism planners, decision-makers and destination managers can work more efficiently to include the voices of local residents into the tourism planning strategy and assure that tourism is developed for and by residents. Additionally, it has been shown that residents are key stakeholders in the success or failure of tourism within a destination (Belisle & Hoy, 1980; Gursoy & Rutherford, 2004). Further research on residents' attitudes will shed light on how economic and non-economic factors included in the same framework influence support for tourism development. Residents'



perceptions of their guests will then be tested to see what influence they have on attitudes of tourism's impacts within their community and one's ultimate pro- or anti-tourism development behaviour. Understanding how residents perceive the economic and non-economic factors of tourism has the potential to make tourism more successful because of its implications for increasing residents' support for tourism development. Relatedly, more involved and supportive residents will increase the quality of the tourism experience. As a matter of fact, this is especially important for those who are motivated by authentic tourism experiences that have a high level of emotional solidarity with one another. If an emotional solidarity relationship between residents and tourists is confirmed, it goes without saying that there will be additional support for those involved with planning and developing tourism to approach tourism from a sustainable mindset.

#### **1.4. Study design**

During the research design process of the current thesis, the researcher, guided by the positivism paradigm, selected the quantitative approach as it best suits and fulfil the aim and objectives of the current study and is in line with the methods employed by the vast majority of extant studies in the mainstream literature. The sample design, the research instrument selection, the data collection process and the statistical tools employed on the analysis of the results are all in all rooted in the positivism approach. Considering the sampling design, since the aim was to gather a representative sample of both population (local residents and tourists), without having access to the ideal sampling frame consisting of all the residents and tourists in Cape Verde who are at least 18 years of age or older, a combination of stratified and random sampling was selected, as presented in details in all the three papers in the chapters one, two and three.

When collecting the data, the positivism paradigm demands a minimal interface by the researcher with the respondents, and hence two structured, self-administered questionnaires were developed based on the work of previous researchers and the needs of the current study (as detailed in the section devoted to instrument design in three subsequent chapters). The questionnaires were kept as simple possible and, after the data collection, 418 usable questionnaires from residents and 464 from tourists were gathered. After the data collection, series of statistical analysis were performed including, descriptive statistics, statistical tests, Factor Analysis (Exploratory and Confirmatory) and Structural Equation Modeling (SEM). In

particular, SEM was employed for testing the predictive validity (**Study 1**) and the proposed models and research hypotheses (**Study 2** and **3**). The Linear Regression Model (LRM) was used to test the moderated mediation analysis on the **Study 3**. The statistical programmes Statistical Package for Social Science (IBM SPSS) version 23.0, IBM AMOS version 22.0 and PROCESS a macro for mediation, moderation and conditional process modeling for SPSS, and SAS were utilized for data analysis. The detailed research design can be found in each of the following three chapters.

## **1.5. Definitions of key terms**

***Sustainable Tourism:*** While sustainable tourism has hundreds of definitions, one of the most common is from Butler (1993). He defines sustainable tourism as: “tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes” (Butler, 1993, p. 29).

***Residents’ Attitudes to Tourism (RAT):*** Attitude represents a person’s enduring predisposition or action tendencies to some object (Kurtz & Boone, 1984). In the tourism context, attitude is an emotive component in a resident’s responses to tourism development, describing a person’s relatively consistent evaluations, feelings, and tendencies toward tourism (Ap, 1992; Chen & Raab, 2012; Vargas-Sánchez, Plaza-Mejía, & Porrás-Bueno, 2016).

***Social Exchange Theory (SET):*** According to Ap (1992, p. 685), SET “is a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation.” The same author concluded that SET is beneficial to tourism because it “offers a useful theoretical framework, which can account for both the positive and negative impacts of tourism as perceived by the host community. SET is a logically and intuitively appealing one that may be used to explain why residents develop positive or negative perceptions of tourism impacts” (Ap, 1992, p. 685).

**Theory of Reasoned Action (TRA):** This theory indicates that individuals are rational, they make use of all available information, and they tend to evaluate the possible implications of their action before they decide to engage or not engage in a particular decision or exchange (Ajzen, 1985). According to TRA the critical component to predicting behaviours is an individual's intentions, which in turn is an antecedent of actual behaviour (Dyer, Gursoy, Sharma, & Carter, 2007).

**Emotional Solidarity (ES):** The affective bonds individuals feel with one another binding a group together, that are characterized by perceived closeness, degree of contact, and an identification with others in the group (Hammarström, 2005; Wallace & Wolf, 2005)

**Tourist Satisfaction (TS):** To Oliver (1997, p. 13) satisfaction is defined as “a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment” or as an overall evaluation of a purchase (Fornell, 1992). MacKay and Crompton (1990, p. 48) define satisfaction in a similar way by focusing on the “psychological outcome which emerges from experiencing the service”. Satisfaction with the destination is conceived as the resultant outcome of tourist motivations, their goal directed choices (activities) and perceptions of product elements (Kozak & Rimmington, 2000).

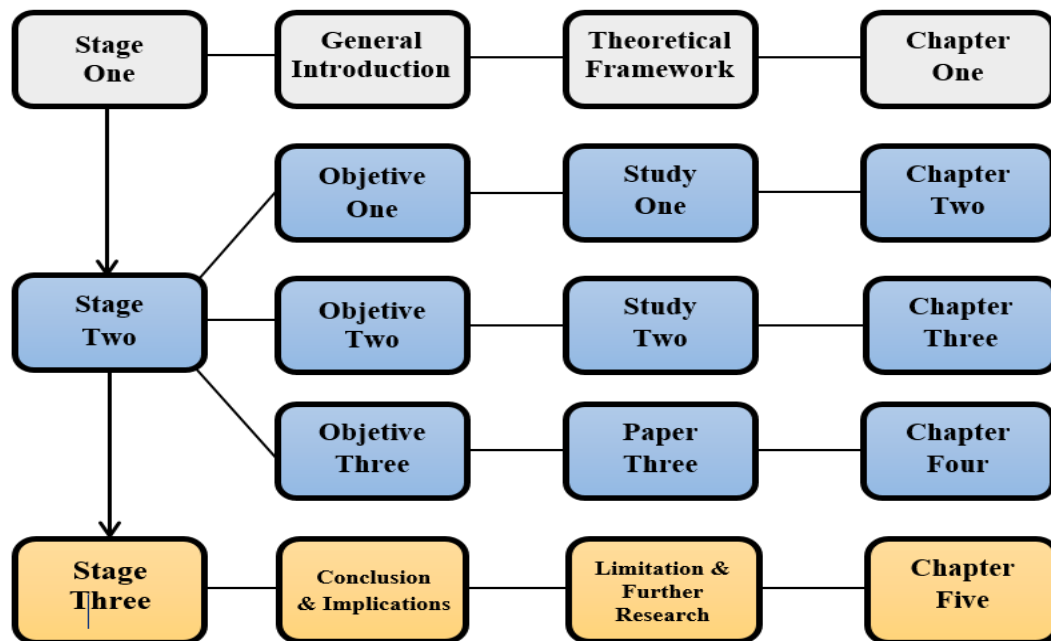
**Destination Loyalty (DL):** (Oliver, 1999, p. 34) defines loyalty as “a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts, having the potential to cause switching behaviour”. In the tourism context, Chen and Gursoy (2001) operationally defined destination loyalty as the level of tourists' perception of a destination as a good place, one that they would recommend to others, noting that studies which only consider repeat visits as an indicator of loyalty to the destination are deficient.

## **1.6. Outline of the thesis**

A multidisciplinary approach was developed to empirically investigate the research problems addressed in this study. To achieve the aims and objectives of this thesis five chapters are structured. In addition, it is developed in three stages, as depicted in **Figure 1.1**. The First Stage comprises the design of the conceptual framework that underpins this study and provides the basis for addressing the objectives of the study and research design. It continues with the

methodological approaches in terms of data analysis, methods and techniques and finishes with the definition of key terms. The results from the research will be presented in the Second Stage through four different chapters. Each research objective is analysed in a separate chapter that corresponds to a separated research study/paper, therefore providing three results chapters in total. The achievement of the three specific objectives previously outlined, will be the focus of the chapters two, three and four respectively. This Third Stage corresponds to final conclusion of the thesis (Chapter Five), where the main findings and contributions are highlighted. Also, in this chapter the implication and recommendations for applying the findings will be pointed out. The limitations of this research, together with the directions for further research, will be included in this concluding chapter.

Figure 1.1 – The outline of the thesis



## 1.7. References

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## CHAPTER TWO

### STUDY 1: EXAMINING THE PREDICTIVE VALIDITY OF SUS-TAS WITH MAXIMUM PARSIMONY IN DEVELOPING ISLAND COUNTRIES<sup>1</sup>

#### **Abstract:**

The Sustainable Tourism Attitude Scale (SUS-TAS) has been used as a tool to gauge the sentiment of local residents towards sustainable tourism development. However, this scale has been validated in a cross-cultural setting by several scholars. In like a manner, in order to validate this scale, data were collected in Cape Verde islands (off the coast of Africa) and the results showed (1) a parsimonious version of 21-item SUS-TAS that facilitates the process of data collection without compromising its robustness and psychometric properties, (2) a validated second-order factor model, confirming that the seven factors of SUS-TAS can load in two broader dimensions named perceived tourism impacts and expected tourism sustainability, (3) a SUS-TAS second-order factor model with predictive validity in predicting residents' support for sustainable tourism development, (4) that SUS-TAS can be both interpreted by seven individuals factors and/or as a global factor as indicated by the hierarchical measurement model and predictive validity. The methodological and theoretical interpretations were discussed and future refinement and application are also offered.

**Keywords:** SUS-TAS, parsimony, predictive validity, sustainable tourism, Cape Verde.

#### **2.1. Introduction**

Research on residents' attitudes towards support/opposition for tourism development is a ubiquitous topic within the tourism literature (Nunkoo, Smith, & Ramkissoon, 2013) and precedes the initial discussion of sustainable tourism (Boley & Perdue, 2012). However, it goes without saying that tourism is a global phenomenon which produces a massive number of social, economic and environmental impacts over the destination (Smallman & Moore, 2010). Since these impacts occur from global to local perspectives, they influence how host communities

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actually perceived tourism as well as their level of support for its development (Sinclair-Maragh & Gursoy, 2015). The effort to understand these impacts on host communities has led to the creation of scales to capture the gauge of host community attitudes towards sustainable tourism development (Choi & Sirakaya, 2005; Lankford & Howard, 1994). In like a manner, Choi and Sirakaya (2005) developed and tested a Sustainable Tourism Attitude Scale (SUS-TAS) addressing a new paradigm shift that gauges the tenets of sustainable tourism development in a tourist destination. Likewise, these authors reinforce that “sustainable tourism as an emerging paradigm seems to enhance the existing conceptual frameworks on tourism planning and development by making the residents its focal point” (p. 381).

SUS-TAS is anchored on Social Exchange Theory (Ap, 1992) and New Environmental Paradigm (Dunlap, Van Liere, Mertig, & Jones, 2000). Since its development, SUS-TAS has been replicated and validated in cross-cultures and different settings to test its robustness and psychometric properties (Sirakaya-Turk, 2007; Sirakaya-Turk, Ekinici, & Kaya, 2008; Sirakaya-Turk & Gursoy, 2013; Yu, Chancellor, & Cole, 2011; Zhang, Cole, & Chancellor, 2015). However, most of these studies that use SUS-TAS were carried out in developed countries rather than developing ones such as the African islands countries that are predominately tourism destinations (Ribeiro, Valle, & Silva, 2013). Additionally, there is a lack of study on residents’ attitudes and support towards sustainable tourism in developing world (Lee, 2013) to provide an accurate comprehension of residents’ attitudes towards sustainable tourism and their level of support. This gap in the literature reinforces the need for more empirical research to be conducted on residents’ attitudes in developing world, addressing the aforementioned limitation.

SUS-TAS was proposed as a new tourism paradigm to engage host communities in the process of sustainable tourism development and planning. In this way, residents must be encouraged to participate as controller of sustainable tourism process in the destination and act as primer tourism stakeholder (Choi & Sirakaya, 2005). The involvement of host communities in the sustainable tourism development process is important for the planning and the success of development (Simmons, 1994) safeguarding a balanced and harmonious tourism development. The new sustainable development paradigm, according to Choi and Sirakaya (2005), aims to include residents in full participation in the planning and management of the destination and their willingness to support the development and enhance visitors’ satisfaction.

Tourism is a worldwide industry with recognised positive and negative impacts. The introduction of the principles of sustainable tourism development in destinations is paramount and has drawn attention among destinations managers, scholars, and stakeholders. Despite there are many studies focused to understand local communities' support for tourism, their participation in tourism development and planning, sustainability of tourism development, sustainable tourism indicators, economic, cultural and environmental impacts of tourism development (e.g., Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011; Styliadis & Terzidou, 2014; Twining-Ward & Butler, 2002), studies on residents' support for sustainable tourism development, specifically those in developing islands countries, appear to have received little attention in the literature. Hence, there is a need for the understanding of residents' attitudes towards tourism and their behaviour towards sustainable tourism development in these destinations. So and in line with previous studies that successfully applied and validate SUS-TAS in different destinations and settings (e.g., Sirakaya-Turk et al., 2008; Yu et al., 2011; Sirakaya-Turk & Gursoy, 2013; Zhang et al., 2015), this study continues the process of validation and application of SUS-TAS through (1) creating a shortened version of the scale without compromising its psychometric properties and robustness, (2) proposing and testing a second-order factor model that allow a global interpretation, and (3) predicting the verification of SUS-TAS within residents support for sustainable tourism development as new criterion variable in a developing island country. In doing so, this study advances the current literature on residents' support for sustainable tourism and contributes for the further interpretation of SUS-TAS as a global factor.

## **2.2. Theoretical Background**

### **2.2.1. The SUS-TAS dimensions and validation**

Developed to gauge the central tenets of residents' attitudes towards sustainable tourism development in western societies, SUS-TAS integrates the canons of social exchange theory, new environmental paradigm (NEP), and sustainability (Choi & Sirakaya, 2005). This social measurement tool appears to have captured the major principles of the new paradigm of sustainable tourism. It was originally developed with data gathered randomly from 427 residents

in a touristic city in Texas, using 44-items. The original 44-item scale encompasses seven dimensions with sound psychometric properties intending to capture host community attitudes towards sustainable tourism development: (1) social costs, (2) environmental sustainability, (3) long-term planning, (4) economic benefits, (5) ensuring visitor satisfaction (6) community-based tourism, and (7) maximizing community participation. These seven dimensions of SUS-TAS seek to strike the aspects of tourism development that should be consistent to accomplish the sustainability in tourism growth that is “ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive, and finally economically viable for the host community” (Choi & Sirakaya 2005, p. 382).

SUS-TAS was originally developed in 2005 and Sirakaya-Turk et al. (2008) were the first to revalidate the SUS-TAS in cross-cultural setting using Turkish and Cypriot residents and reducing the scale to 33-items instead the original 44-item. The conclusion emanated from this study with data collected in the said destinations is that, overall, the shortened version of SUS-TAS fits the data reasonably well in terms of its reliability and validity. However, when these authors analysed each destination separately, the values of some indices were below the cut-off value recommend by Hu and Bentler (1999). In a new attempt, Yu et al. (2011) re-examined the 44-item SUS-TAS among residents in a rural setting in the USA. These authors validated the scale in terms of reliability and validity and developed a parsimonious version of the instrument with 27 items that showed a good fit of data. In the same way, Sirakaya-Turk and Gursoy (2013) created a shortened version of SUS-TAS with 21-item and the model showed a satisfactory reliability and validity, despite two fit indices presented values below the recommended cut-off value. Most recently, Zhang et al. (2015) reassess the SUS-TAS in an attempt to create and validate a parsimonious version with predictive validity and explored some global facilitation and interpretation of SUS-TAS. With data collected on in 11 Midwestern counties in the USA, these scholars created a maximum parsimonious 20-item SUS-TAS with strong psychometric properties. This new shortened version fits the data well and showed a robust reliability and validity. Concomitantly, they concluded that SUS-TAS is better interpreted by using the seven factors individually rather than as a unique dimension.

Since SUS-TAS has been validated in different settings and cultures, several scholars applied the newly created tool in different research contexts to understand resident’s attitudes

towards sustainable tourism development. Some of these studies concentrate in a descriptive analysis of host communities and others stakeholders' attitudes towards tourism. Hung, Sirakaya-Turk, and Ingram (2011), using the 33-item SUS-TAS validated by Sirakaya-Turk et al. (2008), made use of cluster analysis to profile and identify three typologies of residents in Turkey, regarding their attitudes towards sustainable tourism. Likewise, in a study in Cyprus, Kvasova (2011) identified variations on environmental concerns and behaviour between Swedish and Russian visitors based on tourism related environmental attitudes of the original 44-item SUS-TAS. Prayag, Dookhony-Ramphul, and Maryeven (2010) selected some items from SUS-TAS and from the perceived tourism impacts scale from Dyer, Gursoy, Sharma, and Carter (2007) to analyse the sustainability-oriented perceptions of hoteliers in Mauritius.

It is widely recognised that validation is an imperative first step prior a scale can be taken seriously as a valuable research instrument and recommended in theory development (Hinkin, Tracey, & Enz, 1997). Therefore, some researchers, including Sirakaya-Turk (2007), recommended that SUS-TAS should be used as an independent variable to predict other theoretically related variables, as a necessary precondition to verify the predictive validity of SUS-TAS. Similarly, Sirakaya-Turk and Gursoy (2013) partially verified the predictive validity of 21-item SUS-TAS resulting in a significant relationship between five SUS-TAS dimensions (environmental sustainability and perceived social cost were statistically insignificant) and two pro-sustainability factors. Likewise, Zhang et al. (2015) fully confirmed the predictive validity of 20-item SUS-TAS by analysing the correlation of the seven SUS-TAS dimensions on residents' intention level of planning involvement. These authors found that the SUS-TAS dimensions all showed a significant relationship with the outcome variable, which validated the predictive validity of the scale. Since these criterion variables are not an end concerning pro-sustainability behaviours, additional researches should re-examine the SUS-TAS predictive validity using other alternative sustainable supportive tourism development behaviours for cross-validation.

### **2.2.2. Maximizing the parsimony of SUS-TAS**

Creating shortened version of saturated and complex scales in research has increased progressively in the last decade to improve the efficiency of testing (Kruyen, Emons, & Sijtsma, 2013). This strong interest for parsimonious version of scales is partially because of its practical advantages in reducing the respondent burden (Leite, Huang, & Marcoulides, 2008), also



allowing the inclusion of other questions into the survey. Furthermore, a large and complex scale is questionable because it is heavily dependent on the valuation of data instead of theory, therefore, less rigorous in terms of theory (Messick, 1995; Mulaik et al., 1989). The factor structure should be as simple as possible, comprising a reasonable number of items that effectively gauge the essence of the construct (Thurstone, 1947). Ideally, a minimum of three items should be retained for most constructs, but the ultimate decision should be determined by the scale's construct validity (Raubenheimer, 2004). As recommend by several authors (e.g., Coste, Guillemin, Pouchot, & Fermanian, 1997; Smith, McCarthy, & Anderson, 2000; Stanton, Sinar, Balzer, & Smith, 2002) to create a shortened version of an extant scale, the combined use of statistics-driven strategies and judgmental approach should be employed.

First, the definition of the construct needs to be such that the most important items for assessing the construct can be identified. Using this definition, experts should assess the validity of each item and statistical methods should assess experts' degree of agreement (see also American Educational Research Association, 1999, p. 19). Second, test constructors should decide which items to include in the shortened version based on the judgment of these experts and additional statistical evidence with respect to the contribution of every item to the reliability and the validity of the restricted scale. In said indication, the 21-item SUS-TAS (Sirakaya-Turk & GURSOY, 2013) and 20-item SUS-TAS (Zhang et al., 2015) showed a good parsimony, so further attempts should develop a version of this model with a reasonable parsimony to the 21-item SUS-TAS to guarantee that all constructs have at least three items (Mowen & Voss, 2008), and also with good model fit and sound psychometrical properties.

### **2.2.3. SUS-TAS predictive validity in predicting residents' support for sustainable tourism development**

Sustainable tourism development is one of the most researched topics within tourism literature and has been in the heart of tourism planning and management in the last decades. The genesis of sustainable tourism is rooted in the concept of sustainable development that emerged in the global arena through the Brundtland Report (WCED, 1987). Therefore, the concept of sustainable development outcomes remains problematic and continues to evoke emotive debate.

According to Jayawardena, Patterson, Choi, and Brain (2008, p. 258) “sustainable tourism works to strike a balance between protecting the environment, maintaining cultural integrity and promoting economic benefits in both developed and emerging nations”. However, Choi and Sirakaya (2006, p. 1286) proposed a concept which broadens the components for some further aspects, emphasizing that “sustainable tourism development should be ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive and, finally, economically viable for the host community”. Despite the several concepts of sustainable tourism, its definition is still the objective of vigorous debate (Sharpley, 2000) and it “has become something of a cottage industry in the academic literature of late” (Garrod & Fyall, 1998, p. 118). However, the residents’ attitudes to tourism have been an important tool for sustainable tourism (Choi & Sirakaya, 2005).

In the past, tourism was focused in maximizing the economic benefits whereas ignoring the negative impacts that affect the environment and the residents’ life (Andereck & Nyaupane, 2011). However, the success of tourism is dependent on the active residents support (Gursoy & Rutherford, 2004) without which the sustainability of tourism is threatened (Nunkoo & Ramkissoon, 2011). Recently, sustainable tourism has been emerged as a new paradigm and according to Choi and Sirakaya (2005) this paradigm shift “seems to enhance the existing conceptual frameworks on tourism planning and development by making the residents its focal point” (Choi & Sirakaya, 2005, p. 381).

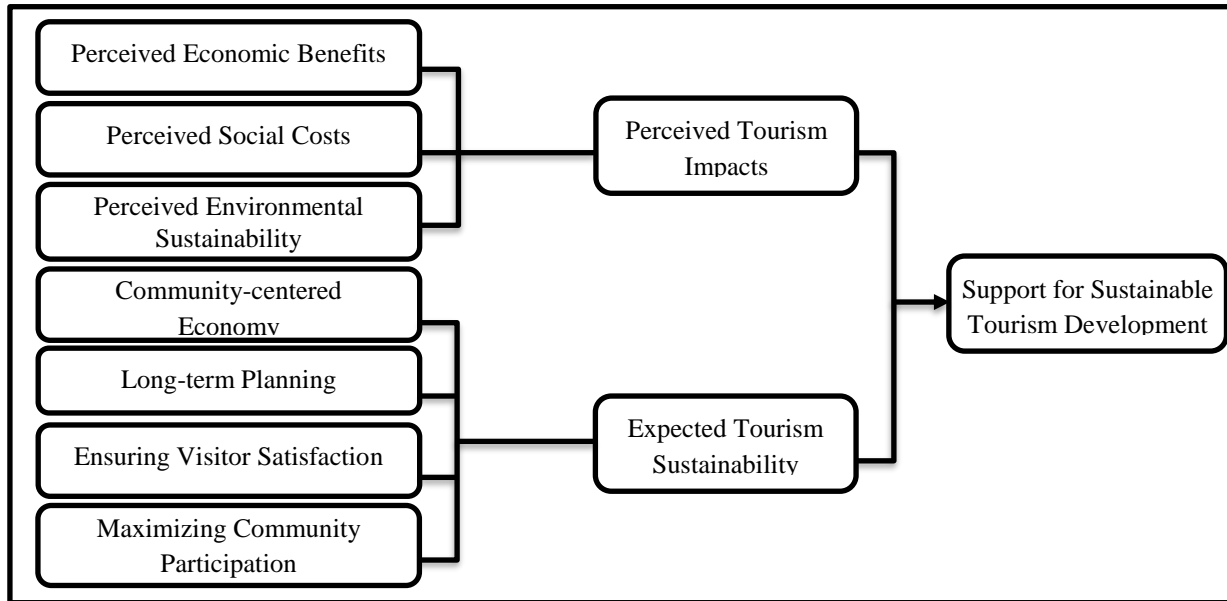
Notwithstanding the existence of a consolidated body of research providing a thorough examination of residents’ attitudes and support for tourism development (i.e. Akis, Peristianis, & Warner, 1996; Allen, Long, Perdue, & Kieselbach, 1988; Andereck & Vogt, 2000; Boley, McGehee, Perdue, & Long, 2014; Gursoy & Rutherford, 2004; Lepp, 2007; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011; Ribeiro et al., 2013; Sinclair-Maragh & Gursoy, 2015; Sirakaya, Teye, & Sönmez, 2002; Stylidis & Terzidou, 2014; Vargas-Sánchez, Porrás-Bueno, & Plaza-Mejía, 2011; Vargas-Sánchez, Valle, Mendes, & Silva, 2015), a comprehensive analysis of residents support towards sustainable actions in tourism development is recent (Choi & Murray, 2010; Kitnuntaviwat & Tang, 2008; Lee, 2013; Nicholas, Thapa, & Ko, 2009). Studies investigating residents’ support for tourism development have been importing SET as the primary theoretical framework (Nunkoo, Smith & Ramkissoon, 2013). As stated by Ap (1990), SET

provides a conceptual base to understand the exchange of resources between individuals and groups and it is also an effective framework for analysing residents' attitudes toward sustainable tourism development (Kitnuntaviwat & Tang, 2008). Based on this theory, the level of benefit from such exchanges will influence residents' attitudes towards sustainable tourism and they are expected to support and participate in additional sustainable community tourism development (Poudel, Nyaupane, & Budruk, 2016). However, if residents perceive that sustainable community tourism development creates more negative impacts than positive ones, they will oppose this kind of development (Ap, 1992; Choi & Sirakaya, 2005; Gursoy, Jurowski, & Uysal, 2002; Jurowski, Uysal, & Williams, 1997; Lee, 2013; Nunkoo & Ramkissoon, 2011).

In the light of this theory, at individual level, those individuals with tourism-related job or having a close related family employed in the sector show a more positive attitude towards tourism development and are prone to support it (Haley, Snaith, & Miller, 2005; Haralambopoulos & Pizam, 1996; Ribeiro et al., 2013). At the community level, besides the economic benefits, both environmental and sociocultural aspects have been pointed as important influences on attitudes to tourism development (Andriotis & Vaughan, 2003; Gursoy & Rutherford, 2004). Many scholars have found that the benefits of tourism significantly and positively affect support for tourism development (Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Kaltenborn, Andersen, Nellemann, Bjerke, & Thrane, 2008; Nicholas et al., 2009), whereas the negative impacts significantly and negatively influence support for tourism development (Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Nicholas et al., 2009; Nunkoo & Ramkissoon, 2011; Nunkoo & Gursoy, 2012; Styliadis & Terzidou, 2014). Despite these findings, as far as we know, there is no study on the attitude towards tourism development that examined the use of the seven factors of SUS-TAS, in an empirical perspective as recommended by Sirakaya-Turk et al. (2008), as independent variables to measure residents' support towards sustainable tourism in any destination. However, in analysing SUS-TAS dimensions and in line with Zhang et al. (2015), the seven constructs should represent two dimensions of residents' attitudes towards sustainable tourism development: the dimension named 'perceived tourism impacts' (PTI) is composed by three constructs: 'perceived economic benefits', 'perceived social costs' and 'perceived environmental sustainability'. The second dimension named 'expected tourism sustainability' (ETS) is composed by the remaining four constructs: 'community-centered economy', 'long-term

planning’, ‘ensuring visitor satisfaction’ and ‘maximizing community participation’. The use of SUS-TAS goes beyond the perceived costs and benefits as antecedents of residents’ support towards sustainable tourism development. Both dimensions of perceived and expected tourism sustainability are likely to predict residents support towards sustainable tourism development. Figure 2.1 shows the proposed conceptual model to verify the predictive validity of SUS-TAS.

**Figure 2.1 – Conceptual framework for validating the predictive validity of a parsimonious version of SUS-TAS**



Note: Adapted from Zhang et al. (2015)

## 2.3. Methods

### 2.3.1. Study setting

The case for empirical research is the Republic of Cape Verde, a small archipelago of ten islands situated in the Atlantic Ocean, 550 km off the coast of Western Africa. The Archipelago was discovered and colonized by the Portuguese in 1460-62 and became a useful point in the Atlantic slave’s trade. The islands were first populated by European settlers and African slaves in the late of 1400 and remained Portuguese Colony until 1975. Recurrent droughts over the second half of the 20<sup>th</sup> Century instigated massive emigration. For this reason, the Cape Verdeans living abroad are greater than the domestic ones (Åkesson, 2011; Carling, 2004). Nowadays, the country has an estimated population of 491.475 people in their nine inhabited islands (National

Institute of Statistics [NIS], 2011). Cape Verde with white and black sand beaches, the volcanic mountains and diverse flora and fauna found there make it an attractive and exotic destination for visitors interested in relaxing, arts, culture, and different sports. The Cape Verde economy is service-oriented, with service accounting more than 75% of GDP and tourism is responsible for 65% of the service sector (Bank of Cape Verde - BCV, 2016). Since 2000, Cape Verde received a significant amount of international tourists, growing from 145,000 arrivals in this year to 519,722 in 2015 (NIS, 2016). Traditionally, the tourists are mainly from European countries, such as, United Kingdom (22.2%) Germany (13.4%), Portugal (10.9%), Netherlands/Belgium (10.6%), and France (9.9%) (NIS, 2016). The Government of Cape Verde has bet heavily in this sector building infrastructures like roads, International Airports (in the islands of Santiago, Boa Vista and more recently in São Vicente), ports for Cruise, roads, transport, etc. On the other hand, large hotels and resorts have been built mainly on the islands of Sal and Boa Vista, driven mostly by foreign investors, in an effort to boost tourism sector. Tourism industry is heavily concentrated in these two islands and welcomed 75.1% of the international tourists in 2015 (NIS, 2016). Tourism industry is faced by all stakeholders as a pillar of economic and social development and contributes approximately 20.8% of GDP while employing 20.1% of the workforce (NIS, 2015).

### **2.3.2. Survey instrument**

In order to measure the 44-item SUS-TAS (Choi & Sirakaya, 2005) in Cape Verde islands, a survey was designed to be applied to residents in this country. Residents were asked to state their level of agreement with these items on a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree). In order to evaluate resident support for sustainable tourism development, five items were measured on a 5-point Likert scale, where 1 represent 'strongly disagree' and 5 represent 'strongly agree'. These items were borrowed from Nicholas et al. (2009) and Lee (2013) to assess their support intention for sustainable tourism development in Cape Verde islands. Moreover, general sociodemographic variables were also included in the questionnaire to profile the sample respondents. The questionnaire items were originally in English and were translated into Portuguese by the researchers and then back-translated into English by a native speaker. Afterwards, two tourism experts, proficient in both English and Portuguese, then reviewed the translation to ensure that the translated version reflected the meaning and intent of

the original items, following the guidelines recommended by (Brislin, 1970). Then, before the data collection, the questionnaire was piloted tested in the island of Boa Vista, Cape Verde, to 50 residents, which revealed no major problem. Later on, based on the results of the pre-test, the survey instrument was concluded with minor changes.

### **2.3.3. Data collection and sample profile**

In order to demonstrate that SUS-TAS is a useful instrument in capturing residents' attitudes towards sustainable tourism, a survey was applied to individuals who live in Cape Verde with 18 years old or more. The survey was carried out in the islands of Boa Vista and Sal using a stratified sampling approach with the sample distributed in proportion to the population's distribution, by gender and age group. The surveys were administered face-to-face with residents by the first investigator of this paper over four week-period during August and September 2013. Respondents were approached at random in streets, residents' houses, coffee shops, terraces, offices, public parks, etc. A total of 446 surveys were administered to residents in these two islands. However, incomplete surveys were discarded from the analysis, since missing data can create bias in statistical results (Hair, Black, Babin, & Anderson, 2014). A total of 28 surveys had to be discarded and 418 were used in statistical analysis. The sample was almost equal between males and females (Table 2.1). For the majority of respondents, the ages fell between 18 to 39 years (72.2%) and they are married or living with a partner (48.3%), studied up to secondary level (67.5%), have some qualification/training in tourism (23.2%), and 49.1% have a tourism-related job. Regarding to place of residence, 51.9% were born in other islands or abroad and 78.0% moved to these islands for professional reasons.

**Table 2.1 – Descriptive summary of sociodemographic profile of respondents**

Demographic	n	%
Gender (n = 418)		
Male	208	49.7
Female	210	50.3
Island of residence		
Boa Vista	200	47.8
Sal	218	52.2
Age (=418, M = 32.3 years of age)		
Young ( $\leq 39$ )	304	72.7
Middle age (40-64)	96	23.0
Old ( $\geq 65$ )	18	4.3
Marital status		
Married/Living with a partner	202	48.3
Single	197	47.1
Divorced/Separated	15	3.6
Widowed	4	1.0
Education (n=418, median = Secondary Education)		
Elementary education	64	15.3
Secondary education	282	67.5
Higher education	72	17.3
Training/Qualification in tourism (n=418)		
Yes	97	23.2
No	321	76.8
Job (n=415)		
Tourism-related job	207	49.1
No tourism-related job	208	50.9
Place of birth (n=418)		
The same island	201	48.1
Other islands	196	46.9
Abroad	21	5.0
Reasons for change (n=214)		
Professional	167	78.0
Family	28	13.2
Personal	11	5.1
Educational	8	3.7

## 2.4. Results

### 2.4.1. Validation of SUS-TAS with maximum parsimony: A CFA

Construct validity is an essential condition for theory testing and development of quality measures in social sciences (Bagozzi, 1993; Brown, 2015; Steenkamp & van Trijp, 1991). Therefore, in order to provide further evidence of the validity of SUS-TAS instrument in Cape Verde islands, Confirmatory Factor Analysis (CFA) was undertaken to provide a test of validity and reliability for the various constructs (Bagozzi & Yi, 1988; Hair et al., 2014). CFA provide a rigorous test of the proposed scales in analysing how well the measured items represent a reduced number of constructs (Hair et al., 2014). CFA has similar characteristics to EFA but

philosophically it is different (Brown, 20015). It provides to the researcher information about “how well one’s theoretical specification of the factors matches reality (actual data). In a sense, CFA is a tool that enables researchers to either validate or reject one’s preconceived theory” (Hair et al., 2014, p. 603). Using data collected in Cape Verde islands ( $n=418$ ), CFA was performed on the SUS-TAS using Maximum Likelihood (ML) method in AMOS 22.0. The overall fit for the measurement model was assessed using a number of goodness-of-fit indices. According to Hair et al. (2014, p. 576) “goodness-of-fit indicates how well a specified model reproduces the observed covariance matrix among the indicator terms”. The measurement model for the 44-item SUS-TAS was assessed by examining the overall model fit of CFA. The Chi-square ( $\chi^2$ ) test and several goodness-of-fit indexes were examined including the normed  $\chi^2$ , comparative fit index (CFI), Tucker-Lewis Index (TLI), root mean square error of approximation (RMSEA) and the standardized root mean square residual (SRMR) (Hair et al., 2014). A ratio of 2.5 to 3 is recommended for the  $\chi^2/df$  and the recommended cut-off value for a good model fit are TLI > 0.95, CFI > 0.95, RMSEA < 0.08, and SRMR < 0.08 (Hair et al., 2014; Hu & Bentler, 1999).

In order to reduce the data with maximum parsimony into a smaller and more meaningful set of items, several confirmatory factor analyses (see Table 2.2) were conducted through data collected in the islands of Boa Vista and Sal in Cape Verde, using the Choi and Sirakaya (2005) original 44-item SUS-TAS. However, before commencing with CFA, the normality assumptions were checked analysing the value of both skewness and kurtosis of the measures. The values of these two measures of asymmetry were well below their recommended cut-off of 2 and 7, respectively (Curran, West, & Finch, 1996), confirming the suitability of the data collected in Cape Verde.

Using the CFA with the original 44-item and SUS-TAS with a seven factors structure, the overall fit indices demonstrate that the statistics of the measurement model showed an acceptable fit index to the data collected in Cape Verde ( $\chi^2/df = 1.54$ ; TLI = 0.97, CFI = 0.97, RMSEA = 0.038, SRMR = 0.034). Although the fit indices were in an acceptable range, the standardized weight of one item in the perceived cost of tourism was extremely low (0.25 for Item PSC8). In an attempt to improve the model fit and develop a parsimonious version of this instrument, some items with loading above 0.70 and  $R^2$  lower than 0.55 were deleted and modification indices



produced by AMOS were used to improve the fit of measurement model (Hair et al., 2014). Next, the revised CFA was conducted on the remaining set of items and a 33-item scale was retained maintaining the seven factors of SUS-TAS (Table 2.2). In comparison with the results obtained in Sirakaya et al. (2008), the 33-item SUS-TAS obtained in our study showed a better statistical fit indicating that the model adequately fits the data, ( $\chi^2/df = 1.61$ ;  $p=0.000$ , TLI = 0.97, CFI = 0.98, RMSEA = 0.036, SRMR = 0.030. Based on these fit indices, the 33-item SUS-TAS showed a good fit of the sample data collected in Cape Verde.

**Table 2.2 – Fit indexes of measurement comparisons (N = 418)**

SUS-TAS	$\chi^2$	<i>df</i>	p-value	TLI	CFI	RMSEA	SRMR	AIC	BCC
44-item	1319.5	859	0.001	0.97	0.97	0.038	0.034	1581.45	1613.14
33-item	746.7	465	0.000	0.97	0.98	0.036	0.030	938.69	955.64
27-item	384.27	294	0.000	0.99	0.99	0.027	0.027	552.53	564.62
21-item	216.23	168	0.007	0.99	0.99	0.026	0.025	342.23	349.25
Second-Order	248.01	178	0.000	0.99	0.99	0.031	0.045	354.01	359.91

In line with some recommendation to reduce the items of SUS-TAS and with the purpose to improve the fit indices showed by the 33-item model, the 27-item model was generated. Based on the previous model, six items with lower factor loadings were deleted to better fit the indices. Therefore, in comparison with the study developed by Yu et al. (2011) suggesting a 27-item model, the data setting of the current study also show better overall fit indices with  $\chi^2/df = 1.31$ ;  $p=0.000$ , TLI = 0.99, CFI = 0.99, RMSEA = 0.027, SRMR = 0.027. Further, in an attempt to create a shortened version of SUS-TAS with improved parsimony as recommend by Sirakaya and Gursoy (2013) and Zhang et al. (2015) a 21-item SUS-TAS with seven factors was developed by deleting six items with lower factor loadings. The data for the current study shows better overall fit indices than those 21-item model presented by Sirakaya and Gursoy (2013) and the 23-item and 21-item models presented by Zhang, et al. (2015):  $\chi^2/df = 1.29$ ;  $p= 0.007$ , TLI = 0.99, CFI = 0.99, RMSEA = .026, SRMR = 0.025. Since all regression weights were significant ( $p < 0.001$ ), no modification was made.

Further comparison of SUS-TAS<sub>44-item</sub>, SUS-TAS<sub>33-item</sub>, SUS-TAS<sub>27-item</sub>, and SUS-TAS<sub>21-item</sub>, suggested that SUS-TAS<sub>21-item</sub> was the best-fitted model. Furthermore, goodness-of-fit measures that take parsimony as well as fit into account such as the Akaike information criterion (AIC) (Akaike, 1987) and the Browne-Cudeck criterion (BCC) (Browne & Cudeck, 1989) “can also be used regardless of whether models can be ordered in a nested sequence or not” (Jöreskog,

1993, p. 306). Further, SUS-TAS<sub>21-item</sub> had the lowest AIC and BCC of all models considered, suggesting that it was the best fitted and parsimonious measurement model.

#### **2.4.2. Twenty one-item SUS-TAS validation: First-Order CFA**

One of the main reasons to perform CFA is to assess the construct validity of a proposed measurement model. To Bagozzi and Yi (2012), construct validity “is the extent to which indicators of a construct measure what they are purported to measure” (p. 18). In this study construct validity was assessed in terms of content, convergent and discriminant measures. Despite de content was measured by prior studies developed by Choi and Sirakaya (2005) and Sirakaya-Turk et al. (2008), here content validity was assessed through the translation of the items into Portuguese language by the researchers and back-translated by an English native speaker and reviewed by two tourism experts and Cape Verdeans residents to guarantee that the translated version reflected the same content (meaning) as the original one, which was confirmed (Brislin, 1970; DeVellis, 2012).

Convergent validity is the logical implication that multiple measures of the same phenomenon should be highly correlated (Bagozzi & Yi, 2012) and the all factor loading should be equal or higher than the cut-off value of 0.5 and statistically significant (Fornell & Larcker, 1981). As depicted in Table 2.3, all items were above the cut-off value of 0.5 ranged from 0.75 to 0.92 and are statistically significant at the 0.001 level (two-tailed). Convergent validity also is verified if the average variance extracted (AVE) for all constructs is greater than the cut-off value of 0.50 (Fornell & Larcker, 1981; Hair et al., 2014). Table 2.3 shows the results of the SUS-TAS<sub>21-item</sub>, indicating that the AVE values for the seven constructs of SUS-TAS generally exceed the 0.50 cut-offs ranging from 0.61 to 0.84 and R<sup>2</sup> in good order. The other criterion to measure convergent validity is calculating the construct reliability (CR). The reliability of SUS-TAS<sub>21-item</sub> was then measured by examining Cronbach’s alpha ( $\alpha$ ) and by checking the values of composite reliability estimates. Cronbach’s alpha, ranging from 0.82 to 0.94, indicated an acceptable internal consistency across the items. Hair et al. (2014) recommend the use of CR when using CFA analysis because CR incorporates measurement error into the calculations. These authors point to 0.7 as the cut-off value. As depicted in Table 3.3, CR values of all latent variables exceed

the 0.7, ranging from 0.82 to 0.94 indicating a significant level of internal consistency for the constructs, indicating that the seven factors of SUS-TAS<sub>21-item</sub> has a robust convergent validity.

**Table 3.3 – Summarized results of 21-Item SUS-TAS CFA**

Factor and Items	Factor Loading	Error Variance	R <sup>2</sup>	AVE	(CR)
<b>Perceived Environmental Sustainability</b> ( $\alpha=.93$ )				<b>0.82</b>	<b>0.93</b>
Our environment must be protected now and for the future	0.93*	0.13	0.87		
Tourism must protect the community environment	0.92*	0.15	0.85		
Tourism must improve the environment for future generations	0.87*	0.25	0.75		
<b>Perceived Economic Benefit</b> ( $\alpha=.94$ )				<b>0.84</b>	<b>0.94</b>
Tourism is a strong economic contributor to the community	0.95*	0.11	0.89		
Tourism diversify our economy	0.94*	0.12	0.88		
Tourism benefits others industries in the community	0.86*	0.26	0.74		
<b>Perceived Social Costs</b> ( $\alpha=.83$ )				<b>0.75</b>	<b>0.90</b>
My quality of life has deteriorated because of tourism	0.92*	0.16	0.84		
Tourists in our community disrupt my quality of life	0.89*	0.20	0.80		
I feel uncomfortable or unwelcome in local tourism businesses	0.78*	0.39	0.61		
<b>Long-term Planning</b> ( $\alpha=.91$ )				<b>0.78</b>	<b>0.91</b>
We need to take a long-term view when planning for tourism development	0.90*	0.18	0.82		
Successful management of tourism requires advanced planning strategy	0.91*	0.17	0.83		
When we plan for tourism, we cannot be shortsighted	0.83*	0.31	0.69		
<b>Community Centered Economy</b> ( $\alpha=.91$ )				<b>0.78</b>	<b>0.92</b>
Communities' residents should receive a fair share of benefits from tourism	0.89*	0.20	0.80		
Communities' residents should be given more opportunities to invest in tourism development	0.88*	0.23	0.77		
Tourism industry must contribute to community improvement	0.88*	0.22	0.78		
<b>Ensuring Visitor Satisfaction</b> ( $\alpha=.87$ )				<b>0.70</b>	<b>0.88</b>
Tourism industry must ensure good quality tourism experiences for visitors	0.88*	0.23	0.77		
It is the responsibility of tourism business s to meet visitor needs	0.82*	0.33	0.67		
Community attractiveness is a core element of ecological "appeal" for visitors	0.82*	0.33	0.67		
<b>Maximizing Community Participation</b> ( $\alpha=.82$ )				<b>0.61</b>	<b>0.82</b>
Full participation by everyone in the community is a must for successful tourism development	0.83*	0.31	0.69		
Communities' residents should have an opportunity to be involved in tourism decision-making	0.75*	0.43	0.57		
Tourism decisions must be made by all in communities regardless of a person's background	0.75*	0.43	0.57		

Note:  $\alpha$  = Cronbach's alfa; AVE = average variance extracted; CR = Composite reliability.

\* $p < 0.001$

Discriminant validity refers to the degree to which the measures of different concepts or constructs are divergent (Bagozzi, Yi, & Phillips, 1991). To further assess the discriminant

validity of SUS-TAS<sub>21-item</sub>, the Fornell and Larcker's (1980) procedures were followed. The AVE value for each construct was compared with the squared correlations between paired constructs (see Table 2.4) demonstrating that each construct is statistically different from the others, suggesting evidence for discriminant validity (Fornell & Larcker 1981; Hair et al., 2014). With support for content validity, convergent validity, and discriminant validity, construct validity for SUS-TAS<sub>21-item</sub> model is therefore adequately established (O'Leary-Kelly & J. Vokurka, 1998).

**Table 2.4 - Discriminant validity for twenty-one SUS-TAS first-order confirmatory factor analysis**

<b>Constructs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1. Perceived Economic Benefits	<b>0.87</b>						
2. Perceived environmental sustainability	0.52	<b>0.79</b>					
3. Perceived social costs	0.32	0.28	<b>0.74</b>				
4. Community-centered economy	0.39	0.67	0.16	<b>0.85</b>			
5. Long-term planning	0.47	0.54	0.26	0.51	<b>0.90</b>		
6. Ensuring visitor satisfaction	0.48	0.36	0.29	0.24	0.33	<b>0.87</b>	
7. Maximizing community participation	0.22	0.21	0.40	0.22	0.19	0.33	<b>0.89</b>

Note: The bold diagonal elements are the square root of the variance shared between the constructs and their measures. Off diagonal elements are the correlations between constructs.

### 2.4.3 Twenty one-item SUS-TAS validation: Second-Order CFA

In order to test the second-order measurement model, a hierarchical CFA with perceived tourism impacts and expected tourism sustainability was modelled as interrelated constructs. The results presented in Table 2.2 show that the second-order measurement model fit data well:  $\chi^2 = 248.01$ ,  $df = 178$ ,  $\chi^2/df = 1.39$ ,  $p < 0.001$ , CFI = 0.99, TLI = 0.99, RMSEA = 0.031, and SRMR = 0.045. Since the construct validity and reliability of all seven factors of the SUS-TAS were measured in the first-order CFA, here the focus of the analysis is mainly on the assessment of the two second-order factors: perceived tourism impacts and expected tourism sustainability. As depicted in Table 2.5, the standardised loadings of three dimensions of perceived tourism impacts were all significant ( $p < 0.001$  level). Similarly, the four underlying dimensions of expected tourism sustainability showed similar results. In like a manner, the moderated high *t-values* shows that these first-order factors were significant indicators of their corresponding second-order constructs ( $p < 0.001$ ). Additionally, the AVEs of both perceived tourism impacts and expected tourism sustainability are above the recommended threshold of 0.50 (Hair et al. 2006), giving support to convergent validity. These two second-order factors also achieved the discriminant validity, as the square root of the AVE for each construct was higher than its

correlations with other constructs (Fornell & Larcker, 1981). Likewise, the predictive validity is discussed below.

**Table 2.5** - Second-order measurement model for perceived tourism impacts and expected tourism sustainability

	$\beta$	T-value	AVE	CR
<b>Perceived Tourism Impacts</b>			0.71	0.87
Perceived economic benefits	0.69	N/A <sup>a</sup>		
Perceived environmental sustainability	0.29	4.74*		
Perceived social costs	-0.35	-5.18*		
<b>Expected Tourism Sustainability</b>			0.71	0.88
Community-centered economy	0.85	N/A		
Long-term planning	0.74	11.15*		
Ensuring visitor satisfaction	0.42	6.85*		
Maximizing community participation	0.62	9.80*		

Note: AVE = average variance extracted; CR = composite reliability

<sup>a</sup>: In AMOS, one loading need to be fixed to 1; therefore, t-value for this dimension cannot be computed

\* $p < 0.001$

#### **2.4.4. Predictive Validity of SUS-TAS in determining residents support for Sustainable Tourism Development**

After the measurement model (first- and second-order) validity was confirmed, the predictive validity of the SUS-TAS<sub>21-item</sub> loaded onto a second-order sustainable attitudinal factors was examined by assessing how this multidimensional construct is associated with other conceptually related variable. Predictive validity “is the ability of a measuring instrument to estimate some criterion that is external to the measuring instrument itself” (Sirakaya-Turk, 2007, p. 1082). This study used residents support towards sustainable tourism as predictive variable. In the questionnaire, residents were asked to rate their level of support or opposition towards sustainable tourism development using five items: development of community-based tourism initiative, cultural exchange between residents and visitors, cooperation and unity in tourism planning and development and promotion of environmental education and conservation. However, one item had to be discarded as the factor loading was lower than 0.40. Internal consistencies of these remaining items were satisfactory ( $\alpha = 0.82$ ). In line with the contemporary development, sustainable tourism paradigm can be a powerful development tool for a better future world for both residents and visitors (Blancas, Lozano-Oyola, González, & Caballero, 2016; Choi & Sirakaya, 2005). As such, residents may express supportive pro-sustainable tourism development behaviour for long and equitable development in these islands.

The correspondence between the predictive variable support for sustainable tourism development and the second-order factor model of SUS-TAS<sub>21-item</sub> was examined through structural equation modeling (SEM). The results of the standardized coefficients and the *t*-statistics are depicted in the superior part of Table 2.6. The model fit indices of the structural model are shown in the bottom part of the same table. The results showed a good fit for the structural model:  $\chi^2=238.96$ ,  $df=255$ ,  $p < 0.001$ , CFI = 0.97, TLI = 0.97, RMSEA = 0.042, and SRMR = 0.069). Thus, the predictive validity of second-order factors SUS-TAS was confirmed while examining the relationship among the two hierarchical factor dimensions of SUS-TAS and support for sustainable tourism.

**Table 2.6 – Results from SUS-TAS predicting residents support for sustainable tourism**

Path	$\beta$	t-value					
Perceived economic benefits → Perceived Tourism Impacts	0.61	N/A					
Perceived environmental sustainability → Perceived Tourism Impacts	0.29	4.74*					
Perceived social costs → Perceived Tourism Impacts	-0.35	-5.18*					
Community-centered economy → Expected Tourism Sustainability	0.85	N/A					
Long-term planning → Expected Tourism Sustainability	0.74	11.15*					
Ensuring visitor satisfaction → Expected Tourism Sustainability	0.42	6.85*					
Maximizing community participation → Expected Tourism Sustainability	0.62	9.80*					
Perceived Tourism Impacts → Support for sustainable tourism	0.29	7.93*					
Expected Tourism Sustainability → Support for sustainable tourism	0.34	7.97*					
Model Fit Statistics							
$\chi^2$	<i>df</i>	$\chi^2/df$	p-value	TLI	CFI	RMSEA	SRMR
238.96	255	1.72	0.000	.097	0.97	0.042	0.069

Note: CFI = comparative fit index, TLI = Tucker-Lewis Index, RMSEA = root mean square error of approximation, SRMR = standardized root mean square residual.

\* $p < .001$ .

In theory, each SUS-TAS dimension should be significantly related with support for sustainable tourism through *perceived tourism impacts* (PTI) and *expected tourism sustainability* (ETS). The results suggest that from the seven dimensions of SUS-TAS, six significantly and positively predict support for sustainable tourism development via hierarchical factors. However, conversely, ‘*perceived social cost*’ exerts a negative and significant influence on perceived tourism impacts (PTI). Accordingly, these findings are consistent with the theoretical conceptualizations used in this study and provide additional validity of support for sustainable tourism development on SUS-TAS.

## 2.5. Discussions and Implications

The aim of this study was to assess the validity of a Western society sustainable tourism attitude scale in a specific developing island country in Africa. As noted in the literature, the most impact attitudes or impact scales to date have been developed using data collected in developed world (Choi & Sirakaya, 2005; Lankford & Howard, 1994; Dyer et al., 2007). However, notwithstanding tourism literature is plenty of study in the field of residents' attitudes towards tourism development, the first- and second-order validation of a parsimonious version of SUS-TAS and the more insurgent form of validity (i.e., predictive validity) with residents' support for sustainable tourism development, is largely non-existent in the tourism literature. As recommended by Choi and Sirakaya (2005) and strengthened by several other scholars (Sirakaya-Turk, 2007; Sirakaya-Turk et al., 2008; Sirakaya-Turk & Gursoy, 2013; Yu et al., 2011; Zhang et al., 2015), this instrument should be tested in different cultures, contexts and destinations at different levels of tourism development before recommending it as a universal tool for measuring residents' attitudes towards sustainable tourism. As SUS-TAS has been showing a strong psychometric property (see Choi & Sirakaya, 2005; Sirakaya-Turk, 2007; Sirakaya-Turk et al., 2008; Yu et al., 2011; Zhang et al., 2015), it is widely recognised as a comprehensive instrument to measure sustainability from the lens of local residents. This study is the first attempt by integrating the merit of a shorter version of SUS-TAS within the residents' behaviour model in a developing island country. However, the current study analyses and test several versions of the model in order to develop and test a shorter version of seven factor SUS-TAS that fits in a second-order factor model and acts as antecedents of residents support for sustainable tourism development.

Initially, to develop a parsimonious SUS-TAS, systematic validities were performed with 44-item, 33-item, 27-item and 21-item. The results of this study confirm the external validity of seven factors of SUS-TAS for 33-item, 27-item, and 21-item that were validated by the data collected from residents in Cape Verde islands. Results provide a clear support for the validity of several versions of SUS-TAS in a small island developing country, demonstrating sufficient evidence of its reliability and validity. Likewise, the current study further creates a final version of the SUS-TAS and concludes with a 21-item scale with a maximum parsimony. The proposed 21-item SUS-TAS fits well the data collected in Cape Verde islands without

compromising its psychometric properties. As argued by Zhang et al. (2015), a shorter version of SUS-TAS “facilitates the effectiveness of data collection and is thus ordered for its extensive application in large scope tourism practices” (p. 753).

Subsequently, a hierarchical structure factor model was also found. The seven SUS-TAS<sub>21-item</sub> factors (the first-order latent variables) are explained by two broader dimensions of perceived tourism impacts and expected tourism sustainability (the second-order latent variables). Likewise, the assumption that the three factors of SUS-TAS<sub>21-item</sub> related with the tourism impacts were found to be loaded into a broader dimension called perceived tourism impacts was achieved. Similarly, the remaining four SUS-TAS<sub>21-item</sub> factors load into another broader dimension called expected tourism sustainability. This result contradicts the Zhang et al. (2015) findings that were unable to establish a higher-order factor model of SUS-TAS construct. Our study is the first one to demonstrate hierarchical structure, providing support that SUS-TAS<sub>21-item</sub> factors belong to a broader dimension offering some clues for its global interpretation.

However, in line with previous research (i.e. Choi & Sirakaya, 2005; Sirakaya-Turk, 2007; Sirakaya-Turk et al., 2008; Yu et al., 2011; Zhang et al., 2015), the present study provides further evidence that perceived tourism impacts (perceived economic impacts, perceived social cost and perceived environmental sustainability) and expected tourism sustainability (community-centered economy, long-term planning, ensuring visitor satisfaction and maximizing community participation) are important factors that influence residents’ attitudes towards sustainable tourism development. However, as stated by previous studies (e.g. Gursoy et al., 2002; Gursoy & Rutherford, 2004; Vargas-Sánchez et al., 2015) the relationship between social impacts and support for sustainable tourism development was not significant. A plausible explanation for this finding might be related with the fact that in a developing island country like Cape Verde, residents are eager for economic profitability and they see tourism as economic vehicle to improve their personal economic situation (Allen, Hafer, Long, & Perdue, 1993; Gursoy & Rutherford, 2004) while underestimate its social cost (Akis, et al., 1996; Styliadis & Terzidou, 2014).

Findings from the CFA (first- and second-orders) and structural equation modeling show that the SUS-TAS is a useful tool to measure residents’ attitudes towards sustainable tourism development in a small island developing country. The findings of this study open doors for a



future interpretation of SUS-TAS as a global factor. The robust results for the hierarchical CFA showed that SUS-TAS can be interpreted as a separated factor as confirmed by several studies (see Sirakaya-Turk et al., 2008; Yu et al., 2011; Zhang et al. 2015) or as global factor contradicting the findings found by Zhang et al. (2015) who were unable to demonstrate a hierarchical model of SUS-TAS. Furthermore, at practical level, the results provide tourism practitioners, destination managers and policy-makers in developing island countries such as Cape Verde with important insights to implement adequate planning policies in order to achieve long term sustainable tourism development.

### **2.5.1. Limitations and directions for further research**

As all others studies, there are some limitations that reader should take in account when interpreting the results. First of all, data were collected in the islands of Boa Vista and Sal where the main tourist product is sun-and-sea and it is mostly offered under the all-inclusive system. Consequently, the findings limit the generalizability of these results to other islands in the country with different tourism product. Second, the length of the questionnaire was so long that impeded the inclusion of others variables in the model. In addition, this study is a baseline study which could be useful for future comparisons with studies in similar destinations like Cape Verde.

As such, future studies should cross-validate this shorter version of SUS-TAS in different settings, contexts and cultures and recommend it as universal instrument that examines the sentiments of local residents within sustainable tourism strategy. Additionally, future studies should use this shorter version of SUS-TAS as predictor variables in its relationship with support for sustainable tourism development and include some mediator variables such as resident quality of live and well-being (Uysal, Sirgy, Woo, & Kim, 2016) and life satisfaction (Bimonte & Faralla, 2016), since it is arguably accepted that sustainability, tourism activities, quality of life and life satisfaction are all interconnected (Uysal et al., 2016). Overall, this study confirms that the SUS-TAS in its parsimony and hierarchical version is a useful, reliable and robust tool for research residents' attitudes and support towards sustainable tourism development.

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## CHAPTER THREE

### STUDY 2: RESIDENTS' ATTITUDES AND THE ADOPTION OF PRO-TOURISM BEHAVIOURS: THE CASE OF DEVELOPING ISLAND COUNTRIES<sup>2</sup>

#### **Abstract:**

This study considers both economic and non-economic factors to examine how residents perceive tourism and ultimately develop pro-tourism behaviour. The concepts used in model creation are Social Exchange Theory and the Theory of Reasoned Action. Based on data derived from 418 residents of the Cape Verde Islands (off the coast of western Africa) a structural equation model is used to test how perceived personal benefits and general economic conditions shape perceptions of tourism, and in turn how these perceptions determine pro-tourism behaviour. Additionally, the concept of welcoming behaviour is included in the model. It is found the perceived tourism impacts mediate between welcoming and pro-tourism behaviours.

**Keywords:** Residents attitudes; pro-tourism behaviour; personal economic benefits; residents' welcoming tourists; the state of the local economy; Cape Verde.

#### **3.1. Introduction**

The importance of tourism for developing island countries is ubiquitous and well recognized by host communities (Pratt, 2015; Sinclair-Maragh & Gursoy, 2015). However, once places become tourism destinations, their inhabitants' quality of life is affected by tourism (Woo, Kim, & Uysal, 2015). As residents' pro-tourism development behaviour is seen as a precondition for sustainable tourism (Gursoy, Chi, & Dyer, 2010; Sharpley, 2014), this sustainability will be realised if residents' opinions are taken into account and integrated into the tourism development

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approach (Nunkoo & Ramkissoon, 2011b). In this sense, the central tenet of sustainable tourism is to address the fundamental needs and concerns of local residents within a tourism development strategy.

According to recent reviews, pro- or anti-tourism development behaviour can be assessed by examining local residents' attitudes, which can serve as indicators of the magnitude of residents' acceptability of tourism (Andriotis, 2005). Although many authors have assumed that attitudes of positive tourism impacts will result in pro-tourism development behaviour (i.e., Andereck & Vogt, 2000; Boley, McGehee, Perdue, & Long, 2014; Lepp, 2007; Valle, Mendes, Guerreiro & Silva, 2011; Styliadis & Terzidou, 2014), other studies have tested the relationship between resident attitudes to actual, further and additional support for tourism development (e.g., Gursoy et al., 2010; Ko & Stewart, 2002; Kwon & Vogt, 2010; Nunkoo & Ramkissoon, 2011b; Perdue, Long, & Allen, 1990). Nevertheless, a close examination of these studies reveals some conflicting findings. For instance, Perdue et al. (1990), Kwon and Vogt (2010), Styliadis and Terzidou (2014) and Boley et al. (2014) found that the perceived personal economic benefit from tourism is the strongest predictor of support, whereas McGehee and Andereck (2004) reported that such a benefit did not significantly predict behaviour.

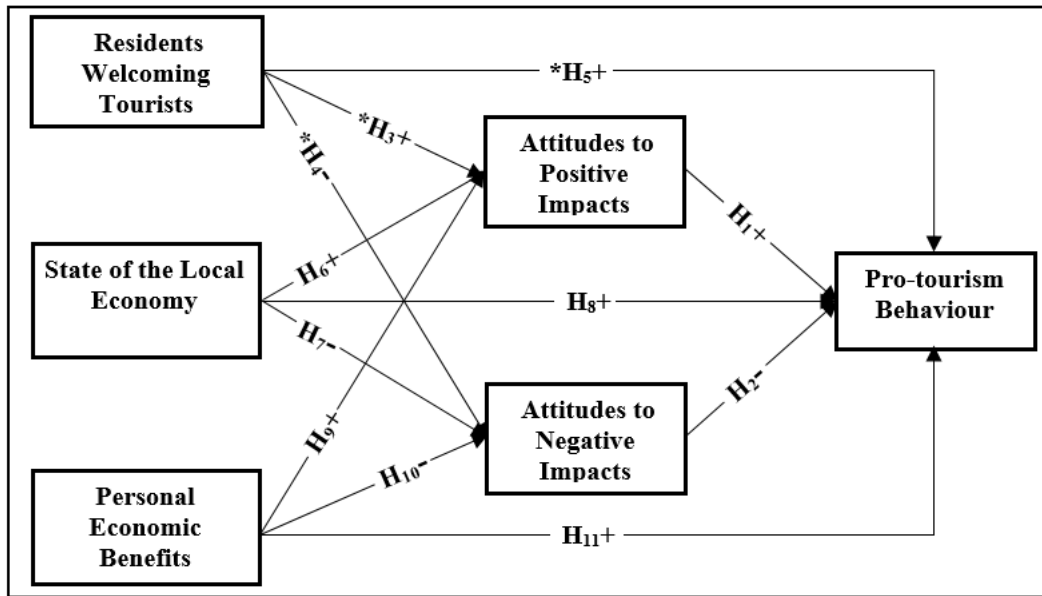
Some scholars (Gursoy et al., 2010; Gursoy & Rutherford, 2004; Styliadis & Terzidou, 2014) have highlighted the fact that residents' pro-tourism behaviour is influenced by the state of the local economy. Yet others (e.g., Woosnam, 2012) have advocated that community residents' feelings about tourists is a pre-condition for their pro-tourism development behaviour. However, to the knowledge of the authors, no study exists that empirically tests an integrative model considering the influence that economic (i.e., residents' perceived economic benefits of tourism and perceptions of the state of the local economy) and non-economic factors (i.e., residents' degree of welcoming tourists) have on residents' attitudes of tourism development and pro-tourism development behaviour. Moreover, the bulk of studies focusing on residents' support for tourism development have been undertaken in the Global North (e.g., Boley et al., 2014; Nunkoo & Gursoy, 2012; Nunkoo & So, 2016; Styliadis & Terzidou, 2014). Studies carried out in developing island countries within the Global South, such as Cape Verde islands remain scarce (López-Guzmán, Borges, Hernández-Merino, & Cerezo, 2013; Ribeiro, Valle, & Silva, 2013), justifying the need for further research related to this topic in such a context. In light of this gap

in the tourism literature, tourism is seen as one of the most viable means (oftentimes, the only strategy) for economic growth and development in many island countries (Croes, 2006; Pratt, 2015).

This study is focused on the Cape Verde islands, where tourism is emerging as an effective way to contribute to development and is one of the few bright spots in an economy that has essentially been supported by migrant remittance and foreign aid for development (Bertram & Watters, 1985; López-Guzmán et al., 2013). Thanks to the contribution of tourism to the Cape Verdean economy in recent years (López-Guzmán et al., 2013), the country has graduated from being considered a ‘least developed country’ (per UN classifications) to one falling within the middle-income grouping (Mitchell & Li, 2016). The importance of tourism to the Cape Verdean economy comes at a time with dwindling remittances and foreign aid for development. Most recent figures show that tourism contributes to 21% of the country’s GDP, while employing 20.1% of the workforce (National Institute of Statistics [NIS], 2015). With that said, the bulk of tourists to Cape Verde are from European nations and the majority of them are from the United Kingdom (22.0%), Germany (13.4%), Portugal (10.9%), Netherlands/Belgium (10.6%), and France (9.9%) (NIS, 2016). Tourism is concentrated to the islands of Sal and Boa Vista, which welcomed 75.1% of foreign tourists to the country in 2015 (NIS, 2016).

Based on the aforementioned gap, this study develops an integrative model to examine the relationship between both economic (i.e., personal economic benefits of tourism and perceptions of the state of the local economy) and non-economic factors (i.e., residents’ degree of welcoming tourists) in explaining residents’ attitudes about tourism development, and ultimately, pro-tourism development behaviour. Structural equation modelling (SEM) was used to measure these relationships. The proposed model (Figure 1) was developed and uses Social Exchange Theory (SET) (Ap, 1992) and Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) as guiding theoretical frameworks. Focusing on the developing island country of Cape Verde, this research contributes in expanding theoretical development within the resident attitudes of tourism literature and offers valuable insight for destination managers and practitioners in similar island contexts.

Figure 3.1. Proposed conceptual framework of residents' pro-tourism development behaviour



Note: \* indicates hypotheses empirically tested for the first time using structural model.

## 3.2. Theoretical foundation and hypothesis formulation

### 3.2.1. Residents' pro-tourism development behaviour

Residents' support for tourism development is a significant pre-condition believed to impact the sustainability of any tourist destination. While residents' support for tourism development is frequently viewed as an attitudinal measure (Gursoy, Jurowski, & Uysal, 2002), several scholars (i.e. Kwon & Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004) have examined residents' support for tourism as measures of behavioural intentions. Therefore, considering that residents' pro-tourism attitudes would lead to a corresponding pro-tourism behaviour (Lepp, 2007), (and has been pointed out within the literature) understanding this behaviour is crucial in helping to establish a sustainable and socially-equitable tourism industry (Choi & Sirakaya, 2005; Gursoy & Rutherford, 2004; Sirakaya, Teye, & Sönmez, 2002).

Several studies (e.g., Akis, Peristianis, & Warner, 1996; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011b; Sinclair-Maragh & Gursoy, 2015; Stylidis & Terzidou, 2014) recognise the importance of the host community in supporting tourism development, mainly because the success of tourism relies on residents' hospitality and their active support. Favourable attitudes among community residents also influences visitors'

satisfaction and loyalty (Alegre & Cladera, 2009; Sheldon & Abenoja, 2001; 1994; Ribeiro, Pinto, Silva, & Woosnam, in press), all the while contributing to the future success of a destination.

Social Exchange Theory (SET) has been used extensively in explaining residents' attitudes about tourism (e.g., Ap, 1992; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011a; Vargas-Sánchez, Porrás-Bueno, & Plaza-Mejía, 2011; Vargas-Sánchez, Valle, Mendes, & Silva, 2015). According to Ap (1992, p. 668), SET is "A general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation". SET proposes that residents are willing to participate in the exchange if the perceived benefit from tourism development outweighs the cost. Perceptions of the exchange are not heterogeneous, so an individual who recognises that tourism brings benefits will evaluate the exchange differently than those who perceive it negatively (Andereck, Valentine, Knopf, & Vogt, 2005; Gursoy et al., 2002; Stylidis & Terzidou, 2014).

Lepp (2007) observed that in order to understand residents' attitudes to tourism, behaviour must be examined. This connection is supported by the Theory of Reasoned Action (Ajzen & Fishbein, 1980). Within tourism studies, TRA has been successfully used in an effort to provide a better understanding in linking residents' attitudes to support/opposition for tourism development (Dyer, Gursoy, Sharma, & Carter, 2007; Lepp, 2007; Kwon & Vogt, 2010). TRA indicates that individuals are rational and are likely to use all existing information and assess potential implications prior to making a decision whether to participate or not in a specific exchange (Ajzen, 1985). The theory purports that if an individual recognises the behaviour as favourable, he or she is more apt to intend to perform the behaviour as recommended by the SET.

SET and TRA have been the most frequently utilized theoretical frameworks in explaining residents' attitudes and support for tourism development (Nunkoo, Smith, & Ramkissoon, 2013). The integration of the two theories in a model is in line with recommendations of scholars to develop integrative models in efforts to explain the complexity of residents' attitudes and corresponding behaviours (Vargas-Sánchez et al., 2011; Woosnam, Norman, & Ying, 2009). As stated by SET underpinnings, in many developing countries, residents are likely to accept some tourism inconveniences in exchange for obtaining some benefits resulting from tourism development (Teye, Sönmez, & Sirakaya, 2002; Var, Kendall, &

Tarakcioglu, 1985). These scholars note that what residents offer in this exchange includes appropriate support for tourism development, better accommodations for tourist needs, hospitality, and tolerance for some inconveniences precipitated by tourism (e.g., pollution, traffic congestion, and queues). Other studies conclude that residents who possess pro-tourism attitudes can develop pro-tourism behaviour such as contributing to the preservation of natural resources upon which tourism depends (Dyer et al., 2007; Lepp, 2007) and developing pleasant interactions with their guests (Valle et al., 2011). These concessions from residents in order to receive benefits from tourism development suggest that residents' participation in tourism planning is null and they are frequently excluded from decision-making and managing for tourism (Murphy, 1985). Furthermore, these items are fragmented in the above-mentioned studies and have never been analysed in a single construct to measure residents' pro-tourism development behaviour in developing island countries. In a nutshell, the literature suggests that residents with positive attitudes about tourism will foster pro-tourism development behaviour, and consequently, be likely to take part in an exchange with tourists (Yoon, Gursoy, & Chen, 2001).

### **3.2.2. Attitudes to the impacts and pro-tourism behaviour**

The literature shows that residents' pro-tourism development behaviour is mostly influenced by their attitudes toward the tourism impacts (Lepp, 2007; Nunkoo & Gursoy, 2012). In the context of developing islands, tourism can generate several benefits such as improved local economies (Gursoy & Rutherford, 2004; Lepp, 2007; Perdue et al., 1990) and opportunities to create new businesses and promote investment opportunities (Akis et al., 1996; Dyer et al., 2007; Lindberg & Johnson, 1997). It can generate revenue for local residents and governments (Gursoy & Rutherford, 2004) and lead to a set of investments in communities' infrastructures and public facilities (Andereck et al., 2005; Andereck & Vogt, 2000; Belisle & Hoy, 1980; Yoon et al., 2001) that improve the local residents' quality of life and life satisfaction (Andereck & Nyaupane, 2011; Kim, Uysal, & Sirgy, 2013; Woo, Kim, & Uysal, 2015). Tourism can also promote exchanges between residents and tourists (Dyer et al., 2007; Yoon et al., 2001), increase pride and cultural identity (Andereck et al., 2005; Besculides, Lee, & McCormick, 2002), and aid in preserving local culture (Stronza & Gordillo, 2008) and natural resources (Akis et al., 1996; Andereck & Nyaupane, 2011).

Notwithstanding its benefits, tourism activities also result in several negative impacts for host communities (Gursoy et al., 2002). Tourism activity can be responsible for contributing to an increase in the cost of living (Liu & Var, 1986; Long, Perdue, & Allen, 1990), financial over-dependence of host communities on tourism (Boissevain, 1979; Mathieson & Wall, 1982) and an increase in economic leakage (Pratt, 2015). Some studies highlight that residents recognise that tourism also increases delinquency, vandalism, and theft (Andereck et al., 2005; Belisle & Hoy, 1980) and contributes to residents' unwillingness to be hospitable towards visitors (Liu & Var, 1986). Likewise, tourism can lead to greater pollution (Dyer et al., 2007; McGehee & Andereck, 2004), rapid changes in traditional culture (Akis et al., 1996) and the destruction of natural and physical resources (Brida, Osti, & Barquet, 2010; Nepal, 2008) upon which tourism depends (Taylor, 2001).

Within the tourism literature, several scholars analyse the association between residents' attitudes concerning positive and negative impacts of tourism and support for tourism development (i.e. Boley et al., 2014; Gursoy & Rutherford, 2004; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011a; Styliadis & Terzidou, 2014). Based on the theoretical postulate of SET and TRA, residents with positive attitudes towards tourism impacts tend to show a pro-tourism development behaviour and are likely to oppose tourism development if they consider that costs exceed benefits (Nunkoo & Gursoy, 2012; Gursoy, Chi, & Dyer, 2009). Based on the above discussion, we proposed the following hypotheses:

**H1:** A positive relationship exists between residents' attitudes concerning positive impacts of tourism and their pro-tourism development behaviour.

**H2:** A negative relationship exists between residents' attitudes about negative impacts of tourism and their pro-tourism development behaviour.

### **3.2.3. Residents welcoming tourists**

Studies concerning host-guest interactions in tourist destinations are becoming more prevalent (Aramberri, 2001; Bimonte & Punzo, 2016; Luo, Brown, & Huang, 2015; Sharpley, 2014). Nevertheless, Woosnam (2012, p. 315) observed that, "The present residents' attitudes literature does not consider how residents' feelings towards tourists (on an individual level) may potentially influence their attitudes about tourism and accompanying development". Conversely,

many of the previous studies revealed that host-guest interaction is centered on a 'self' versus 'other' dichotomy, "whereby conflict, prejudice and tension" are the focal point (Trauer & Ryan, 2005; Woosnam, 2011a), ignoring that, in many cases, non-tangible interactions (or exchanges) may occur (Campo & Turbay, 2015; Sharpley, 2014). Despite this, Aramberri's (2001) work on mass tourism postulates that the romanticized notions of 'host' and 'guest' are antiquated, and the host-guest interaction is nothing more than a form of financial transaction. Likewise, Wearing and Wearing (2001) argue that tourism should be centered on host-guest emotional interaction and that the examination of the influence of residents' feelings toward tourists on residents' attitudes and behaviour is still lacking within the field.

To better understand residents' emotions and feelings towards tourists, Woosnam and Norman (2010) developed a theoretical framework forged in the theoretical writings of Emile Durkheim. Such work explained the connections between hosts and guests based on the degree of emotional solidarity. Emotional solidarity, assessed through the Emotional Solidarity Scale (ESS), can be thought of as a "Tool to examine such relationships that transcend a mere economic exchange and foster emotional connection between residents and tourists" (Woosnam, Aleshinloye, & Maruyama, 2016, p. 2). In analysing the ESS, the scale has consistently resulted in three factors: *welcoming visitors* (four items), *emotional closeness* (two items), and *sympathetic understanding* (four items). Though emotional solidarity has served as a key predictor explaining other variables in various social science disciplines and fields (see Bahr, Mitchell, Li, Walker, & Sucher, 2004; Clements, 2013; Merz, Schuengel, & Schulze, 2007), it has only recently been considered a predictor variable within the tourism literature (Hasani, Moghavvemi, & Hamzah, 2016; Li & Wan, in press; Simpson & Simpson, in press; Woosnam, 2012; Woosnam, Dudensing, & Walker, 2015a; Woosnam, Shafer, Scott, & Timothy, 2015b) and more research is needed to measure how emotional solidarity can predict other constructs. For the current study, only one factor of emotional solidarity - *welcoming tourists* - serves as a measure of the perceived relationship that residents experience with tourists as an antecedent of residents' attitudes and pro-tourism development behaviour. The rationale behind utilizing this one factor is that *welcoming nature* has consistently yielded high mean scores in previous work (see Woosnam, 2011a; 2011b; 2012; Woosnam & Aleshinloye, 2013) and it speaks to an all-encompassing form of solidarity (see Woosnam et al., 2016). Based on the preceding discussion, the following hypotheses are proposed:

**H3:** A positive relationship exists between residents' degree of welcoming tourists and their attitudes concerning positive impacts of tourism.

**H4:** A negative relationship exists between residents' degree of welcoming tourists and their attitudes regarding negative impacts of tourism.

**H5:** A positive relationship exists between residents' degree welcoming tourists and their pro-tourism development behaviour.

### **3.2.4. The perceived state of the local economy**

Many developing island countries with scarce natural resources (Twining-Ward & Butler, 2002) face numerous challenges concerning economic development and look to tourism for solutions (Cater, 1987). Tourism can be attractive as a means of creating jobs where other industries have fewer jobs, especially when unemployment rates are high. Thus, in many island economies, tourism contributes to infrastructure development, direct foreign investment and the balance of payment, not to mention the rejuvenation of local economies (Látková & Vogt, 2012; Vargas-Sánchez, Porrás-Bueno, & Plaza-Mejía, 2009). Thus, the literature on residents' attitudes of tourism reveals that the perceived state of the local economy predicts both positive and negative attitudes toward the impacts of tourism development (Gursoy et al., 2010; Gursoy & Rutherford, 2004; Styliadis & Terzidou, 2014). Thus, in support of SET, numerous studies, including Dyer et al. (2007), have found a strong relationship between the state of the local economy and support for tourism development. However, in many developing regions, residents recognize the monetary benefits of tourism, so they tend to underestimate the costs and overestimate the economic benefits generated by tourism development (Gursoy et al., 2002; Liu & Var, 1986). Therefore, as observed by Var et al. (1985, p. 654), residents "are willing to put up with some inconvenience in exchange for tourist money". According to Styliadis and Terzidou (2014) in a depressed economy with a high unemployment rate (such as their study setting of Kavala, Greece), residents that are more concerned with the perceived state of the local economy will have more positive attitudes about tourism impacts and support the industry. In small island countries, such as Cape Verde, with scarce employment opportunities in other industries,



residents tend to maximise the economic benefits generated by tourism development and minimize their costs. Based on the above discussion, the following hypotheses are formulated:

**H6:** A positive relationship exists between residents' perceived state of the local economy and their attitudes concerning positive impacts of tourism.

**H7:** A direct negative relationship exists between residents' perceived state of the local economy and their attitudes regarding negative impacts of tourism.

**H8:** A direct positive relationship exists between residents' perceived state of the local economy and their pro-tourism development behaviour.

### **3.2.5. Residents personal economic benefits from tourism**

In many depressed economies, especially during a time of crisis, tourism activity can be viewed as an opportunity for personal economic benefits. In this sense, numerous studies have found a significant relationship between residents' personal economic benefits of tourism and their attitudes concerning tourism impacts. Within the tourism literature, some studies conclude that residents who benefit economically from tourism tend to hold a more favourable attitude of the impacts than those who receive lesser or no benefits (e.g. Boley et al., 2014; McGehee & Andereck, 2004; Nunkoo & So, 2016; Perdue et al., 1990; Vargas-Sánchez et al., 2015). Likewise, several studies found that perceived personal economic benefit from tourism is the most influential construct explaining support for tourism development (Boley et al., 2014; Ko & Stewart, 2002; McGehee & Andereck, 2004). This assumption is rooted in SET logic indicating that residents who benefit economically from tourism are more likely to raise their level of tourism support (Ap, 1992; Perdue et al., 1990). While personal economic benefit is acclaimed as a stronger factor of residents' attitudes of tourism and their support, in recent studies conducted by Boley et al. (2014) and Vargas-Sánchez et al. (2015), the relationship among perceived personal economic benefit and perceived positive and negative impacts of tourism were not significant, whereas the relationship between perceived personal economic benefit and support for tourism development was found to be positive and significant. These findings are sometimes contradictory and inconclusive. For instance, some studies fail to establish a significant

relationship between perceived economic benefits and the negative impact of tourism while the relationship with positive impact was found to be positive and significant (Andereck et al., 2005; Ko & Stewart, 2002; Vargas-Sánchez et al., 2009). According to Stylidis and Terzidou (2014), this inconsistency may be related to the classification of tourism impacts that recent studies have adopted. Therefore, based on SET tenets and the above discussion, the following hypotheses are proposed:

**H9:** A direct positive relationship exists between residents' perceived personal economic benefits and their attitudes regarding positive impacts of tourism.

**H10:** A direct negative relationship exists between residents' perceived personal economic benefits and their attitudes concerning negative impacts of tourism.

**H11:** A direct positive relationship exists between residents' perceived personal economic benefits and their pro-tourism development behaviour.

### **3.3. Methods**

#### **3.3.1. Survey instrument**

The instrument for data collection was formulated following procedures suggested by Churchill (1979) and DeVellis (2012) in developing a consistent survey instrument. First, the items to assess each variable were borrowed from the extant literature. The questionnaire items were originally developed in English and were translated to Portuguese and then back-translated into English by the researchers. A bilingual speaker (English and Portuguese) then reviewed the translation to guarantee that the translated version reproduced the meaning and intent significance of the original items, following the guidelines recommended by Brislin (1970). Subsequently, the instrument was scrutinised by a group of tourism specialists to ensure it demonstrated content validity. A pre-test was conducted on the island of Boa Vista, Cape Verde with 50 participants to assess the validity of the items that were identified from the existing literature. To examine dimensionality of the scales used in the study, an exploratory factor analyses (EFA) was run and items with factor loadings below 0.40 were eliminated. Reliability coefficients for each construct exceeded the threshold of 0.7.

Six constructs were included in the proposed model using extant scales from the current literature. The instrument integrated questions developed to assess the constructs of the two tourism economic constructs (i.e., state of the local economy, personal economic benefit), residents' degree of *welcoming visitors*, residents' *attitudes about positive tourism impacts*, *residents' attitudes concerning negative tourism impacts*, and residents' *pro-tourism behaviour*. In order to assess the construct, perceived state of the local economy, residents were asked to rate their level of agreement with four statements adapted from previous studies (Choi & Sirakaya, 2005; Gursoy et al., 2002; 2010). Four statements capture the construct, perceived personal economic benefit from tourism, adapted from Perdue et al. (1990), McGehee and Andereck (2004), Lindberg & Johnson (1997) and Wang & Pfister (2008).

The four items used to measure residents' degree of welcoming visitors were adapted from the Emotional Solidarity Scale developed by Woosnam and Norman (2010). The constructs, attitudes about positive tourism impacts and attitudes concerning negative tourism impacts, each were measured with eight items, and were adapted from previous tourism impact studies (Dyer et al., 2007; Gursoy & Rutherford, 2004; Lepp, 2007; Liu & Var, 1986; Nunkoo & Gursoy, 2012).

The construct, residents' pro-tourism behaviour was assessed by five items, asking respondents about their willingness to support tourism development. These items were adopted from Liu and Var (1986), Teye et al. (2002), Lepp (2007), Gursoy and Rutherford (2004), and Valle et al. (2011). Some of the pro-tourism behaviour items were adapted in line with the research context. Overall, all items within the model were rated on a 5-point Likert-type scale with a response category ranging from 1 = strongly disagree to 5 = strongly agree. Moreover, general socio-demographic variables were also included in the instrument to capture sample characteristics.

### **3.3.2. Sampling and data collection procedures**

To test the proposed model (Fig. 1), data were collected from Cape Verde residents living on the islands of Boa Vista and Sal who were at least 18 years of age. A quota sampling approach was used with the sample distributed in proportion to the population's distribution in these two islands, by gender and age group. Such an approach is commonly used within resident attitude

research (see Boley et al., 2014; Ribeiro et al., 2013). Questionnaires were randomly distributed to residents (meeting the quota sampling strategy), over a four-week period, during August and September of 2013. Throughout the four-week data collection period, a total of 512 residents were intercepted and asked to participate, of which 446 completed the questionnaire. After the validation check, and to avoid biased results, 28 questionnaires with more than five missing values were discarded (Hair et al., 2014). The remaining 418 were retained and corresponding data were included within the statistical analysis.

### 3.4. Results

#### 3.4.1. Sample Characteristics

The sample profile can be found in Table 3.1 below. Respondents were split across gender with a great proportion falling between the ages of 18 and 39 (72.7%) and 40 and 64 (23%), married or living with a partner (48.3%), with a secondary education (67.5%) and having some qualification/training in tourism (23.2%). Over half of the participants (51.9%) were either born on other islands or abroad. Nearly sixty-percent of respondents had daily or nearly daily contact with tourists. The sample was split evenly across tourism-related professions, with 49.1% of respondents working in the tourism industry.

**Table 3.1 – Descriptive summary of sociodemographic profile of respondents**

Demographic	n	%
Gender (n = 418)		
Male	208	49.7
Female	210	50.3
Island of residence		
Boa Vista	200	47.8
Sal	218	52.2
Age (=418, M = 32.3 years of age)		
Young ( $\leq 39$ )	304	72.7
Middle age (40-64)	96	23.0
Old ( $\geq 65$ )	18	4.3
Marital status		
Married/Living with a partner	202	48.3
Single	197	47.1
Divorced/Separated	15	3.6
Widowed	4	1.0
Education (n=418, <i>median</i> = Secondary Education)		

Elementary education	64	15.3
Secondary education	282	67.5
Higher education	72	17.3
Training/Qualification in tourism (n=418)		
Yes	97	23.2
No	321	76.8
Job (n=415)		
Tourism-related job	207	49.1
No tourism-related job	208	50.9
Place of birth (n=418)		
The same island	201	48.1
Other islands	196	46.9
Abroad	21	5.0
Frequency of interaction (n=418)		
Seldom never	97	23.2
Once a week	38	9.1
Two times week	39	9.3
Almost every day	136	32.5
Daily	108	25.8

### 3.4.2. Measurement model

Following the two-step approach as put forth by Anderson and Gerbing (1988), a confirmatory factor analysis (CFA) was first assessed by using IBM AMOS 22.0 with a maximum likelihood estimation method (Table 3.2). Whenever necessary, variables with low fit were respecified by not including items that did not guarantee unidimensionality. Numerous measures of fit were used to assess the measurement model quality. The traditional  $\chi^2$  was used to evaluate overall model fit. As Brown (2015) indicates, chi-square is very sensitive to sample size and a range of other fit indices should be utilized to evaluate the overall fit of a CFA solution, such as the Tucker-Lewis Index (TLI), the comparative fit index (CFI), the root mean square error of approximation (RMSEA), and the standardized root mean square residual (SRMR). Higher values on the first two indices (around 0.95) are indicative of good-fitting models (Hu & Bentler, 1998, 1999). Conversely, RMSEA and SRMR values less than 0.07 indicate good fit, with values near 0.10 revealing mediocre fit (Bagozzi & Yi, 2012). Such indices have been selected in this research due to their overall satisfactory performance in the Hu and Bentler (1998, 1999) simulation. As shown in Table 3.3, the CFA model fit the sample data well:  $\chi^2 = 542.887$ ,  $df = 370$ ,  $\chi^2/df = 1.467$ ; ( $p < 0.001$ ), TLI = 0.98, CFI = 0.98, RMSEA = 0.033, and SRMR = 0.035.

**Table 3.2 – Results of the measurement model: reliability, convergent, and discriminant validity**

Constructs and Indicators	Factor Loadings	t-statistics	Composite Reliability	AVE
<b>State of the local economy</b> ( $\alpha= 0.87$ )			0.87	0.63
Government should help to create more jobs	0.84	N/A <sup>a</sup>		
Willing to pay higher taxes if create more jobs	0.71	15.80***		
Tourism increases residents living standard in this island	0.78	17.84***		
Need for more jobs to stop young people moving away	0.84	19.42***		
<b>Personal Economic Benefit from Tourism</b> ( $\alpha= 0.91$ )			0.90	0.69
My family's economic future depends upon tourism in this island	0.83	N/A <sup>a</sup>		
Tourism in this island help me to pay my bills	0.85	24.48***		
I would economically benefit from more tourism in this island	0.79	15.60***		
A portion of my household income is tied to tourism	0.86	16.11***		
<b>Residents Welcoming Tourists</b> ( $\alpha= 0.83$ )			0.85	0.53
I feel the community benefits from having tourists in this island	0.73	N/A <sup>a</sup>		
I am proud to have tourists come to this island	0.71	12.73***		
I treat all tourists I meet fairly in this island	0.71	12.75***		
I appreciate tourists for the contribution they make to this island economy	0.76	13.39***		
<b>Attitude to Positive Impacts</b> ( $\alpha= 0.94$ )			0.94	0.73
Create more jobs for this island residents	0.91	N/A <sup>a</sup>		
Attract more investment for this island	0.90	37.16***		
Lead to the improvement of roads and public infrastructures	0.82	22.87***		
Creates additional income to the government	0.85	21.01***		
Creates positive impact on the cultural identity of Cape Verde	0.73	18.37***		
Create more business opportunities for local residents	0.90	26.75***		
<b>Attitudes to Negative Impacts</b> ( $\alpha= 0.93$ )			0.93	0.69
Residents suffer from living in a tourism destination	0.88	N/A <sup>a</sup>		
Increase the cost of living	0.88	20.30***		
Changes our traditional culture	0.80	24.27***		
Damage in the island natural environment	0.86	23.66***		
Lead to prostitution in the island	0.77	19.42***		
Lead to change in Cape Verdean Culture	0.78	19.97***		
<b>Pro-tourism Behaviour</b> ( $\alpha= 0.85$ )			0.86	0.56
I am willing to receive tourists as affable host and being more hospitable	0.82	N/A <sup>a</sup>		
I am willing to protect the natural and environmental resources on which tourism depends	0.79	16.64***		
I am willing to provide information to tourists and contribute to enhance their experience	0.71	13.72***		
I am willing to do more to promote Cape Verde as tourist destinations	0.80	14.65***		
I am willing to accept some inconvenience in order to receive benefits resulting from tourism development (noise pollution, congestion, queuing)	0.60	11.55***		

Scale: 1 = Strongly Disagree to 5 = Strong Agree.

Note. \*\*\*p < 0.001 level (one-tailed); CR = composite reliability; AVE = average variance extracted.

<sup>a</sup>. In AMOS, one loading has to be fixed to 1; hence, t-value cannot be calculated for this item.

Following the establishment of the measurement model, reliability and validity of the resulting factors were assessed. Given the high importance validity carries in examining measurement models, both convergent and discriminant, were assessed. Reliability assessment

relies on the composite reliability (CR) estimate and average variance extracted (AVE) of each variable. The value of CR and AVE should be 0.70 or higher and 0.50 or higher, respectively. Thus, in a measurement model, a construct is considered reliable if its loading is at least 0.50 (Bagozzi & Yi, 2012). As depicted in Table 3.2, composite reliability scores ranged from 0.85 to 0.94 and the AVE scores ranged from 0.56 to 0.73, above the suggested cut-off value of 0.70 and 0.50, respectively. These findings show that the measurement model was mutually valid and reliable (Table 3.2).

**Table 3.3** – Fit indices of measurement and structural model

Fit indices	$\chi^2$	<i>df</i>	$\chi^2/df$	p-value	TLI	CFI	RMSEA	SRMR
Measurement model	542.887	370	1.467	0.001	0.98	0.98	0.033	0.035
Structural model	521.86	346	1.51	0.000	0.98	0.98	0.035	0.035

Note: TLI: Tucker-Lewis index; CFI: Comparative fit index; RMSEA: Root mean square error of approximation; SRMR: standardized root mean square residual.

Convergent validity assesses whether the items of a specific construct converge with the latent construct. Factor loadings, corresponding *t*-values and the average variance extracted (AVE) were used to measure convergent validity (Anderson & Gerbing, 1988). As presented in Table 2, factor loadings for each construct were above the cut-off value of 0.50 (ranging from 0.60 to 0.91) and were significant ( $p < 0.001$ ). Moreover, factor loadings were all statistically significant ( $p < 0.001$ ), with *t*-values ranging from 7.74 to 37.16 (exceeding the threshold value of 1.96). Furthermore, all AVEs exceeded a critical value of 0.50, suggesting that the convergent validity of all constructs was established (Fornell & Larcker, 1981).

Discriminant validity evaluates to what extent a particular construct in the model is uniquely different from the other constructs (Hair et al., 2014). Discriminant validity was tested by comparing the square root of AVE for individual constructs with the correlations among the latent variables. Comparing all correlations with the square root of AVE in Table 3.4, the results indicate that discriminant validity was established as diagonal elements exceeded those of the off-diagonal elements (Fornell & Larcker, 1981).

**Table 3.4 – Correlations and average variance extracted**

Measures	Mean	SD	PEB	API	SLE	ANI	PTB	RWT
Personal Economic benefits (PEB)	3.88	0.72	<b>0.83<sup>b</sup></b>					
Attitude to positive impacts (API)	4.04	0.71	0.58	<b>0.86</b>				
State of the local economy (SLE)	3.10	0.89	0.31	0.38	<b>0.79</b>			
Attitude to negative impacts (ANI)	3.39 <sup>a</sup>	0.91	0.45	0.51	0.55	<b>0.83</b>		
Pro-tourism behaviour (PTB)	4.01	0.67	0.74	0.58	0.44	0.52	<b>0.75</b>	
Residents welcoming tourist (RWT)	3.03	0.96	0.17	0.28	0.38	0.32	0.27	<b>0.73</b>

<sup>a</sup> The scale was reverse coded (1= strong agree; 5=strong disagree)

<sup>b</sup> The bold diagonal elements are the square roots of each AVE; construct correlations are shown off-diagonal.

Since the measurement model demonstrated overall good fit and was both valid and reliable, the structural model depicting each of eleven hypotheses was tested and evaluated. As seen in Table 3, results indicated that the structural model fit the data well:  $\chi^2 = 521.86$ ,  $df = 346$ ;  $\chi^2/df = 1.51$ ;  $p < 0.001$ ; TLI = 0.98; CFI = 0.98; RMSEA = 0.035; and SRMR = 0.035. The model explained a substantial 40%, 39%, and 62% of the variance in attitudes about positive impacts, attitudes *about* negative impacts, and residents' pro-tourism behaviour, respectively. Such findings indicate that the proposed model connecting attitudes to behaviour is robust, both theoretically as well as empirically. The proposed hypotheses were assessed and findings are depicted in Table 3.5. As shown in the table, nine of the 11 proposed hypotheses were supported, while two were rejected. Given all hypotheses implied one-sided tests (i.e., one-tailed), the critical values for the *t*-statistics were 1.65 and 2.33 (for 5% and 1% significance levels, respectively). Additional discussion concerning the hypotheses testing is presented below.

**Table 3.5 – Hypothesized relationship between constructs and observed relationship from the structural model**

Hypothesized relationship	$\beta$	<i>t</i> -statistics	Supported?	Direct Effects	Indirect Effects	Total Effects
H1: Positive Impacts → Pro-tourism Behaviour	0.14	2.65**	Yes	0.14	–	0.14
H2: Negative Impacts → Pro-tourism Behaviour	-0.11	-2.06*	Yes	-0.11	–	-0.11
H3: Residents welcoming tourists → Positive Impacts	0.12	2.38*	Yes	0.12	–	0.12
H4: Residents welcoming tourists → Negative Impacts	-0.09	-1.83*	Yes	-0.11	–	-0.11
H5: Residents welcoming tourists → Pro-tourism Behaviour	0.05	1.17 <sup>ns</sup>	No	–	0.34	0.34
H6: State of the local economy → Positive Impacts	0.18	3.56***	Yes	0.14	–	0.14
H7: State of the local economy → Negative Impacts	-0.42	-7.87***	Yes	-0.42	–	-0.42
H8: State of the local economy → Pro-tourism Behaviour	0.14	2.79**	Yes	0.14	0.05	0.12
H9: Personal Economic Benefit → Positive Impacts	0.50	9.76***	Yes	0.52	–	0.52
H10: Personal Economic Benefit → Negative Impacts	0.30	9.21***	No	0.30	–	0.30
H10: Personal Economic Benefit → Pro-tourism Behaviour	0.56	9.47***	Yes	0.54	0.03	0.58

Note: ns = not significant

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .



### 3.5. Discussion

The aim of this study was to contribute to the literature by investigating the influences of economic (i.e., state of local economy and personal economic benefit) and non-economic factors (i.e., degree of welcoming tourists) on residents' attitudes of tourism impacts, and ultimately their pro-tourism development behaviour. In so doing, the work tested an integrative model linking the Social Exchange Theory (SET) with the Theory of Reasoned Action (TRA). This model was developed based on the call by Lepp (2007) and Valle et al. (2011) that hypothesized residents' possessing favourable perspectives of tourism would demonstrate pro-tourism development behaviour.

Findings provided support for **Hypothesis 1** and **Hypothesis 2** (through the SET and TRA) that proposed a direct positive relationship between positive attitudes and pro-tourism behaviour and a direct negative relationship between negative attitudes and pro-tourism behaviour. This is due in large part to the fact that tourism development has deep and durable economic repercussions for destinations that are heavily dependent on the tourism industry (Gursoy & Rutherford, 2004; Látková & Vogt, 2012; Styliadis & Terzidou, 2014). Lepp (2007) discussed similar findings noting that residents with positive attitudes would demonstrate pro-tourism behaviour. Concerning Hypothesis 2, results are in line with findings by Andriotis (2004) and Vargas-Sánchez et al. (2009; 2015), which found that despite residents acknowledging some negative impacts of tourism on their community, they tended to demonstrate pro-tourism behaviour. Residents' hunger for economic development may also explain such behaviour (Lepp, 2007).

**Hypotheses 3** and **4**, which proposed a significant relationship between residents' degree of welcoming tourists and attitudes of tourism impacts were both supported. Such results are in keeping with similar work that found residents who have more extensive contact with visitors are more prone to adopt a more positive stance towards tourism (Akis et al., 1996; Lepp, 2007; Su, Long, Wall, & Jin, 2016; Woosnam, 2012). However, our results contradict what Teye et al. (2002) demonstrated in that when residents' awareness of tourism development in their community increased, the level of interaction with tourists decreased reflecting negative attitudes toward tourism. Residents' positive perspectives about tourism can have lasting impressions on visitors' experiences while in the destination. As Mill and Morrison (2002, p. 32) contend,

“Visitors will have a much more rewarding vacation if they feel welcomed by the host population”. Results also revealed a negative statistically significant relationship between these two variables. Such a negative relationship is not surprising as residents who indicate a stronger level of agreement with negative impacts of tourism would also be those least welcoming of tourists to the community, and ultimately be those least likely to support tourism development (Wang & Pfister, 2008; Woosnam, 2012).

The relationship between welcoming tourists and pro-tourism development behaviour (**Hypothesis 5**) was not supported. While our findings are in line with similar work (i.e., Pizam, Uriely, & Reichel, 2000; Prentice, Witt, & Wydenbach, 1994; Su & Wall, 2015) which failed to demonstrate a statistically significant relationship between the constructs, it is contrary to what Woosnam (2012) found, in that residents’ degree of welcoming tourists significantly explained support for tourism. Despite this, further analysis revealed that the relationship between degree of welcoming tourists indirectly (through attitudes concerning positive impacts) explained pro-tourism behaviour.

The state of the local economy arose as a significant predictor of attitudes regarding both forms of tourism impacts (supporting **Hypotheses 6** and **7**). Gursoy and colleagues (Gursoy et al., 2002; 2010; Gursoy and Rutherford, 2004), and Styliadis and Terzidou (2014) have found similar results. Considering this further through the lens of SET, residents who are more concerned with the state of the local economy show a more positive attitude towards the benefits of tourism (Gursoy et al., 2010; Jurowski, Uysal, & Williams, 1997; Styliadis & Terzidou, 2014). Nevertheless, in a time of economic uncertainty, Cape Verdean inhabitants find tourism to be a significant economic activity and it is possible that residents are more focused on the positive economic impacts of tourism over those more negative in nature.

**Hypothesis 8** that proposed a positive relationship between the perceived state of the local economy and residents’ pro-tourism development behaviour was found to be supported. This indicates that residents’ perceived contribution of tourism to the local economy exerted a stronger effect across their behaviour for supporting tourism development. The result is in line with preceding studies considering SET which suggest that perceived economic benefits positively influence residents’ pro-tourism development behaviour (Gursoy et al., 2002; 2004; 2009; 2010). When residents feel the local economy is improving, they are likely to demonstrate

a pro-tourism development behaviour (Stylidis & Terzidou, 2014; Gursoy et al., 2010; Lepp, 2007). Conclusively, the host community's quality of life in a developing island destination is influenced by the magnitudes of such development.

The relationship between residents' personal economic benefit from tourism development and their attitudes regarding tourism impacts (i.e., **Hypotheses 9** and **10**) resulted in mixed findings. Residents who indicated profiting economically from tourism were those claiming highest degree of positive impacts, which is in keeping with much of the literature (McGehee & Andereck, 2004; Perdue et al., 1990; Sirakaya et al., 2002; Stylidis & Terzidou, 2014; Vargas-Sánchez et al., 2015). Results did not reveal support for **Hypothesis 10**. Surprisingly, the relationship was positive and significant, contradicting the results of previous studies (e.g., King, Pizam, & Milman, 1993), which found that individuals who benefit economically from tourism tend more than others to report the costs. Ultimately the current findings corroborate Perdue et al. (1990) and Látková and Vogt (2012) findings, which revealed that perceived personal benefits significantly predicted attitudes to both positive and negative impacts of tourism. Also, this finding is in line with Vargas-Sánchez et al.'s (2015) study which revealed that in an emerging destination like Huelva (Spain) this relationship is strong and significant and in a mature destination like Algarve (Portugal), the relationship is weaker and insignificant. These scholars point out that, "Maybe, in the evolutionary path of a destination, the link between the perceptions of personal benefits and the negative impacts of tourism becomes progressively weaker, reaching, finally, a state of irrelevancy" (p. 207).

Residents' personal economic benefits from tourism emerged to be a significant predictor of their pro-tourism development behaviour (**Hypothesis 11**). In fact, personal economic benefit was found to have the highest direct and indirect (via attitudes of positive impacts) effects on residents' pro-tourism development behaviour and to be the most important construct in measuring it. As suggested in previous studies, these residents may be more focused on positive impacts rather than negative ones (Perdue et al., 1990; Boley et al., 2014; Stylidis & Terzidou, 2014; Vargas-Sánchez et al., 2015). Such a perspective is in keeping with the SET which postulates that individuals who profit financially from tourism tend to view tourism development in a more positive light that could be explained by their pro-tourism development behaviour

(Jurowski et al., 1997; Lepp, 2007; 2011; Nunkoo & Gursoy, 2012; Styliadis & Terzidou, 2014; Vargas-Sánchez et al., 2011; 2015).

### **3.6. Theoretical and managerial implications**

The findings of this study coalesce to show support for the suitability of merging the Social Exchange Theory and the Theory of Reasoned Action. As such, the work contributes to greater theoretical development for the field of travel and tourism, which in the process serves to provide greater understanding of the influence residents' needs (e.g., personal and community economic benefits) and values (feelings about tourists) have in explaining perceptions of tourism impacts and ultimately, pro-tourism development behaviour. Furthermore, the existing work contributes to the advancing knowledge concerning residents' attitudes and behaviour towards tourism development in developing island countries, which are rather with their economies largely dependent on tourism (Pratt, 2015; Sinclair-Maragh & Gursoy, 2015).

Notwithstanding, the merger of SET and TRA, which has proven effective in ultimately explaining pro-tourism behaviour among residents, should be validated by further empirical support. A main postulate of SET is that residents will support tourism and engage in positive exchanges with visitors if they find tourism beneficial or rewarding. Interestingly, residents' degree of welcoming tourists is an indirect determinant of pro-tourism development behaviour. Concomitantly, the relationship between these two constructs is mediated only by the attitudes regarding positive impacts. This finding suggests that residents interact with tourists and support tourism if they perceive some benefits derived from this exchange. Such a perspective is in keeping with results of other studies (e.g., Wang & Pfister, 2008; Woosnam et al., 2009; Woosnam, 2012). Therefore, existing findings contributes to theory development by including residents' degree of welcoming tourists as an antecedents of residents' pro-tourism development behaviour. While degree of welcoming tourists comprises one factor of the Emotional Solidarity Scale (Woosnam, 2011b), findings from the current study lend credence to amending the Emotional Solidarity model to include pro-tourism development behaviour as an outcome.

Results of this study (based on loadings and effect sizes) suggest that the way in which residents perceive benefits from tourism (i.e., through personal economic gains or collectively as

perceived state of the local economy) may play a role in their pro-tourism behaviour. Such findings confirm the long-standing evidence in the literature related to this topic. Overall, this research contributes to understanding the crucial role that the broader socio-economic context and residents' degree of welcoming tourists play in influencing residents' attitudes and pro-tourism development behaviour. Specifically, the current economic crisis in some of the main Cape Verde tourism markets and the poor performance of other industries in Cape Verde are leading residents to tolerate some inconveniences precipitated by tourism and adopt more positive attitudes and pro-tourism development behaviour. This theoretical contribution of our integrative framework is noteworthy.

Findings of the current study have some important managerial implications for the authorities in charge of tourism management and planning in attempting to promote sustainable tourism in the Cape Verde islands. Also, this study informs planners and practitioners with tools to better understand the complexity of factors that can influence residents' pro-tourism development behaviour that are crucial for harmonious growth and sustainability of tourism in developing island countries. It is arguably accepted that it will be difficult for the tourism industry to succeed in a sustainable manner without the active support of local residents (Gursoy & Rutherford, 2004). The finding of this study can benefit planners, policy-makers and practitioners to better understand that the factor that may influence residents' support for tourism development are not only economic, or related to positive and negative impacts of tourism but rather, the degree of residents welcoming tourists. In this sense, all stakeholders responsible for destination management, may consider developing educational programs to communicate to local communities the benefits of tourism and the impact that their interaction and relationships with tourists can have. Concomitantly, planners and policy makers should create educational events for residents in order to inform them of the need for welcoming tourists in a hospitable manner. Such endeavours could ultimately translate to greater tourist satisfaction and loyalty to the destination (Ribeiro, et al., in press).

Findings also demonstrate that the level of residents' pro-tourism development behaviour is clearly influenced by attitudes about positive and negative impacts alike. Consequently, it is vital that policymakers and destination managers guarantee that the development resulting from tourism translates into more benefits than costs for host communities and significantly

contributes to improved well-being and life satisfaction. As such, planners and destination management organizations can no longer ignore members of the local community and their perspectives; residents' voices need to be instrumental in the development of tourism policy planning strategies. In developing countries like Cape Verde, most of the time, residents' perspectives are not considered and frequently excluded from decision making as it relates to tourism planning, development, and management. Including residents in the process allows for greater transparency, equity, and ultimately, sustainability of tourism resources (Dredge & Jamal, 2015). Consequently, if residents feel that they are part of the tourism planning process, they will likely feel empowered, perceive benefits of tourism, and potentially develop pro-tourism development behaviour.

The perceived personal economic benefits and the state of the local economy were found to influence residents level of pro-tourism development behaviour. In this sense, tourism should be sustainably planned for at the personal- and community-level to reflect this beneficence. Sustainable tourism initiatives should be implemented to guarantee local residents benefit economically and socially from tourism development. Furthermore, incentives should be incorporated that promote investment in small businesses to supply the tourism industry and increase local economic profits. In so doing, economic leakage out of the local community (which often occur in island countries such as Cape Verde) will be potentially reduced.

### **3.7. Study limitations and directions for future research**

Several limitations of the foregoing study are to be noted and should be addressed through future research. To begin, hypotheses and the proposed theoretical model were assessed using data gathered from inhabitants in the islands of Boa Vista and Sal in Cape Verde. Since Cape Verde comprises nine inhabited islands and the data were collected only in two of them, results may not reflect perspectives of residents living on the remaining islands. Additionally, findings may indicate the particular conditions in these two islands where the core touristic product is sun-and-sea, which is somewhat different from the others islands. Therefore, the findings reflect residents from these two islands attitudes and behaviour to tourism development that might further restrict their extrapolation to other islands. Another limitation is that the data were

gathered from individuals in the most popular and crowded places in these two islands such as squares, terraces, cafes, shops, offices, etc. However, this approach may not guarantee that all local residents had the opportunity to be involved in the study. Replication of this research in different islands and destinations in similar contexts might still need to check the validity of the findings.

This study utilised data that were collected during the summer months while visitors are more likely to be found on-island. As suggested by previous studies, while residents' attitudes and behaviours are likely to remain strong over time, community members tend to become more worried about the costs of tourism over time (Gursoy, Chi, Ai, & Chen, 2011). As this study did not examine the temporal effects, future research is certainly needed to analyse these proposed constructs with data collected in both low and high seasons because residents' attitudes and behaviours towards tourism are found to be influenced by seasonality (Vargas-Sánchez, Porrás-Bueno, & Plaza-Mejía, 2014). In addition to seasonality, other measures such as community attachment (McCool & Martin, 1994), life satisfaction (Woo et al., 2015) and empowerment (Boley et al., 2014; Boley & McGehee, 2014) should be amended to future models (following the work of Gursoy, Chi, & Dyer, 2009) in an effort to explain a greater degree of variation in residents' pro-tourism behaviour. Moreover, future studies also should consider possible moderator factors, such as residents' professions and whether they are employed in tourism-related jobs.

### **3.8. References**

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## CHAPTER FOUR

### STUDY 3: TOURISTS' DESTINATION LOYALTY THROUGH EMOTIONAL SOLIDARITY WITH RESIDENTS: AN INTEGRATIVE MODERATED MEDIATION MODEL<sup>3</sup>

#### Abstract:

This study proposes a theoretical model integrating two lines of tourism research: emotional solidarity and destination loyalty. In order to test the proposed model, a survey of visitors to Cape Verde islands was undertaken. Structural equation modeling and moderated mediation analysis were implemented to assess the relationships involving visitors' emotional solidarity with residents, satisfaction and destination loyalty. The three dimensions of emotional solidarity were considered in the study: *feeling welcomed*, *sympathetic understanding* and *emotional closeness*. Results indicate that visitors' *feeling welcomed* and *sympathetic understanding* directly influence loyalty. In particular, the relationships involving visitors' *feeling welcomed* by residents, *emotional closeness* with residents and *sympathetic understanding* with residents and loyalty were all mediated by satisfaction. Additionally, gender was found to moderate the conditional indirect effects of *emotional closeness* and *feeling welcomed* on loyalty (via satisfaction). Such relationships were stronger among male visitors. Implications as well as future research opportunities are offered.

**Keywords:** emotional solidarity, feeling welcomed, emotional closeness, sympathetic understanding, satisfaction, loyalty.

#### 4.1. Introduction

Customer satisfaction is one of the most significant components of evaluating trip experience and also a challenge for destination management organizations (DMOs), as it acts as an integral driver of customer loyalty (Um, Chon and Ro 2006). With growing competition among destinations, DMOs and government officials are dedicating more attention and resources to enhance tourist satisfaction and loyalty. In recent years, tourist loyalty has become one of the

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most ubiquitous topics examined within the tourism and hospitality literatures (e.g., see Gursoy, Chen, and Chi 2014; Meleddu, Paci, and Pulina 2015; Prayag, Hosany, Muskat, and Del Chiappa 2015; Sun, Chi and Xu 2013). As pointed out by some scholars (e.g., Chi 2012; Gursoy et al. 2014), antecedents of loyalty have been extensively researched, with tourist satisfaction appearing as one of the most important (Chi and Qu 2008; Prayag et al. 2015). Other antecedents include customers' perceived value at the destination (Gallarza and Saura 2006; Prebensen, Woo, Chen and Uysal 2013), perceived destination services (Chen and Tsai 2007; Chi 2012), image of the destination (Chen and Gursoy 2001; Chen and Tsai 2007; Chi and Qu 2008), travel motivations (Jang and Wu 2006; Prebensen et al. 2013; Prayag and Ryan 2012), level of involvement with the destination (Havitz and Dimanche 1999; Prayag and Ryan 2012), previous experience within the destination (Chi, 2012; Gursoy and McCleary 2004), attachment to the destination (Prayag and Ryan 2012; Yuksel, Yuksel and Bilim 2010), emotional experience with the destination (del Bosque and San Martín 2008; Prayag, Hosany and Odeh 2013; Prayag et al. 2015) and visit intensity with the destination (Antón, Camarero and Laguna-Garcia 2014).

Satisfaction has an explicit influence on tourists' behaviors contingent upon how satisfied an individual is with the tourism product (Tudoran et al. 2012). Given that satisfying individuals experiences predict further intention (Lee, Kyle, and Scott 2012; Oliver 2010), it is vital to comprehend the degree to which tourist satisfaction is enhanced by the relationship with other people in the destination (e.g., host community) to encourage future visitations. This relationship translated through an emotional feeling can be analyzed through the construct of emotional solidarity (Woosnam, Norman, and Ying 2009). Research within disciplines such as anthropology, sociology, and social psychology (Bahr, Mitchell, Li, Walker, and Sucher 2004; Clements 2013; Ferring, Michels, Boll, and Filipp 2009; Merz, Schuengel, and Schulze 2007) has acknowledged the importance of the concept of emotional solidarity in explaining other constructs. Notwithstanding the plethora of work examining antecedents of tourist satisfaction and loyalty, an integrative model that combines tourists' emotional solidarity with residents, tourist satisfaction, and destination loyalty remains absent from the tourism literature. As pointed out by Woosnam and Aleshinloye (2013), an examination of the relationship between tourists' emotional solidarity and visitors' satisfaction and destination loyalty has the potential to explain intentions to revisit. Such research has the potential for managerial implications to ensure DMO officials remain attentive to the perceived relationship between visitors and residents as it may translate to individuals returning.

One means by which to examine the role emotional solidarity plays in explaining visitors' satisfaction and loyalty with the destination is through developing and testing integrative models. Such an approach has been called for most recently in the works of Chen and Phou (2013) and Zhang, Fu, Cai, and Lu (2014). To date, however, works focusing on tourists' emotional solidarity have only considered satisfaction and loyalty tangentially (see Woosnam, 2012; Woosnam, Shafer, Scott, and Timothy, 2015), calling for further work to examine the potential relationship. Albeit, such work has been somewhat elementary in efforts to test the theoretical model of solidarity as forged through Durkheim's (1915/1995) work. The current work seeks to extend the initial Durkheim model of emotional solidarity in developing a more advanced integrative model to explain satisfaction and loyalty.

In developing this integrative model however, attention must be given to extraneous factors which could potentially serve to confound the relationship between solidarity, satisfaction, and loyalty. Gender is one such variable. In the tourism and hospitality literature, gender has been considered an important determinant (contrary to many other sociodemographic factors) of tourist satisfaction and behavior (Ramkissoon and Mavondo 2015; Um and Crompton 1992) although as pointed out, it explains only a limited amount of variance relative to other constructs (Fischer and Arnold 1994). To date, no research has examined whether gender moderates the indirect relationships between the three factors of emotional solidarity and loyalty (through satisfaction) in an integrative model. In this sense, from theoretical and methodological point of views, this study provides an integrative model by testing gender as a moderating factor between emotional solidarity and loyalty through satisfaction. In doing so, developing and testing a moderated mediation model will permit the improvement of theoretical correlation among variables and ultimately contribute to further theory development. The purpose of this study is therefore to establish and test a theoretical destination loyalty model which combines two streams of research by integrating the influences of tourists' emotional solidarity within the tourist behavior model.

## **4.2. Theoretical framework and hypothesis development**

### **4.2.1. Destination loyalty**

Nearly 100 years have passed since Copeland's (1923) seminal work on 'consumer buying habits,' which has given rise to loyalty research in numerous disciplines and fields. Despite the consolidation of tourism as a field of research, destination loyalty is conceptually embedded within the wider product and service literature (McKercher and Guillet 2011;

Oppermann 2000; Pritchard and Howard 1997). Loyalty is often viewed as customers' repeat purchase behavior influenced by their emotional commitment or favorable attitude (Haywood-Farmer 1988). As Sun et al (2013) and Yoon and Uysal (2005) have pointed out, destination loyalty is a powerful indicator of success in the hospitality and tourism literature. Within the tourism literature, destination loyalty is defined as the degree of a tourist's willingness to recommend a destination (Chen and Gursoy 2001), or the level of a tourist's repeat visitation (Oppermann 2000).

In the hospitality and tourism literature, tourist loyalty has been examined as an extension of customer loyalty in a tourism context (Backman and Crompton 1991; Baloglu 2001). Researchers to date have conceived of loyalty from a behavioral standpoint, an attitudinal approach or as a composite of the two (Jacoby and Chestnut 1978; Zhang et al. 2014). The behavioral approach focuses on tourists' consumptive behavior such as the frequency of repeat visitation (Oppermann 2000; Yoon and Uysal 2005). However, this approach usually fails to disclose the antecedent factors that affect customer loyalty (Yoon and Uysal 2005). The attitudinal approach is related with tourists' psychological commitments such as revisit intention and willingness to recommend the destination to others (Pritchard and Howard 1997; Yoon and Uysal 2005; Zhang et al. 2014). A composite approach entails that neither attitudinal nor the behavioral loyalty approach alone entirely captures loyalty (Backman and Crompton 1991; Zhang et al. 2014). As argued by Zhang et al. (2014) tourists who show behavioral loyalty toward particular destinations or attractions are likely to perceive those destinations or attractions positively. Others scholars (Correia and Kozak 2012; Wang, Kirillova, and Lehto 2017) have found that tourists may show negative attitude towards a destination and be loyal to it through willingness to revisit and by spreading positive word of mouth. Specifically, this might be related to visitors' personal benefits such as prestige and status or an increase in self-esteem, connection with others and enhancement of social standing.

Chen and Gursoy (2001) claimed that the combination of both attitudinal and behavioral loyalties reflects a more robust representation of loyalty. It is evident that loyal customers will repeatedly purchase the same product. However, repeated purchase may not happen for tourism destinations even if the tourist had an outstanding experience at one particular tourism destination (Chen and Gursoy 2001; Gursoy et al. 2014). Although, revisit intention and recommendations made from others are the most commonly-used measures for tourist loyalty (Oppermann 2000; Sun et al. 2013), destination loyalty may not require an individual to visit the same destination repeatedly. However, attitudes have been shown to relate to behavior, although

it is important to emphasize that one tourist may show a favorable attitude towards a destination but not revisit it over multiple occasions because of comparable or greater attitudinal extremity toward others destinations (Ajzen and Fishbein 1980; Gursoy et al. 2014). Thus, as recommended by several scholars (e.g., Backman and Crompton 1991; Gursoy et al. 2014; Yoon and Uysal 2005; Zhang et al. 2014) destination loyalty should be simultaneously considered from both behavioral and attitudinal approaches.

#### **4.2.2. Emotional solidarity**

With historical roots in classical sociology, Emile Durkheim is noted as the creator of the concept of emotional solidarity. As a structural functionalist, Durkheim (1995[1915]) considered the social fact of solidarity as the cohesion of individuals within a group demonstrated through ritualistic behavior and deeply-held beliefs. It was in the classic texts of *The Division of Labor in Society* (1893) and *The Elementary Forms of the Religious Life* (1912) where Durkheim laid the theoretical foundation for solidarity among individuals from a macro-sociological perspective. Birtled in *The Elementary Forms*, and amended by the work of Collins (1975), the theoretical framework posits that emotional solidarity is forged through individuals' interaction with each other as well as their shared beliefs and behaviors.

Research involving the concept of emotional solidarity from a micro-sociological perspective steadily increasing in fields and disciplines such as intergenerational studies, anthropology, social psychology, and sociology (Bahr, Mitchell, Li, Walker, and Sucher 2004; Clements 2013; Ferring, Michels, Boll, and Filipp 2009; Merz, Schuengel, and Schulze 2007); most recently, the concept has been examined extensively within the travel and tourism literature (see Hasani, Moghavvemi, and Hamzah, 2016; Simpson and Simpson, 2016; Woosnam et al, 2015a; 2015b). This line of research (from the perspective of destination residents solidarity with tourists) began with the development of measures for each of Durkheim's key constructs (i.e., interaction, shared beliefs, and shared behavior) (Woosnam et al. 2009), followed by the creation of the 10-item *Emotional Solidarity Scale* (ESS) comprised of three dimensions: *feeling welcomed*, *emotional closeness*, and *sympathetic understanding* (Woosnam and Norman 2010). Psychometric properties (i.e., reliabilities and validities) for each dimension have been strong despite research contexts being limited to the United States.

In addition to the ESS being utilized in work to support Durkheim's initial framework, where the construct was significantly predicted from residents' interaction, shared beliefs, and shared behavior with tourists (Woosnam 2011a; Woosnam 2011b), the construct (and its corresponding dimensions) has been considered an outcome of length of residence (Woosnam et al. 2014). Woosnam and Aleshinloye (2013), in building on the work of Woosnam (2012), tested Durkheim's model from a tourists' perspective, showed how interaction, shared beliefs, and shared behavior each significantly predicted levels of emotional solidarity. To date, a limited focus has been placed on considering emotional solidarity as an antecedent of other measures. Exceptions to this include the work by Woosnam (2011b) which found each of the three ESS dimensions significantly predicted residents' perceived impacts of tourism development (i.e., the two resulting dimensions of Lankford and Howard's (1994) Tourism Impact Attitude Scale). Hasani, Moghavvemi, and Hamzah (2016) also found emotional solidarity significantly predicted residents' attitudes about tourism development.

Examining two Mexico-U.S. border destinations, Woosnam et al. (2015a) revealed that emotional solidarity with residents did explain tourists' perceived safety in each region. However, only one ESS dimension - *feeling welcomed* - was significant in each examined model. Similar findings resulted in a study by Woosnam et al. (2015b) whereby *feeling welcomed* explained a significant degree of variance in nature tourists' expenditures within the Lower Rio Grande Valley of Texas. Most recently, Simpson and Simpson (2016) extended the model put forth by Woosnam et al. (2015a) and found that emotional solidarity did significantly predict degree of safety, which ultimately served to explain individuals' likelihood of recommending a destination.

Even though the two most recent studies involving emotional solidarity within the travel and tourism literature concerned tourists' perceptions of the construct, a preponderance of the work prior to those, focused primarily on residents. Additionally, all of the existing research concerning emotional solidarity has taken place in the United States. Future research would serve to potentially demonstrate the usability of the ESS in diverse contexts. Furthermore, with the exception of perceived tourism impacts, perceived safety, and actual expenditures, emotional solidarity has been minimally used to explain other constructs. Given these numerous gaps within the literature, the following hypothesis is proposed:

Hypothesis 1: Tourists' emotional solidarity with residents (as measured through the three ESS factors: (a) feeling welcomed; (b) emotional closeness with residents; and (c) sympathetic understanding with residents) is positively related to tourists' loyalty to the destination.

### **4.2.3. The mediating role of tourist satisfaction**

Research concerning satisfaction has been central to the marketing literature for some time (e.g., Cronin, Brad, and Hult 2000; Lam, Shankar, Erramilli, and Muryhy 2004) and tourism studies (Baker and Crompton 2000; Chen and Chen 2010; Chen and Tsai 2007; Engeset and Elvekrok 2015; Gursoy et al. 2014; Hutchinson, Lai, and Wang 2009; Song, van der Veen, Li, and Chen 2012) and it is the landmark for destination management and planning (del Bosque and San Martin 2008). In this sense, measuring and managing tourists' satisfaction is vital for the survival, development and success of tourism destinations (Prayag et al. 2015; Song et al. 2012). Empirical studies in the literature (see Chen and Chen 2010; Chi and Qu 2008; Gursoy et al. 2014; Hutchinson et al. 2009; Prayag et al. 2015; Su, Swanson, and Chen 2016; Yoon & Uysal, 2005) reveal a strong relationship between tourists' satisfaction and destination loyalty. In spite of the importance of satisfaction in tourism, ambiguities still exist about its nature and its definition (Baker and Crompton 2000; del Bosque and San Martin, 2008). Oliver (2010, 8) conceptualizes tourists' satisfaction as "the consumer's fulfilment response" and "a judgment that a product/service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment". Other researchers, however, consider satisfaction as an emotional reaction derived from a consumptive experience (Prayag et al. 2015; Huang, Weiler, and Assaker 2015) and the extent of the social relationship with the host community (Fan, Zhang, Jenkins, and Tavityaman 2017; Pizam et al. 2000). To various extents, the relationship between visitors and residents cannot be ignored and resulting contact have the power to influence visitors travel satisfaction as well as future intentions to revisit (Cohen 1972; Fan et al., 2017). In this sense, satisfaction is often used as a mediating factor in the relationship between independent factors (e.g., emotional solidarity) and loyalty (Bigné, Andreu & Gnot, 2005; Hosany, Prayag, Van Der Veen, Huang, and Deesilatham 2016). The relationship between visitors and local residents influences tourists' satisfaction which enhances opportunities for empathy in order to develop emotional solidarity relations (Allport 1979; Woosnam and Aleshinloye, 2013).

Satisfaction is one of the most important driving forces of loyalty because of its major influence on the choice of a destination that motivates tourists to revisit the destination and recommend it to potential tourists (Alegre and Cladera 2006; Chi and Qu 2008; Gursoy et al. 2014; Kozak 2001; Meleddu et al. 2015; Petrick 2004; Prayag and Ryan 2012; Prayag et al. 2015; Su et al. 2016; Um et al. 2006). Satisfied tourists are more prone to return and recommend the destination to friends and relatives (Bigné, Sánchez, and Sánchez 2001; Chen and Tsai 2007; Chi and Qu 2008; Prayag and Ryan 2012) compared to unsatisfied ones who are unlikely to revisit and will engage in spreading negative word-of-mouth (Alegre and Garau 2010; Chen and Chen 2010). In this case, the most satisfied tourists are the most likely to visit the destination in the future and encourage others to do so.

Yoon and Uysal (2005) offer a comprehensive outline of multi-dimensional satisfaction within a tourism destination. According to the work, tourists develop expectations about their visit and are satisfied if the performance of the actual visit is equal to or exceeds their expectations. Furthermore, tourists tend to associate the performance of their actual visit with other destinations with similar characteristics and perceived economic value. Not only is satisfaction a key variable in the success (or failure) of a destination (Alegre and Cladera 2006; Oppermann, 2000), it can measure customer experiences (Ramkissoon and Mavondo 2015; Tudoran et al. 2012) and be assessed after each purchase or consumptive experience (Um et al. 2006). As such, satisfaction has been measured as a multi-item scale (Chi and Qu 2008; del Bosque and San Martín 2008; Gallarza and Saura 2006; Wang and Hsu 2010). Consistent with this research, the current study will measure satisfaction using a multi-item scale. Based on the above discussion, the following hypotheses are proposed:

Hypothesis 2: Tourists' emotional solidarity with residents ((a) feeling welcomed (b) emotional closeness and (c) sympathetic understanding) is positively related to tourists' satisfaction with a destination.

Hypothesis 3: Tourists' satisfaction with a destination positively influences their loyalty to the destination.

Hypothesis 4: Tourists' satisfaction mediates the relationship between tourists' emotional solidarity with residents ((a) feeling welcomed (b) emotional closeness and (c) sympathetic understanding) and destination loyalty.

#### **4.2.4. The effect of gender on satisfaction and loyalty**

Gender is among the most significant determining factors in selecting a destination and future purchase behavior (Han and Ryu 2007; Han, Meng, and Kim 2017; Wang, Qu, and Hsu 2016). However, work focusing on gender differences in the context of customers' satisfaction and loyalty formation is limited in the literature. Rather than others sociodemographic variables (i.e., income, the level of education, marital status, or religion), gender tends to be an easier variable to identify for destination marketers as it can be quickly judged ascertained given tourists' appearance in most situations (Han et al. 2017). Scholars studying consumer behavior in marketing and hospitality have acknowledged and examined the gender differences related to loyalty formation and future behavior (Kolyesnikova, Dodd, and Wilcox 2009; Riquelme and Rios 2010). Gender as a sociodemographic variable is involved with almost all aspects of human decision-making and undertaken behavior (Han et al., 2017; Riquelme and Rios, 2010). Put differently, female and male customers often differ significantly in terms of behavior and consequently developing different strategies based on gender is paramount (Han et al. 2017; Sanchez-Franco, Ramos, and Velicia, 2009).

In this study, gender may moderate the indirect effect between tourists' emotional solidarity with residents (i.e., *feeling welcomed*, *emotional closeness* and *sympathetic understanding*) and loyalty through satisfaction. Some evidence supports a relationship between gender satisfaction and loyalty. In this sense, gender may play a significant influence in customer satisfaction and future behavior (Homburg and Giering 2001; Ramkissoon and Mavondo 2015; Slama and Tashlian 1985). Homburg and Giering (2001) concluded that women revealed a higher level of satisfaction with sales processes and their intention to repurchase was significantly higher than men counterparts. Tourism scholars (Han et al., 2017; Han and Ryu 2007; Ramkissoon and Mavondo 2015) have most recently sought to evaluate the differences in consumptive behaviors across gender, producing mixed findings. For instance, Han and Ryu (2007) pointed out that females were more likely than males to revisit a particular restaurant, implying that gender contributes to differing dining experiences. Ramkissoon and Mavondo (2015) studied the influence of gender on four dimensions of place attachment and found the conditional indirect effect between place satisfaction and attachment (via pro-environmental behavior) was significant only for male tourists. Findings from Jin, Line, and Goh's (2013) work indicate that gender moderates the relationship between satisfaction and loyalty and this relationship is stronger for males than for females.



In a study developed by Han et al. (2017) to investigate bicycle travel loyalty generation process, the authors found significant gender differences. The findings imply that at similar levels of satisfaction, men are more likely to form a desire for travelling by bike. The findings further show that when having similar levels of desire, women travelers build a stronger loyalty for bicycle tourism than men travelers. Therefore, it is likely that women are more emotional (Yelkur and Chakrabarty 2006), more socially-oriented (Eagly 2013), more expressive (Hwang et al., 2015), more interactive (Han et al. 2017; Fournier 1998) and more sensitive to social interdependence (Kolyesnikova et al. 2009) and consequently, women customers are more likely to show a more cooperative attitude toward servers than men (Hwang et al., 2015). Moreover, it is believable that men are more task-oriented (Eagly, 1987), more easily irritated (Han et al., 2017; Otnes and McGrath, 2001), more supportive (Milman and Pizam, 1988), more utilitarian in their shopping orientation (Diep and Sweeney, 2008) and more willing than women to take risks especially with money (Areni and Kiecker, 1993; Bakewell and Mitchell, 2006).

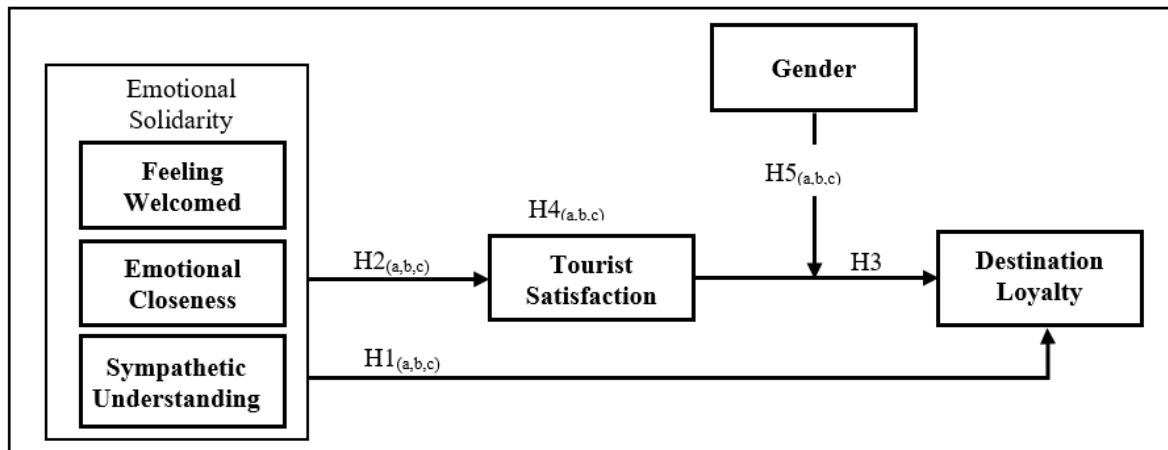
As evidenced through the literature and according to Ramkissoon and Mavondo (2015), research concerning the influence of gender on tourists' satisfaction and loyalty formation is limited, yet necessary. Hence, the following hypotheses are proposed to examine the above discussion:

Hypothesis 5: Gender moderates the indirect relationship between tourists' emotional solidarity with residents [ a) *feeling welcomed*, b) *emotional closeness*, and c) *sympathetic understanding*] and destination loyalty. Specifically, we propose that the indirect effect of the three ESS factors on loyalty (through satisfaction) is moderated by gender, such that the effect would be stronger for male visitors.

#### **4.2.5. Proposed framework**

Based on the literature review and above discussion, thirteen hypotheses were developed and used to construct an integrative model (Fig. 4.1). The model proposes that tourists' emotional solidarity with residents is likely to have significant impacts on their satisfaction with the destination, which in turn acts as an antecedent of destination loyalty. The model also suggests that satisfaction is likely to play a significant role as an antecedent and mediator in tourists' loyalty with the destination. The model further suggests that tourists' gender is likely to strengthen the conditional indirect effect between tourists' emotional solidarity with residents and loyalty via satisfaction and that this effect would be stronger for male visitors.

**Figure 4.1 – Proposed hypothesized moderated mediation model**



Note: a) Felling welcomed; b) Emotional closeness; c) Sympathetic understanding

### 4.3. Research Methodology

#### 4.3.1. Study site and context

Cape Verde, a small island developing state (SIDS) located 550 km off the western Coast of Africa, with its roughly 500,000 residents, is welcoming an increasing number of guests in search of sun-and-sea, culture and ecotourism (Ribeiro 2016). The archipelago is well-known for the hospitality of its residents (named *morabeza*), cultural diversity and political stability - all aiding in the facilitation of tourism development (Ribeiro, Valle, and Silva 2013). Tourism is the leading industry in Cape Verde, contributing to approximately 21% of the GDP, while employing 20.1% of the workforce (National Institute of Statistics [NIS] 2015). The island-state has experienced steady growth in international tourism, growing from 145,000 arrivals in 2000 to 519,722 in 2015 (NIS 2016). Traditionally, Cape Verde has relied heavily on European tourists, with United Kingdom (22.2% of arrivals in 2015) being the main tourist market, followed by Germany (13.4%), Portugal (10.9%), Netherlands/Belgium (10.6%), and France (9.9%) (NIS, 2016). Tourism in Cape Verde is heavily concentrated on the islands of Sal and Boa Vista, which welcomed 75.1% of international tourists to the country in 2015 (NIS 2016).

#### 4.3.2. Sample and data collection

In order to test the proposed model (Figure 4.1), a survey of international tourists was conducted in two international airports on the islands of Boa Vista and Sal. Tourists were

intercepted in the international departure hall before leaving Cape Verde, following their check-in procedures with each airline. Questionnaires were administered over a four-week period during August and September of 2013. Through a systematic sampling strategy with a random start, respondents were identified (i.e., every third person that walked passed the researcher) and asked to complete a self-administered questionnaire. A preliminary question served to exclude Cape Verdean citizens and those who were not visiting Cape Verde for leisure purposes. A total of 576 international tourists were approached, with 509 completing the questionnaire. However, of these, 45 questionnaires had to be discarded as a result of missing data. The remaining 464 were used in statistical analysis, satisfying the minimum sample size requirement for structural equation modeling (Hair et al. 2014).

### **4.3.3. Survey instrument**

Survey data were collected using existing measures within the extant literature. Given such measures appear in English text, the survey instrument was initially developed in English. With knowledge of the primary countries of origin for Cape Verde tourists, the instrument was translated into French, Italian, Portuguese, and German. The method of back translation (Brislin 1970) by native speakers of the four languages, who were also proficient in English, was used to guarantee that the translated versions reflected the meanings and intent of the original instrument. A group of tourism experts proficient in English and in one of these other languages, was then invited to assess the content validity of the instrument and requested to edit and improve those items to increase their clarity and readability. Following this, these individuals were also requested to detect any redundant items and propose recommendations for improving the proposed measures. After confirmation of content validity of the questionnaire, each version of the instrument was pilot-tested among international tourists on the island of Boa Vista. Based on the results of the pre-tests, the questionnaire was concluded with minor changes.

The survey instrument comprised of four sections to investigate (i) emotional solidarity, (ii) tourist satisfaction, (iii) destination loyalty and (iv) socio-demographic characteristics. Part one comprised the 10-item ESS from Woosnam and Norman (2010) to measure the three factors of emotional solidarity (i.e., *feeling welcomed*, *emotional closeness*, and *sympathetic understanding*) on a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree). Part two included six items to measure tourists' satisfaction with the destination adapted from previous studies on satisfaction (Oliver 2010; del Bosque and San Martin 2008; Chen and Chen 2010). Tourists were asked to evaluate their satisfaction with the destination on a 5-point Likert scale (1

= very dissatisfied; 5 = very satisfied). Part three was made up of four items that gauged the destination loyalty construct, which was operationalized as revisit intention and likelihood of recommending to others. These items were adapted from extant literature (Bigné et al. 2001; Hernández-Lobato et al. 2006; Prayag 2008) and individuals were asked to rate their responses on a 5-point Likert scale (1 = very unlikely; 5 = very likely). The last part of the instrument included questions concerning socio-demographic information about respondents, including gender, age, marital status, education level, occupation, country of residence, type of travel and monthly income.

#### **4.3.4. Data analysis and procedures**

Data were analyzed in several steps using IBM SPSS 23.0 for descriptive and inferential analyses as well as IBM SPSS AMOS 22.0 to determine overall fit of the measurement and structural models. To test whether the indirect path is mediated by satisfaction (H4) and whether this mediated relationship is contingent upon tourists' gender (H5), PROCESS Model 4 and 14 (a macro for mediation, moderation and conditional process modeling for SPSS and SAS) (Hayes 2013) was utilized. This macro uses bootstrap confidence intervals to estimate the moderated mediation in which the indirect effect of the independent variable on the dependent variable, through the mediating variable, is contingent on the value of the moderator. However, as noted by several scholars (e.g., Liu, Pennington-Gray, and Krieger 2016; Ramkissoon and Mavondo 2015; Ro 2012; Tyagi, Dhar, and Sharma 2016), moderated mediation analysis is lacking in tourism research, so further clarifications are provided.

Recent developments have provided researchers with innovative tools and systematic procedures where “mediation and moderation can be analytically integrated into a unified statistical model” (Hayes 2015, 1). According to Wang and Preacher (2015, 251), “Moderated mediation occurs when the mediation effect differs across different values of a moderator such that the moderator variable affects the strength or direction of the mediation effect of  $X$  on  $Y$  via  $M$ ”. Hayes (2013; 2015) refers to *conditional indirect effects* when the moderating variable has influence on the indirect impact of the independent variable on the dependent variable (through the mediation variable). Several authors (e.g., Edwards and Lambert 2007; Hayes 2013; 2015; Preacher, Rucker, and Hayes 2007) advocate that simultaneous analysis of these different effects are needed to produce reliable and robust results. Bootstrapping is a widely-used technique for assessing the significance of indirect effects (Preacher et al. 2007). Montoya and Hayes (2015, 21) claim that, “Bootstrapping is a computationally-intensive procedure that involves sampling

of the rows of the data with replacement to build a new sample of size  $n$  from the original sample”. In the new “resample,” the standard error and indirect effect ( $ab$ ) are estimated (Preacher and Hayes 2008). This process is repeated  $B$  times (ideally,  $B$  is thousands) to build a bootstrap distribution of the indirect effects. In the current analysis, the bootstrap resamples for moderated mediation were done with 10,000 resamples and a bias-corrected 95% confidence interval at each level of the moderator (Hayes 2013). Indirect effects are significant when the obtained confidence interval does not straddle zero (Hayes 2013; Hayes 2015; Montoya and Hayes 2015).

## **4.4. Results**

### **4.4.1. Sample characteristics**

The sample was split across gender, with the largest proportion falling between the ages of 20 and 30 (31.5%) and 41 and 50 (24.6%) (Table 1). A preponderance of individuals was either married or living with a partner (61.9%), had at least a university degree (50.9%), either employed or self-employed (78.7%), and earned at least €2001 per month (64.1%). Countries of origin were similar to NIS (2015) figures whereby the largest percentage of visitors hailed from the UK, followed closely by the other four European countries. In terms of travel behavior, most visitors were visiting Cape Verde for the first time (70.9%) and the average length of stay was 10.6 days.

**Table 4.1 – Descriptive summary of sample**

Demographic	<i>n</i>	%
<b>Gender</b> ( <i>n</i> =464)		
Male	239	51.5
Female	225	48.5
<b>Country of residence</b> ( <i>n</i> =464)		
United Kingdom	126	27.2
Italy	92	19.8
France	88	19.0
Portugal	69	14.9
German	89	19.2
<b>Age</b> ( <i>n</i> =464, Mean = 36.4 years of age)		
< 20	39	8.4
20-30	146	31.5
31-40	102	22.0
41-50	114	24.6
51-60	50	10.8
≥ 61	13	2.8
<b>Marital status</b> ( <i>n</i> =460)		
Married/Living with a partner	287	61.9
Single	152	32.8
Divorced/Separated	16	3.4
Widowed	5	1.1
Missing	4	0.9
<b>Education</b> ( <i>n</i> =457, median = High/Secondary school)		
Primary School	11	2.4
High/Secondary school	210	45.3
University degree	184	39.7
Postgraduate degree	52	11.2
Missing	7	1.5
<b>Occupation</b> ( <i>n</i> =463)		
Employed	272	58.7
Self-employed	93	20.0
Unemployed	7	1.5
Student	57	12.3
Housewife	20	4.3
Retired	14	3.0
Missing	1	0.2
<b>Average monthly individual income</b> <sup>1</sup> ( <i>n</i> =439)		
≤ €1000	33	7.1
€1001-€2000	95	20.5
€2001-€3000	184	39.7
> €3000	127	27.4
Missing	25	5.4
<b>Visitation status</b> ( <i>n</i> =461)		
First timer	329	70.9
Repeater	132	28.4
Missing	3	0.6
Avg. Length of stay (days)	10.5	

**Note:** <sup>1</sup>Income level was measured in Euro. At the time of data collection 1 Euro was equal to 1.35 USD.

#### 4.4.2. CFA and hypotheses testing

In order to measure the soundness of the ESS, a confirmatory factor analysis (CFA) was conducted. Despite the ESS demonstrating sound psychometric properties in previous work (see

Woosnam et al. 2015a for greater discussion), a measurement model through CFA is always necessary prior to undertaking a structural model analysis. As such, several fit indices (in addition to the  $\chi^2$  test, which is heavily influenced by sample size) - absolute (i.e., the standardized root mean square residual or SRMR and the root means squared error of approximation or RMSEA) and incremental (i.e., comparative fit index or CFI and Tucker Lewis Index or TLI) - model fit were considered. Acceptable fit of the data for absolute fit indices is indicative of coefficients less than 0.80 (Hu and Bentler 1999), whereas for incremental fit indices, coefficients should be in excess of 0.90 (Hair et al. 2014; Hu and Bentler 1999). Results of the CFA for the 10-item ESS indicate a three-factor structure with adequate fit to the data ( $\chi^2=47.30$ ;  $df=31$ ;  $\chi^2/df=1.52$ ;  $p=0.031$ ; TLI=0.99; CFI=0.99; RMSEA=0.034; SRMR=0.029).

In order to assess ESS construct validity, average variance extracted (AVE) was calculated using the procedures recommended by Fornell and Larcker (1981). Table 4.2 shows the composite reliability (CR), AVE, maximum shared squared variance (MSV) and average shared squared variance (ASV) for each factor. For each ESS factors, the CR was greater than 0.7 and greater than the AVE, which exceeded the 0.50 threshold. These values, combined with the significance of the associated corresponding factor loadings ( $p < 0.05$ ), offer strong support for convergent validity for all ESS factors (Hair et al. 2014). In addition, for all ESS factors, AVE was greater than both the corresponding ASV and MSV meeting the criteria for discriminant validity (Fornell and Larckner 1981; Hair et al. 2014). Moreover, the squared root of the AVE of each construct exceeded the correlations between that construct and the others. Reliability for each factor was acceptable, with Cronbach's alpha values ranged from 0.79 to 0.92.

**Table 4.2 – Validity assessment criteria and inter-construct correlation**

Measures	CR	AVE	MSV	ASV	FW	EC	SU
Feeling Welcomed (FW)	0.83	0.56	0.31	0.24	<b>0.75<sup>a</sup></b>		
Emotional Closeness (EC)	0.79	0.65	0.18	0.16	0.42 <sup>b</sup>	<b>0.81</b>	
Sympathetic Understanding (SU)	0.92	0.74	0.31	0.23	0.56	0.38	<b>0.86</b>

<sup>a</sup> The bold elements diagonal matrix are the squared root of the average variance extracted.

<sup>b</sup> Off-diagonal elements of the matrix are the correlations between factors.

Upon establishing the psychometric properties of the ESS, to test the proposed hypotheses, structural equation modelling (SEM) using AMOS software was then conducted (see Fig. 1). The results of the structural model, addressing Hypothesis 1(a, b, and c), Hypothesis 2(a, b, and c) and Hypothesis 3, demonstrated good model fit ( $\chi^2=193.39$ ;  $df=135$ ;  $\chi^2/df=1.43$ ;  $p=0.001$ ;

TLI=0.99; CFI=0.99; RMSEA=0.031; SRMR=0.036), and explained a substantial portion of variance in the outcome variables (i.e., satisfaction 46% and loyalty 62%).

As depicted in Table 3, nine hypotheses were supported, whereas Hypothesis 1<sub>b</sub> was not supported. Regarding the relationship between the three ESS factors and destination loyalty, only *feeling welcomed* and *sympathetic understanding* had a direct influence on destination loyalty. Therefore, Hypothesis 1<sub>a</sub> ( $\beta = 0.26, t = 3.05; p < 0.01$ ), and Hypothesis 1<sub>c</sub> ( $\beta = 0.44, t = 8.71; p < 0.001$ ) were both supported. In contrast, Hypothesis 1<sub>b</sub> was the exception as it was not supported ( $\beta = -0.04, t = -0.51; p > 0.05$ ). The second hypothesis (i.e., H2) and the three corresponding sub-hypotheses proposed that tourists' emotional solidarity with residents would positively influence tourists' satisfaction with the destination. Hypothesis 2<sub>a</sub> ( $\beta = 0.24, t = 2.45; p < 0.05$ ), Hypothesis 2<sub>b</sub> ( $\beta = 0.20, t = 2.29; p < 0.05$ ), and Hypothesis 2<sub>c</sub> ( $\beta = 0.50, t = 9.54; p < 0.001$ ) were each supported. Findings also supported Hypothesis 3, confirming that tourists' satisfaction with the destination is positively related to destination loyalty ( $\beta = 0.20, t = 4.37; p < 0.001$ ).

In examining the indirect effects of ESS factors (H4) (i.e., *feeling welcomed*, *emotional closeness*, and *sympathetic understanding*) on loyalty via *tourists' satisfaction*, the bootstrapping method using a 95% confidence interval and 10,000 resamples was used (Shrout and Bolger 2002). Indirect effects are significant when the 95% confidence interval does not include zero. According to Montoya and Hayes (2015), this bootstrapping method is considered superior to the Sobel test given its robust nature in testing mediation effects (Hays 2015). In order to assess the indirect effect with bootstrapping, the PROCESS macro (Model 4) (Hayes 2013) was utilized and interpreted for each model and not in terms of full or partial mediation.

First, while the direct effects of *feeling welcomed* and *sympathetic understanding* on loyalty were all significant, the direct effect of *emotional closeness* on loyalty was not (see Table 4). Having established the direct effects (H1<sub>a</sub>, b and c), the indirect effects were then verified and the results are presented in Table 4.3. The indirect effects of *feeling welcomed* on loyalty ( $\beta = 0.17, SE_{boot} = .05, 95\% CI: 0.09 \text{ to } 0.27$ ), *emotional closeness* on loyalty ( $\beta = 0.19, SE_{boot} = .03, 95\% CI: 0.13 \text{ to } 0.26$ ), and *sympathetic understanding* on loyalty ( $\beta = 0.03, SE_{boot} = .02, 95\% CI: 0.15 \text{ to } 0.25$ ) via *tourists' satisfaction* were all significant, since the 95% confidence interval did not straddle zero, providing support for H4<sub>a</sub>, H4<sub>b</sub> and H4<sub>c</sub> respectively. These findings indicate that satisfaction not only has a direct positive effect on loyalty, but also mediates the relationship between ESS factors and loyalty.



**Table 4.3 – Structural model parameter estimates and bootstrapping methodology for mediating effect**

Hypothesized path	$\beta$	Results		
H1 <sub>a</sub> : Feeling welcomed → Loyalty	0.26**	Supported		
H1 <sub>b</sub> : Emotional closeness → Loyalty	0.04	Rejected		
H1 <sub>c</sub> : Sympathetic understanding → Loyalty	0.44***	Supported		
H2 <sub>a</sub> : Feeling welcomed → Satisfaction	0.24*	Supported		
H2 <sub>b</sub> : Emotional closeness → Satisfaction	0.20***	Supported		
H2 <sub>c</sub> : Sympathetic understanding → Satisfaction	0.50***	Supported		
H3: Satisfaction → Loyalty	0.20**	Supported		
Mediating effects	$\beta$	SE <sub>Boot</sub>	95% CI	Results
H4 <sub>a</sub> : Feeling welcomed → Satisfaction → Loyalty	0.17	0.05	0.09, 0.27	Supported
H4 <sub>b</sub> : Emotional closeness → Satisfaction → Loyalty	0.19	0.03	0.13, 0.26	Supported
H4 <sub>c</sub> : Sympathetic understanding → Satisfaction → Loyalty	0.20	0.03	0.15, 0.25	Supported

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$

#### 4.4.3. Modeling conditional effects

The next stage of data analysis focused on the effect of gender as a moderator in the meditational pathway between ESS factors and tourists' loyalty through satisfaction (Hypothesis 5). The conditional process was initially estimated, where gender moderated both direct and indirect relationship between ESS factors and loyalty. Nevertheless, results revealed that gender did not moderate the direct relationship between ESS factors and loyalty. Consequently, the nonsignificant interactions were removed (Hayes 2013) and data were reanalyzed using a new model where gender moderated only the second half of indirect relationship (See Table 4.4, 4.5 and 4.6). To test the conditional indirect effects of ESS factors on loyalty via satisfaction, the present study estimated parameters for three regression models using PROCESS macro (model 14) and the *index of moderated mediation* (Hayes 2013; 2015) to interpret the results. For the present study, the influence of the three ESS factors on loyalty was determined by the interaction between the mediating (satisfaction) and moderating (gender) variables.

Results for Hypothesis 5<sub>a</sub> are found in Table 4.4. The overall model was significant,  $F(4, 459) = 571.724$ ,  $p < 0.001$ ,  $R^2 = 0.832$ , along with one significant interaction between ( $b_3$ ) satisfaction and gender ( $b_3 = -0.070$ ,  $SE = 0.027$ ,  $p < 0.05$ , 95% CI = -0.123 to -0.016). Given the moderation in the path of the mediation model, evidence exists to support the conclusion that the indirect effect of *feeling welcomed* on loyalty via satisfaction depends on gender. The conditional indirect effect was calculated based on tourists' gender groups, using 10,000 bootstrap resamples. Results revealed that the indirect effect between *feeling welcomed* and loyalty through satisfaction was significant for both male and female visitors. Moreover, results show that this indirect effect was stronger for male visitors ( $\beta = 0.177$ ,  $SE_{Boot} = 0.047$ , 95% CI = 0.091 to 0.277), than female visitors ( $\beta = 0.157$ ,  $SE_{Boot} = 0.043$ , 95% CI = 0.080 to 0.246). The *index of moderated mediation* was negative with 95% confidence (-0.046 to -0.005). As this

confidence interval does not include zero, the conclusion is that the indirect effects (via satisfaction) of *feeling welcomed* on loyalty is negatively moderated by gender, validating the moderated mediation for Hypothesis 5a.

**Table 4.4 - Unstandardized OLS Regression Coefficients testing for conditional indirect effect of feeling welcomed on loyalty by tourist gender**

Antecedent	Consequent					
	<i>M</i> (Tourists' Satisfaction)			<i>Y</i> (Destination Loyalty)		
		Coeff. (SE)	95% CI		Coeff. (SE)	95% CI
FWELCO (X)	$a_1 \rightarrow$	0.287*** (0.078)	0.134, 0.441	$c' \rightarrow$	0.131 (0.022)	0.087, 0.175
SATISF (M)	-	-	-	$b_1 \rightarrow$	0.685*** (0.042)	0.602, 0.767
GENDER (V)	-	-	-	$b_2 \rightarrow$	0.236** (0.099)	0.142, 0.530
M*V (Inter_1)	-	-	-	$b_3 \rightarrow$	-0.070* (0.027)	-0.123, -0.016
Constant	$i_M \rightarrow$	2.492*** (0.289)	1.924, 3.060	$i_Y \rightarrow$	0.082 (0.155)	-0.223, 0.387
			$R^2=0.059$			
			( $F(1, 462) = 13.570, p < 0.001$ )	$R^2=0.832$		
				(F(4, 459) = 571.724, $p < 0.001$ )		
Conditional Indirect effect						
Moderator	Gender	Eff.		SE (boot)	Boot 95% CI	
Satisfaction	Male	0.177		0.047	0.091, 0.277	
	Female	0.157		0.042	0.080, 0.246	
Index of moderated mediation		Index		SE (boot)	Boot 95% CI	
		-0.020		0.09	-0.044, -0.006	

Note: Coeff. = coefficient, SE = standard error, CI = confidence interval.

95% confidence interval for conditional direct and indirect effect using bootstrap. Bias corrected (BC).

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

An identical moderated mediation analysis procedure was undertaken for Hypothesis 5b, involving *emotional closeness*. Once more, the overall model was significant (Table 4.5), ( $F(4, 459) = 524.115, p < 0.001, R^2 = 0.812$ ). The interaction between ( $b_3$ ) satisfaction and gender ( $b_3 = -0.064, SE = 0.029, p < 0.05, 95\% CI = -0.121$  to  $-0.007$ ) was significant as the confidence interval does not include zero. Conditional indirect effects were calculated based on tourists' gender groups, using 10,000 bootstrap resamples. The follow-up examination of conditional indirect effects indicated *emotional closeness* had a significant effect on *loyalty* (through satisfaction), with the effect being stronger for male visitors ( $\beta = 0.199, SE_{Boot} = 0.035, 95\% CI = 0.132$  to  $0.269$ ) than female visitors ( $\beta = 0.179, SE_{Boot} = 0.032, 95\% CI = 0.118$  to  $0.243$ ). Finally, the index of moderated mediation did straddle zero ( $\beta = -0.020, SE_{boot} = 0.010, 95\% CI = -0.042$  to  $-0.003$ ). This index indicates that the strength of the indirect effect from *emotional closeness* to *loyalty* through satisfaction was significant and dependent on gender, supporting the moderated mediation for Hypothesis 5b.

**Table 4.5 – Unstandardized OLS Regression Coefficients testing for conditional indirect effect of emotional closeness on loyalty by tourist gender**

Antecedent	Consequent					
	<i>M (Tourists' Satisfaction)</i>			<i>Y (Destination Loyalty)</i>		
		Coeff. (SE)	95% CI		Coeff. (SE)	95% CI
EMOCLOSE (X)	$a_1 \rightarrow$	0.311*** (0.053)	0.207, 0.415	$c' \rightarrow$	-0.017 (0.017)	-0.050, 0.016
SATISF (M)		-	-	$b_1 \rightarrow$	0.704*** (0.044)	0.618, 0.790
GENDER (V)		-	-	$b_2 \rightarrow$	0.301** (0.105)	0.094, 0.507
M*V (Inter_1)		-	-	$b_3 \rightarrow$	-0.064* (0.029)	-0.121, -0.007
Constant	$i_M \rightarrow$	2.604*** (0.163)	2.284, 2.925	$i_y \rightarrow$	0.562*** (0.153)	0.262, 0.862
			$R^2=0.085$			
			( $F(1, 462) = 34.593, p < 0.001$ )			
			$R^2=0.812$			
			( $F(4, 459) = 524.115, p < 0.001$ )			
Conditional Indirect effect						
Moderator	Gender	Eff.		SE (boot)	Boot 95% CI	
Satisfaction	Male	0.199		0.035	0.132, 0.269	
	Female	0.179		0.032	0.118, 0.243	
Index of moderated mediation		Index		SE (boot)	Boot 95% CI	
		-0.020		0.010	-0.042, -0.003	

Note: Coeff. = coefficient, SE = standard error, CI = confidence interval.

95% confidence interval for conditional direct and indirect effect using bootstrap. Bias corrected (BC).

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

One final moderated mediation analysis procedure was carried out concerning *sympathetic understanding* in examining Hypothesis 5c (Table 4.6). The overall model was statistically significant, ( $F(4, 459) = 1008.261, p < 0.001, R^2 = 0.895$ ). However, the interaction between ( $b_3$ ) satisfaction and gender ( $b_3 = -0.041, SE = 0.023, p > 0.05, 95\% CI = -0.087$  to  $0.005$ ) was not significant, as the confidence interval contained zero. As before, the conditional indirect effect was calculated based on different tourists' gender groups, using 10,000 bootstrap resamples. Results revealed that the conditional indirect effect between *sympathetic understanding* and loyalty through satisfaction was stronger for male visitors ( $\beta = 0.204, SE_{Boot} = 0.027, 95\% CI = 0.152$  to  $0.258$ ), than female visitors ( $\beta = 0.189, SE_{Boot} = 0.025, 95\% CI = 0.141$  to  $0.237$ ). However, the confidence interval for the index of moderated mediation concerning the conditional indirect effect through satisfaction alone included zero ( $\beta = -0.015, SE_{boot} = 0.009, 95\% CI = -0.035$  to  $0.001$ ). Although the majority of the interval was below zero, it cannot be said with 95% confidence that the indirect effect depends on gender, ultimately rejecting Hypothesis 5c.

**Table 4.6 – Unstandardized OLS Regression Coefficients testing for conditional direct and indirect effect of sympathetic understanding on loyalty by tourist gender**

Antecedent	Consequent					
	<i>M (Tourists' Satisfaction)</i>			<i>Y (Destination Loyalty)</i>		
		Coeff. (SE)	95% CI		Coeff. (SE)	95% CI
SYMPUNDE (X)	$a_1 \rightarrow$	0.376*** (0.049)	0.280, 0.472	$c' \rightarrow$	0.217*** (0.013)	0.191, 0.243
SATISF (M)	-	-	-	$b_1 \rightarrow$	0.584*** (0.035)	0.516, 0.653
GENDER (V)	-	-	-	$b_2 \rightarrow$	0.240** (0.085)	0.073, 0.408
M*V (Inter_1)	-	-	-	$b_3 \rightarrow$	-0.041 (0.023)	-0.087, 0.005
Constant	$i_M \rightarrow$	2.260*** (0.173)	1.911, 2.609	$i_y \rightarrow$	0.167 (0.122)	-0.071, 0.406
			$R^2=0.138$			
			( $F(1, 462) = 59.428, p < 0.001$ )			
			$R^2=0.895$			
			( $F(4, 459) = 1008.261, p < 0.001$ )			
Conditional Indirect effect						
Moderator	Gender	Eff.		SE (boot)	Boot 95% CI	
Satisfaction	Male	0.204		0.027	0.152, 0.258	
	Female	0.189		0.025	0.141, 0.237	
		Index		SE (boot)	Boot 95% CI	
Index of moderated mediation		-0.015		0.009	-0.035, 0.001	

Note: Coeff. = coefficient, SE = standard error, CI = confidence interval.

95% confidence interval for conditional direct and indirect effect using bootstrap. Bias corrected (BC).

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

## 4.5. Discussions and conclusions

This study was undertaken to develop a theoretical and integrative model in support of the advancement of tourism planning and management. As such, the current research is the first of its kind linking emotional solidarity to multiple outcome measuring involving tourist behaviors. To date, emotional solidarity has been considered minimally (see Lai and Hitchcock 2016; Woosnam 2012; Woosnam et al. 2015a; 2015b) as an antecedent of other measures within the tourism literature. Results of the current study demonstrate the predictive power of emotional solidarity within a tourist behavior model. In particular, the proposed integrative framework allows for the identification of direct relationships between (1) tourists' emotional solidarity and loyalty; (2) emotional solidarity and satisfaction; (3) satisfaction and loyalty; (4) mediating effect of satisfaction between emotional solidarity and loyalty and the conditional indirect relationships between (5) emotional solidarity and loyalty intention via satisfaction, moderated by gender. The findings confirm that tourists' emotional solidarity with residents is a significant predictor of attitudinal and behavior outcomes either directly or indirectly through satisfaction (i.e., mediation) as moderated by gender.

Several insights can be drawn from the present study. Through structural equation modeling, tourists' emotional solidarity with residents, in particular *feeling welcomed* and *sympathetic understanding*, positively influenced loyalty (Hypotheses 1<sub>a</sub> and 1<sub>c</sub>). Despite being

an important element in understanding tourists' emotional solidarity with residents (see Woosnam and Aleshinloye 2013; Woosnam 2015a; 2015b), *emotional closeness* was not a significant direct predictor of destination loyalty (Hypothesis 1<sub>b</sub>). A plausible explanation according to Woosnam and Aleshinloye (2015), may be related to the cultural acceptance of particular concepts within the emotional closeness factor (i.e., fairness). For instance, fairness may very well be considered a form of closeness in one culture but not another. Overall, socio-cultural interaction between international tourists and local residents will not only foster potential changes in attitudes toward the local culture and community, but also aid in providing unique tourist experiences (Yu and Lee 2014). Moreover, destinations with residents that show pro-tourism attitudes and experience emotional solidarity with tourists will do much to contribute to the enhancement of satisfaction which has the potential to translate into positive word-of-mouth and potentially increase likelihood of revisiting (Chandrashekar, Rotte, Tax, and Grewal 2007; Sheldon and Abenoja 2001; Woosnam and Aleshinloye 2013; 2015; Zhang, Inbakaran, and Jackson 2006).

Results also confirm the direct positive relationship between tourists' emotional solidarity with residents and satisfaction with the destination. Both Woosnam and Aleshinloye (2015) and Valle et al. (2011) emphasize that intercultural relationships between tourists and residents directly affects tourist satisfaction (Yu and Lee 2014). Such findings support the contact theory (see Amir and Ben-Ari, 1985), whereby tourism attitudes are modified through interactive experiences with residents. Milman, Reichel, and Pizam (1990) found that Jewish-Israeli tourists' attitudes toward Egypt and its residents were modestly impacted from interacting. Somewhat contrary to this, Anastasopoulos (1992) found that Greek visitors' exposure to Turkish residents actually had a negative impact on perceptions of Turkey. Previous research, albeit somewhat rare, demonstrates that destinations where residents possess positive attitudes towards tourists (and tourism development) where interaction is positive, would serve to foster greater tourists' satisfaction and enhance experiences overall (e.g., Pizam et al. 2000; Um et al. 2006; Valle et al. 2011; Yoon and Uysal 2005). Valle et al. (2011) in their study in Algarve concluded that tourists experienced higher satisfaction with the destination when they stayed in municipalities where residents were supportive of tourism engaging in pleasant interactions with tourists, providing competent tourist services and being courteous. Such interaction is a precondition of emotional solidarity (Woosnam 2011).

As hypothesized, a positive direct relationship was found between tourists' satisfaction and loyalty to the destination. Such a finding indicates that satisfied tourists are more likely to

spread positive word-of-mouth about the destination to potential tourists and to revisit, as has been shown in previous research (Baker and Crompton 2000; Bigné et al. 2001; Chen and Tsai 2007; Chi and Qu 2008; Engeset and Elvekrok 2015; Prayag et al. 2015).

The conditional process (moderated mediation) model in which gender was specified as strengthening the indirect effects of emotional solidarity on loyalty (through its effects on satisfaction) was supported considering *feeling welcomed* and *emotional closeness*. Conversely, the effect of *sympathetic understanding* on loyalty (when mediated by satisfaction and moderated by gender) was not supported. However, all these relationships were stronger for male tourists. In the structural equation model, *emotional closeness* was the only ESS factors that did not have a significant direct effect on *loyalty*. This result may be related to cultural interpretation of the complex nature of the ESS items which could potentially fit within numerous factors (Woosnam and Aleshinloye 2013). Significant conditional indirect effects of ESS on *loyalty* (i.e., satisfaction mediated the relationship) could also aid in the explanation, as satisfaction mediated this relationship.

The findings offered support for the theoretical premise that satisfaction and gender may interact in complex ways (as evidenced in the structural equation model and moderated mediation analysis) in assessing the relationship between emotional solidarity and loyalty. As such, gender moderated the relationship between tourist satisfaction and loyalty, which is in line with previous research (Chi 2012; Jin et al. 2013). Additionally, this relationship was found to be stronger among male visitors, supporting the results found by Jin et al. (2013). Furthermore, our finding point out that at similar level of visitors' relationship with residents and satisfaction with destination, males are more likely to form a stronger loyalty with the destination than female. However, this finding is contrary to those found by other scholars (Eagly 1987; Fournier 1998; Yelkur and Shakrabarty 2006) who concluded that females are more emotional, more socially-oriented and prefer to interact with others, leading to close personal connections.

#### **4.5.1. Managerial and practical implications**

Along with advancing the existing research on loyalty formation, our study also offers insights for DMOs, practitioners and marketers. Therefore, identifying the factors that boost visitors' intention to revisit a destination is important in serving to help DMOs and public

authorities to attain sustainable tourist development and success of tourist destination mainly in developing islands countries.

For practitioners, it seems logical to focus on maximizing visitors' satisfaction level that effectively boost their loyalty, which will have significant impact on destination economic growth and competitiveness. The findings of this study suggested that the contact between tourists and residents influence their satisfaction and loyalty through the development of emotional solidarity. For developing islands destinations such as Cape Verde, managing visitors experience with the destination (i.e., interaction with local residents) is fundamental if DMOs, practitioners and marketers want visitors to return and recommend the destination to potential visitors. The welcoming nature of residents and sympathetic understanding developed with residents help to maintain visitors satisfied with the destination and promote visitors' loyalty with the destination. Findings show that the positive relationship between ESS factors and satisfaction determine tourism loyalty both directly and indirectly. As residents provide a welcoming environment, the potential exists for tourists to be satisfied and spend more money during their stay. Policy makers and planners should consider marketing planning approaches that help visitors form emotional solidarity with host communities. In addition, they should educate host communities on the importance of tourism and encourage them to be welcoming of visitors (in efforts to develop sympathetic understanding). However, to develop effective marketing planning and strategies, policy makers and planners should include local residents in their policy to raise awareness of the importance of receiving tourists in an affable manner. Also, planners should develop promotional activities with residents in these two touristic islands in Cape Verde in order to elucidate them for the importance of welcoming tourists and make them feel happy at the destination. Tourists' emotional solidarity developed with residents can be perceived as more sustainable way to encourage repeat visitation and aid in making recommendations to friends and relatives.

Finally, the present study is the first to notify tourism industry practitioners and marketers that gender differences in the relationship between tourists and residents in destinations should not be ignored. As a result, recognizing this difference between women and men, planners and marketers need to develop differential strategies to effectively boost women and men visitors' satisfaction and loyalty with the destination.

#### 4.5.2. Limitations and directions for further research

Similar to other researches, the present study is not free of limitations. Results of this study should be cautiously interpreted for numerous reasons. This is the first study that uses emotional solidarity as an antecedent of satisfaction and loyalty. In addition, the ESS was applied for the first time in a case study context within the Global South. Results do not primarily permit the generality of the model outside the context of small islands developing states. Future research should replicate this model in other destination contexts that may help cross-validate the current findings.

Data for the proposed model was cross-sectional and correlational, prohibiting the inference of causal relationships within the model. Concomitantly, all the predictor and outcome variables were obtained from the same population and the interpretations are offered tentatively. Further researches should address these limitations by using longitudinal analysis to capture and control disparities and the causal direction among variables. Due to limited funding, this study used the same instrument to collect data and did not separate the source for the predictor and outcome variables to produce samples with equally large proportions for both independent and dependent variables. Accordingly, common method bias could be a limitation of this study (Podsakoff, MacKenzie, Leeç and Podsakoff 2003). Further research should obtain measures of predictor and outcome variables from separate samples which could potentially provide more robust outcomes.

Expanding on the model proposed in this research, future study should include other variables such as perceptions of destination image (Chen and Gursoy 2001; Chen and Tsai 2007; Chi 2012; Prayag and Ryan 2012), services offered at the destination (Chen and Tsai 2007; Chi 2012) tourists' emotional experiences (Hosany and Gilbert 2010), travel motivations (Yoon and Uysal 2005), etc., to improve predictive power of an amended model and potentially explain even more about the relationship between emotional solidarity and loyalty. As Woosnam and Aleshinloye (2013, 503) proposed, "Examining outcome variables such as residents' quality of life and community attachment as well as tourists' likelihood of returning to the destination or the economic impact on the community can begin to answer the 'so what' questions, providing greater practical implications for managers". Thus, the findings of this study showed that gender moderate the conditional indirect effects of *feeling welcomed* and *emotional closeness* on loyalty (via satisfaction) and such relationships were stronger among male visitors. So, future research should deepen our proposed model by integrating others sociodemographic variables (e.g., age,



education level, income, country of residence, previous experience with the destination, etc.) as moderators and test whether they moderate the conditional direct and indirect effect (via satisfaction) of the three dimensions of ESS on loyalty. Finally, future research might go beyond the use of cross-sectional and self-reported data and consider interview or triangulated observational methods (along with self-reported measures) as well as real-time methods to capture tourists' emotional solidarity with residents (Kim and Fesenmaier 2015).

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## CHAPTER FIVE

### GENERAL CONCLUSION

This chapter presents the general discussions of the study findings and their related theoretical and practical implications. The chapter commences with details regarding the overall conclusions of each paper and finishes with the general contribution and implications of the findings, setting out the directions for future studies with focus on small islands and developing states (SIDS). Furthermore, the general objective of this study is based in the premise that fostering positive attitudes towards tourism among local residents might lead to pro-tourism development behaviour and that these positive attitudes and support to tourism and sustainability will potentially influence tourists' satisfaction with the destination, with effects on visitation and recommendations to other potential tourists. This general objective is theoretically anchored in several theories, such as the Social Exchange Theory (SET) (Ap, 1992), the New Environmental Paradigm (NEP) (Dunlap & Van Liere, 1978; Dunlap, Van Liere, Mertig, & Jones, 2000), the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) and the Emotional Solidarity Scale (ESS) (Woosnam & Norman, 2010). Specifically, the main purpose of this study was (1) to analyse the residents' attitude toward sustainable tourism in Cape Verde islands through the validation of the maximum parsimonious version of Sustainable Tourism Attitude Scale (SUS-TAS) and then test its predictive validity on residents' support for sustainable tourism development; (2) to examine the relationship between both economic (the state of the local economy and the personal economic benefits from tourism) and non-economic factors (residents welcoming tourists) on attitudes to the impacts and test whether residents with pro-tourism attitudes would adopt pro-tourism development behaviour practices; and finally (3) to establish and test a theoretical destination loyalty model which combines two strands of research by integrating the influences of tourists' emotional solidarity with residents within the tourist behaviour model. Thus, it proposes that tourists' emotional solidarity with residents is likely to have significant impacts on their satisfaction with the destination, which, in turn, acts as an antecedent of destination loyalty. Through this study, a number of theoretical and practical implications have emerged that warrant the further discussion.

## 5.1. Contributions and implications

### 5.1.1. Theoretical contributions and implications

This study makes a set of theoretical contributions to the academic study of tourism. In seeking to understand residents' attitudes and support to tourism development and sustainability and the emotional solidarity between residents and tourists, three models were conceptualised and empirically tested and validated. This study has provided findings able to enhance the comprehension of residents' attitudes and support to tourism development and sustainability and its role in developing tourists' satisfaction and loyalty with the destinations. Specifically, the findings and subsequent discussion provide evidence for the need to challenge existing knowledge to advance theoretical understanding as well as empirically reality. Furthermore, the results of this study offer a contribution to the existing body of literature in residents' attitudes (**study 1** and **study 2**) and tourists' satisfaction and loyalty (**study 3**).

**Study 1** addresses several theoretical and methodological implications to the literature. The first pertains to the theoretical understanding of why residents are likely to show positive or negative attitudes to tourism and how these attitudes influence their support or opposition to sustainable tourism development. In this study a maximum parsimonious version of SUS-TAS was developed that allows the inclusion of other variables into the model. This study showed that each construct of SUS-TAS can be interpreted as separated or as a global factor. Findings of this study showed also that the seven dimension of SUS-TAS in this shortened version load into two broader factors namely "Perceived Tourism Impacts" and "Expected Tourism Sustainability". This is a major contribution to the literature as this finding facilitates the global interpretation of SUS-TAS which will result in an easier interpretation of residents' attitudes towards sustainable tourism development. Also, the study identifies the predictive facility of a revised parsimonious SUS-TAS with a new criterion variable, the residents' support towards sustainable tourism development.

In **Study 2**, as in the majority of studies on residents' attitudes, the prevailing theory used social exchange theory (SET). Social exchange theory states that residents will evaluate tourism based upon the costs and benefits incurred to them through tourism (Ap, 1992; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2012). While SET is the main theory within resident attitude

research, the literature review revealed criticism aimed at SET for straying away from its original interpretation focusing on the benefits and cost associated with tourism to more of an emphasis on the economic exchange between residents and tourists (Woosnam, Norman, & Ying, 2009). Other studies suggest that SET is too simplistic in its explanation of residents' attitudes towards tourism and that additional theories need to be incorporated to explain the complexity of attitudes toward tourism (Boley, McGehee, Perdue, & Long, 2014; Látková & Vogt, 2012; Nunkoo & Gursoy, 2016; Nunkoo & So, 2015; Ward & Berno, 2011). Moreover, some researchers find SET to overly focus on the economic dimensions of an exchange process, undermining other intangible factors that may influence a relationship (Woosnam et al., 2009). Hence, there have been calls from researchers to study residents' attitudes and support from more than one theoretical perspective to address the limitations of SET (Látková & Vogt, 2012; Nunkoo & Smith, 2013). Consequently, there is a need for studies that not only make a comprehensive use of SET, by considering its core variables such as attitudes, but also investigate the subject matter from more than one theoretical perspective. For this reason, this study made use of two theories to address the objectives of this study. The Theory of Reasoned Action (TRA) was the other theory used to make the connection between attitudes and pro-tourism behaviour. As Lepp (2007) pointed out, the significance of understanding residents' attitudes is their connection with behaviour (support). TRA postulates that if an individual has a positive attitude toward tourism, he or she is more likely to support tourism development as suggested by the SET. Both SET and TRA posit that residents are likely to support tourism development as long as they believe that its benefits outweigh the costs. However, in some developing countries, residents are likely to permit some negative impacts of tourism if they believe they will get rewards resulting from tourism development (Teye, Sönmez, & Sirakaya, 2002; Var, Kendall, & Tarakcioglu, 1985), such as pollution, traffic congestions, and queues. Other studies conclude that residents who show pro-tourism attitudes can develop pro-tourism behaviour in the subjects such as the preservation of natural resources upon which tourism depends on (Dyer, Gursoy, Sharma, & Carter, 2007; Lepp, 2007) and develop pleasant interactions with their guests (Valle, Mendes, Guerreiro, & Silva, 2011). At this point, this study makes another contribution to the literature since the above-mentioned items were fragmented in above-mentioned studies and had never been analysed in a single construct to measure residents' pro-tourism development behaviour in

developing island countries. In utmost, the premise that residents with positive attitudes towards tourism will foster pro-tourism development behaviour was confirmed by this study.

**Study 3** enriches the literature by integrating two strands of research in an integrative theoretical model, by investigating the influence of tourists' emotional solidarity with residents within the loyalty formation. First and foremost, this study is the first attempt that integrates the sociological constructs of emotional solidarity developed by Woosnam and Norman (2010) and forged in the writings of Emile Durkheim, in a behavioural construct, namely destination loyalty. This study makes clear that the three factors of emotional solidarity scale (ESS) (i.e. *feeling welcomed, emotional closeness and sympathetic understanding*) influence the tourist satisfaction with the destination and destination loyalty. Thus, satisfaction with the destination mediates the relationship among these three factors of ESS and loyalty and this indirect relationship was stronger for male than female. Also, the use of emotional solidarity outside the USA, especially in a specific small island developing state (SIDS) within the Global South, is largely non-existent in the literature. Specifically, this is where this study makes a contribution to the literature and this model can be applied in other similar destinations, especially those in SIDS.

### **5.1.2. Practical contributions and implications**

Findings from this study have important implications for practitioners and for tourism policy-makers and planners. In **study 1** and in practical terms, the predictive validity of SUSTAS is verified and that can help policy makers and planners to better understand how to improve the activeness and commitment levels of residents to support local sustainable tourism development. In general, residents who intend to pursue more active levels of planning involvement, which requires more commitment and empowerment (i.e., direct decision making), are those who comparatively expect higher tourism sustainability levels and also feel more positive about current local tourism sustainability. Specifically, the expected high level of tourism sustainability (i.e., *community-centered economy, long-term planning, ensuring visitor satisfaction and maximizing community participation*), which indicates a strong sustainability awareness, is more influential towards residents' pro-sustainable tourism development in comparison with the perceived current sustainability status (i.e., *perceived economic benefits, perceived environmental*

*sustainability* and *perceived social costs*). In line with findings from previous studies, the most active participants in tourism planning are those who possess a relatively high level of sustainability-related knowledge and ethics (Simmons, 1994; Trakolis, 2001). These people are more likely to be well-equipped with relevant information about sustainability that can assist planners and policy-makers, and they are more motivated to devote efforts to promoting tourism sustainability. Planners and policy-makers should therefore empower these individuals for their active contribution and collaboration throughout the tourism development processes.

In relation to **study 2**, it shows that residents' attitudes towards the impacts of tourism and their support for the sector's development have a significant influence on tourism development policies, thereby ensuring the sustainability of the destination (Nunkoo & Gursoy, 2016; Yu, Chancellor, & Cole, 2011). Policy-makers, destination managers, planners, and local government officials could benefit from a better understanding of how residents react to tourism development in a destination (Dredge & Jamal, 2015; Sirakaya-Turk, Ekinci, & Kaya, 2008). Planners and developers can make use of the research results to mitigate the negative impacts of tourism development on local communities while enhancing the positive ones in an attempt to ensure the sustainability of the sector. The model tested in this study proposes that residents' pro-tourism development behaviour is influenced by economic and non-economic factors. Accordingly, the study's findings can assist tourism planners and developers in understanding the determinants of residents' pro-tourism development behaviour. Such an understanding can be used to formulate those types of tourism policies and strategies that are likely to be endorsed by the local community members. Thus, national and local governments, planners and developers must educate local residents about the importance of tourism for the community and alert them to interact with tourists in a positive way in order to enhance their travel experience. Concomitantly, this interaction, which helps residents and tourists to experience emotional solidarity with one another, is likely to influence tourists' revisit intention and spread positive words to other potential visitors.

**Study 3** offers significant practical and managerial implications for destinations managers, police-makers and practitioners. Therefore, it is essential to gain a better understanding of why tourists are loyal to a destination and what drives the loyalty. The major findings of this study have significant managerial implications for tourism and hospitality practitioners, planners and

marketers. First of all, the emotional solidarity scale was found to have direct influence on loyalty and indirect effect via satisfaction. These results could help destination marketers to better understand the factors contributing to tourist satisfaction and loyalty so that they are able to carefully deliver appropriate products and services that accommodate tourists' needs and wants. Thus, it is suggested that destination suppliers and managers consider the practical implications of these latent variables, which may be fundamental elements in increasing tourists' overall satisfaction and loyalty. Because the interaction between tourists and residents within the destination will affect tourists' satisfaction with the travel experiences, the word-of-mouth communication that takes place after the trips as well as the intention to return in the future, destination marketers and planners should take a serious approach to managing this interaction by alerting residents to the importance of tourism to their community by interacting with tourists in good manner. Moreover, it is important also to understand how tourists should treat the residents in this host-guest relationship. Ultimately, destination managers and planners should monitor the tourists that visit the country and create programmes to incentive them to have an attitude and behaviour that preserve and respect the culture and local costumes.

## **5.2. Limitations**

As with all types of research, there are specific limitations associated with this study and the results should be interpreted in the light of these limitations. The **first** of these is the methodological decision to investigate the research objectives of this study using purely quantitative analysis rather than qualitative ones or mixed methods. While it is believed that the method used was the most appropriate for achieving the three research objectives, and provided a ground-breaking operationalisation of all scales used for tourism development and tourists' loyalty, the survey method does have limitations, e.g. a lack of richness in the data, potential bias introduced by the scales used, potential to deter informants who are unable or unwilling to complete a questionnaire, and a lack of consideration for the position of the researcher as creator-of-knowledge. McGrath (1981, p. 184) describes this as the three-horned dilemma because:

“the very choices and operations by which one can seek to maximize any one of these (methods) will reduce the other two; and the choices that would optimize on any two will minimize on the third. Thus, the research strategy domain is a three-horned dilemma, and

every research strategy either avoids two horns by an uneasy compromise but gets impaled to the hilt, on the third horn; or it grabs the dilemma boldly by one horn, maximizing on it, but at the same time sitting down (with some pain) on the other two horns”.

**Second**, the hypotheses and the proposed theoretical model (**study 1** and **study 2**) are assessed using data gathered from inhabitants and tourists in the islands of Boa Vista and Sal in Cape Verde. Since Cape Verde comprises nine inhabited islands and the data were collected in only two of them, results may not be widespread to residents who are living in other islands. Additionally, findings may indicate the particular conditions in these two islands where the core touristic product is sun-and-sea and offered mostly under the all-inclusive system, which is quite different from the other islands. Therefore, the findings reflect residents from these two islands attitudes and behaviours to tourism development that might further restrict their extrapolation to other islands. Another limitation is that the data were gathered from individuals in the most popular and crowded places in these two islands such as squares, terraces, cafes, shops, offices, etc. However, this approach may not guarantee that all local residents had the opportunity to be involved in the study. Consequently, findings are not appropriate to be used outside the study context. Replication of this research in different islands and destinations on similar context might still need to check the validity of the results stated here. Thus, these two islands were chosen because of their higher level of tourism development where tourism is the main economic activity and many residents has a related-tourism employment, that can impede the extrapolation of the findings to others less touristic islands in the country. In fact, the low levels of tourism development in other islands may impede some constructs such as “Perceived Economic Impacts” “Perceived Personal Economic Benefit from Tourism” and the “the State of the Local Economy” from having the hypothesized relationships with perceptions of tourism impacts and support for tourism development. It is uncertain whether or not these lower levels of tourism development in other islands may play a factor in testing of the proposed hypotheses.

**Third**, this study utilised data that were collected in summer time/high season, i.e. in August and September. As suggested by previous studies, while residents’ attitudes and behaviours are likely to remain strong over time, they tend to become gradually more worried about the costs of tourism over time (Gursoy, Chi, Ai, & Chen, 2011). Thus, data for the proposed models was cross-sectional and correlational, so the direction of causality in the model



should be interpreted with caution. Alongside, all the predictor and outcome variables for the entire study were obtained from the same population (residents' data for **study 1** and **study 2**; tourists' data for **study 3**) and the interpretations are offered tentatively. Further researches should address these limitations by using longitudinal analysis to capture and control disparities and the causal direction among variables. Due to limited funding, this study used the same instrument to collect data and did not separate the source for the predictor and outcome variables to produce samples with equally large proportions for both independent and dependent variables. Accordingly, common method bias could be a limitation of this study (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003).

A **final** limitation associated with the study is lack of inclusion of other variables shown to influence both residents' pro-tourism development behaviour and destination loyalty. First, in the **study 2** these limitations include perception of tourists (Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2011), trust (Nunkoo & Gursoy, 2016; Nunkoo & Ramkissoon, 2012; Nunkoo, Ramkissoon, & Gursoy, 2012; Nunkoo & So, 2015), and community attachment (Gursoy & Rutherford, 2004; McCool & Martin, 1994). While these constructs have been previously found to be significant predictors within the resident attitude and support model, it was decided to solely test the two economic factors (i.e. Perceived state of the local economy and Personal economic benefits from tourism) and one non-economic factor (i.e. Residents welcoming tourists) and their influence within the adapted residents' pro-tourism behaviour model. It is suggested for future research to include the other scales in addition to these previously used constructs when trying to better understand residents' attitudes and support toward tourism. Secondly, regarding **study 3**, there are several other variables that could explain the loyalty formation such as perceived value (Gallarza & Saura, 2006; Prebensen, Woo, Chen, & Uysal, 2013), image of the destination (Chen & Tsai, 2007; Chen & Gursoy, 2001; Chi & Qu, 2008), travel motivations (Jang & Wu, 2006; Prayag & Ryan, 2012; Prebensen et al., 2013), level of involvement with the destination (Havitz & Dimanche, 1999; Prayag & Ryan, 2012), previous experience within the destination (Chi, 2012; Gursoy & McCleary, 2004), attachment to the destination (Prayag & Ryan, 2012; Yuksel, Yuksel, & Bilim, 2010), emotional experience with the destination (del Bosque & San Martin, 2008; Prayag, Hosany, Muskat, & Del Chiappa, 2015; Prayag, Hosany, & Odeh, 2013) and visit intensity with the destination (Antón, Camarero, &

Laguna-García, 2014). Nevertheless, in this study only ESS was used as antecedent of loyalty and this may constitute a limitation of the study.

### **5.3. Directions for future research**

There are several areas for future research stemming from this study's findings. With respect to **study 1**, future studies should cross-validate this shorter version of SUS-TAS in different settings, contexts and cultures so that it can be recommended as a universal instrument that researches the sentiments of local residents within sustainable tourism strategy. Additionally, future studies should use this shorter version of SUS-TAS as a set of predictor variables in their relationship with support for sustainable tourism development and include some mediator variables such as resident quality of life and well-being (Uysal, Sirgy, Woo, & Kim, 2016) and life satisfaction (Bimonte & Faralla, 2016), since it is arguably accepted that sustainability, tourism activities, quality of life and life satisfaction are all interconnected (Uysal et al., 2016).

**Study 2** utilised data that were collected in summer time/high season, i.e. in August and September. As suggested by previous studies, while residents' attitudes and behaviours are likely to remain strong over time, they tend to become gradually more worried about the costs of tourism over time (Gursoy et al., 2011). As this study did not examine the temporal effects, future research is certainly needed to analyse these proposed constructs with data collected in both low and high seasons because residents' attitudes and behaviours towards tourism are found to be influenced by seasonality (Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2014). Thus, future studies should consider other variables, such as community attachment (McCool & Martin, 1994), life satisfaction (Woo, Kim, & Uysal, 2015) and empowerment (Boley & McGehee, 2014; Boley et al., 2014) as a predictor of resident pro-tourism behaviour. Moreover, future studies should also consider possible moderator factors, such as residents with tourism related job and non-tourism related job.

Related to **study 3**, future study should obtain measures of predictor and outcome variables from separate samples which could potentially provide more robust outcomes. Expanding on the model proposed in this research, future study should include other variables such as perceptions of destination image (Chen & Tsai, 2007; Chen & Gursoy, 2001; Chi, 2012;

Prayag & Ryan, 2012), services offered at the destination (Chen & Tsai, 2007; Chi, 2012), tourists' emotional experiences (Hosany & Gilbert, 2010) travel motivations (Yoon & Uysal, 2005), etc., to improve the predictive power of an amended model and potentially explain even more about the relationship between emotional solidarity and loyalty. As Woosnam and Aleshinloye (2013, p. 503) proposed, "Examining outcome variables such as residents' quality of life and community attachment as well as tourists' likelihood of returning to the destination or the economic impact on the community can begin to answer the 'so what' questions, providing greater practical implications for managers". Finally, future research might go beyond the use of cross-sectional and self-reported data and consider interviews or triangulated observational methods (along with self-reported measures), as well as real-time methods, to capture tourists' emotional solidarity with residents (Kim & Fesenmaier, 2015).

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## **APPENDICES**



## APPENDIX 1: QUESTIONNAIRE TO RESIDENTS

	<b>QUESTIONÁRIO À POPULAÇÃO RESIDENTE EM CABO VERDE</b>
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Este questionário foi elaborado no âmbito de uma tese de Doutoramento em Turismo desenvolvida na Universidade do Algarve, Portugal e visa compreender a opinião dos residentes face à sustentabilidade do turismo em Cabo Verde. Agradecemos desde já toda a colaboração que nos possa prestar e informamos que os dados que irá fornecer terão tratamento estatístico e permanecerão confidenciais.

### PARTE 1: Atitude face à sustentabilidade do turismo

As questões deste grupo têm como objetivo medir a sua atitude face à sustentabilidade do turismo. Indique o nível de oferta deste destino turístico para cada um dos atributos listados, dentro da seguinte escala:

**1 = Descordo Plenamente / 2= Discordo / 3= Nem concordo nem Discordo / 4=Concordo / 5 = Concordo plenamente**

<b>P<sub>1</sub></b> O meio ambiente da comunidade deve ser protegido agora e para o futuro	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>2</sub></b> A diversidade ambiental deve ser valorizada e protegida	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>3</sub></b> Penso que o desenvolvimento turístico deve intensificar os esforços para a conservação ambiental	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>4</sub></b> O turismo deve proteger o meio ambiente da comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>5</sub></b> O turismo deve ser desenvolvido em harmonia com o ambiente cultural e natural	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>6</sub></b> O desenvolvimento do turismo deve proteger a vida selvagem e habitats naturais em todos os momentos	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>7</sub></b> O desenvolvimento do turismo deve promover a ética ambiental entre todas as partes interessadas no turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>8</sub></b> As normas ambientais são necessárias para reduzir os impactes negativos do desenvolvimento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>9</sub></b> Acredito que o turismo deve melhorar o meio ambiente para as gerações futuras	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>10</sub></b> Turistas na minha comunidade perturbam a minha qualidade de vida	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>11</sub></b> A minha qualidade de vida deteriorou-se (estragou-se) por causa do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>12</sub></b> Muitas vezes, sinto-me irritado por causa do turismo na comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>13</sub></b> Os recursos recreativos da comunidade são usados em excesso pelos turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>14</sub></b> A minha comunidade está sobrecarregada por causa do desenvolvimento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>15</sub></b> Eu não me sinto confortável ou bem-vindo nas empresas de turismo local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

					<input type="checkbox"/>
<b>P<sub>16</sub></b> O turismo está a crescer demasiado rápido	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>17</sub></b> Acredito que a qualidade do ambiente na minha comunidade tem deteriorado por causa do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>18</sub></b> Gosto do turismo porque traz novas receitas para a nossa comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>19</sub></b> Acredito que o turismo é um forte contribuinte económico para a comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>20</sub></b> O turismo gera receitas fiscais substanciais para o governo (câmara) local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>21</sub></b> Acredito que o turismo é bom para a nossa economia	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>22</sub></b> O turismo cria novos mercados para os nossos produtos locais	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>23</sub></b> O turismo diversifica a economia local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>24</sub></b> O turismo beneficia outros sectores da comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>25</sub></b> As decisões em relação ao turismo devem ser tomadas por todos na comunidade independentemente das suas origens sociais ou nível de escolaridade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>26</sub></b> A participação plena de toda a comunidade nas decisões relacionadas com o turismo é muito importante para um desenvolvimento turístico bem-sucedido	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>27</sub></b> É normal quando as decisões em relação ao desenvolvimento do turismo não envolvem todas as pessoas da comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>28</sub></b> O turismo deve assegurar os valores de todos os residentes na comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>29</sub></b> O desenvolvimento do turismo precisa de um planeamento bem coordenado	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>30</sub></b> Quando se planea para o turismo não se pode ter vista curta	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>31</sub></b> Uma boa gestão do turismo exige uma estratégia avançada de planeamento	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>32</sub></b> Precisamos ter uma visão de longo prazo quando se planea para o desenvolvimento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>33</sub></b> Os planos de desenvolvimento do turismo deverão ser continuamente melhorados	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>34</sub></b> A indústria turística deve planear para o futuro	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>35</sub></b> Acho que os residentes devem ser encorajados a assumir papéis de liderança nas órgãos de planeamento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>36</sub></b> O negócio turístico tem a responsabilidade de assegurar as necessidades dos turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>37</sub></b> A atração local é um elemento essencial do <i>apelo</i> ecológico para os turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>38</sub></b> As empresas do sector turístico devem monitorizar a satisfação dos turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>39</sub></b> A indústria turística deve assegurar experiências de qualidade para os futuros turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>40</sub></b> A indústria turística deveria comprar pelo menos metade de seus bens e	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

serviços dentro da comunidade local					<input type="checkbox"/>
<b>P<sub>41</sub></b> Penso que as empresas do sector turístico deveriam contratar pelo menos metade de seus funcionários dentro da comunidade local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>342</sub></b> A indústria turística deve contribuir para a melhoria de fundos da comunidade	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>43</sub></b> Os residentes locais deveriam receber uma parte equitativa dos benefícios do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>44</sub></b> Os residentes locais deveriam ter mais oportunidades para investir no desenvolvimento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

## PART 2: Apoio à Sustentabilidade do turismo

As questões deste grupo têm como objetivo medir o seu apoio face à sustentabilidade do turismo nesta ilha. Indique o seu grau de concordância para cada um dos atributos listados, dentro da seguinte escala:

**1 = Descordo Plenamente / 2 = Discordo / 3 = Nem concordo nem Discordo / 4 = Concordo / 5 = Concordo plenamente**

<b>P<sub>1</sub></b> Apoio o desenvolvimento de iniciativas de turismo sustentável de base comunitária	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>2</sub></b> Participo de planos relacionados com o turismo sustentável e desenvolvimento	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>3</sub></b> Participo em intercâmbios culturais entre os moradores locais e os turistas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>4</sub></b> Coopero com as iniciativas de planeamento e desenvolvimento do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>5</sub></b> Cumpro as normas ambientais reguladoras para reduzir os custos do turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>6</sub></b> Participo na promoção da educação e conservação ambientais	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

## PART 3: Impactos do turismo

As questões deste grupo têm como objetivo medir o impacto do desenvolvimento do turismo nesta ilha. Indique o seu grau de concordância para cada um dos atributos listados, dentro da seguinte escala:

**1 = Descordo Plenamente / 2 = Discordo / 3 = Nem concordo nem Discordo / 4 = Concordo / 5 = Concordo plenamente**

<b>P<sub>1</sub></b> O turismo cria mais oportunidade de emprego nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>2</sub></b> O turismo atrai mais investimentos para esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>3</sub></b> O turismo melhora as condições das estradas e outras infraestruturas nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>4</sub></b> O turismo incentiva à preservação dos recursos naturais desta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>5</sub></b> O turismo gera rendimentos adicionais ao governo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>6</sub></b> O turismo cria impactos positivos na identidade cultural cabo-verdiana	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>7</sub></b> O turismo melhora a imagem externa de Cabo Verde como destino turístico	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>8</sub></b> O turismo cria oportunidade de negócios para os residentes desta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>9</sub></b> Os residentes sofrem por viverem num destino turístico	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>10</sub></b> O turismo aumenta o custo de vida para os residentes desta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>11</sub></b> O turismo contribui para o aumento das taxas de crime	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>12</sub></b> O turismo conduz à degradação da nossa cultura local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>13</sub></b> O turismo aumento os preços dos bens e serviços	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>P<sub>14</sub></b> O turismo contribui para a degradação do ambiente natural desta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

P <sub>15</sub> O turismo conduz ao aumento da prostituição nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>16</sub> O turismo compromete a autenticidade da cultura local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

#### PARTE 4: Comportamento face ao desenvolvimento do turismo

As questões deste grupo têm como objetivo medir o seu comportamento face ao turismo. Indique o seu grau de concordância para cada um dos atributos listados, dentro da seguinte escala:

**1 = Descordo Plenamente / 2 = Discordo / 3 = Nem concordo nem Discordo / 4 = Concordo / 5 = Concordo plenamente**

P <sub>1</sub> Estou disposto a receber os turistas com <i>morabeza</i> e ser mais hospitaleiro	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>2</sub> Estou disposto a proteger os recursos naturais e ambientais no qual o turismo depende	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>3</sub> Estou disponível a dar informações aos turistas e aumentar a sua experiência turística	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>4</sub> Estou disposto a fazer mais para promover Cabo Verde como destino turístico	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>5</sub> Estou disposto a aceitar alguns inconvenientes, a fim de receber os benefícios resultantes do desenvolvimento do turismo (poluição sonora, congestionamento, fila)	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

#### PARTE 5: Perceção da economia local e benefícios económicos do turismo

As questões deste grupo têm como objetivo perceber o estado da economia local e os seus benefícios económicos resultantes do desenvolvimento do turismo nesta ilha. Indique o seu grau de concordância para cada um dos atributos listados dentro da seguinte escala:

**1 = Descordo Plenamente / 2 = Discordo / 3 = Nem concordo nem Discordo / 4 = Concordo / 5 = Concordo plenamente**

P <sub>1</sub> O governo deve ajudar a criar mais empregos nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>2</sub> Estou desposto a pagar mais impostos para criar mais empregos	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>3</sub> O turismo aumenta o nível de vida dos residentes desta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>4</sub> São necessários mais empregos para que os jovens não tenham de emigrar	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>5</sub> O futuro económico da minha família depende do turismo nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>6</sub> O turismo nesta ilha ajuda-me a pagar as minhas contas	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>7</sub> Gostaria de ter mais benefícios económicos resultantes do turismo nesta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>8</sub> Uma parte da minha renda familiar está ligada ao turismo	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

#### PARTE 6: A sua relação com os turistas que visitam esta ilha

As questões deste grupo têm como objetivo medir a sua relação com os turistas que visitam esta ilha. Indique o seu grau de concordância para cada uma das afirmações, dentro da seguinte escala:

**1 = Descordo Plenamente / 2= Discordo / 3=Nem concordo nem Discordo / 4=Concordo / 5 = Concordo plenamente**

P <sub>1</sub> Aprecio os turistas que visitam ilha pela contribuição que dão à economia local	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>2</sub> Sinto que esta ilha beneficia muito com os turistas que a visitam	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>3</sub> Sinto orgulho que os turistas visitam esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>4</sub> Trato os turistas que visitam esta ilha de forma justa	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>5</sub> Fiz amizade com turistas que visitaram esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>6</sub> Sinto-me próximo de alguns turistas que conheci aqui na ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>7</sub> Identifico-me com os turistas que visitam esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>8</sub> Tenho muitas coisas em comum com os turistas que visitam esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>9</sub> Sinto afeto para com os turistas que visitam esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
P <sub>10</sub> Entendo os turistas que visitam esta ilha	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

**Q11: Durante a temporada alta, com que frequência interage com turistas?**

1.  Quase nunca                      3.  Duas vezes por semana      5.  Todos os dias  
2.  Uma vez por semana            4.  Quase todos os dias

**Q12: Como qualifica a qualidade da sua interação com os turistas que visitam esta ilha?**

1.  Muito Negativa      2.  Negativa      3.  Normal      4.  Positiva      5.  Muito Positiva

**Em geral, como qualifica o comportamento dos turistas que visitam a sua localidade?**

**Q13. Em termos de respeito:**

1.  Muita falta de respeito      2.  Falta de respeito      3.  Normal      4.  Respeitoso      5.  Muito respeitoso

**Q14. Em termos de Tratamento:**

1.  Muito Desagradável      2.  Desagradável      3.  Normal      4.  Agradável      5.  Muito agradável

**Q15. Em termos de gastos na comunidade:**

1.  Gastam muito pouco      2.  Gastam Pouco      3.  Normal      4.  Gastam Bastante      5.  Gastam Muito

## **PART 7: Características Sociodemográficas & Dependência do Turismo**

**Q1. Género:**

1.  Masculino  
2.  Feminino

**Q2: Ilha de Residência** \_\_\_\_\_

**Q3: Idade** \_\_\_\_\_

**Q4: Estado Civil:**

1.  Solteiro      2.  Casado/Vive com companheiro      3.  Divorciado/Separado      4.  Viúvo

**Q5: Viveu sempre nesta ilha?**      1.  Sim → **Passa para Q6**  
2.  Não → **Q5.1: Há quanto tempo mudou para esta Ilha?**

\_\_\_\_\_

**Q5.2: Qual foi o motivo da mudança?** \_\_\_\_\_

**Q6: Atualmente vive em?**  
1.  Casa Própria      2.  Casa Arrendada      3.  Outra Situação

**Q7: Lugar de nascimento:**  
1.  O mesmo da residência      2.  Outra Ilha      3.  No Estrangeiro

**Q8: Nível de escolaridade:**  
1.  Ensino Básico  
2.  Ensino Secundário  
3.  Licenciatura  
4.  Mestrado ou Doutoramento

**Q8.1: Tem estudos em Turismo?**  
1.  Sim  
2.  Não

**Q9: Qual é a sua atividade profissional?**  
1.  Trabalhador por conta própria      3.  Funcionário público      5.  Doméstica  
2.  Trabalhados por conta de outrem      4.  Estudante      6.

Desempregado

**Q10: Ganha a sua vida no turismo?**  
1.  Sim → **Q10.1: Se sim qual a categoria?**      1.  Empresário  
2.  Não      2.  Empregado

**Q11: Tem contacto direto com os turistas como parte do seu trabalho?**  
1.  Sim      2.  Não

**Q12: Tem algum negócio relacionado com o turismo?**  
1.  Sim      2.  Não

**Q13: O turismo é a principal fonte de rendimento do seu agregado familiar?**  
1.  Sim      2.  Não

**Q14: Tem algum familiar próximo relacionado com o turismo como fonte de rendimento ou emprego?**  
1.  Sim      2.  Não

**Q15: Trabalhou no estrangeiro?**  
1.  Sim      2.  Não → **Q: 15.1: Se sim, onde (país)?** \_\_\_\_\_

**Q.15.2: Durante quanto tempo (anos)?** \_\_\_\_\_


**Q15.3: Trabalhou em atividades ligadas ao turismo quando esteve no estrangeiro?**

1.  Sim

2.  Não

**--- OBRIGADO PELA SUA COLABORAÇÃO ---**

## APPENDIX 2: QUESTIONNAIRE TO TOURISTS

	<b>QUESTIONNAIRE TO TOURISTS</b>  <b>WHO VISIT CAPE VERDE</b>
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This questionnaire is part of a Doctoral dissertation in Tourism at the University of Algarve in Portugal, about **Tourists Loyalty to Cape Verde**. We ask you to cooperate with us for about 5-7 minutes to fill this questionnaire. The data is exclusively for scientific use and is strictly confidential.

### Parte 1 – Feelings towards Cape Verde residents

How much do you agree with the following statements regarding **your feelings** toward Cape Verdean residents you encounter MOST OFTEN? The scale ranges from 1 = “strongly disagree” and 5 = “strongly agree.” (Please circle one number per statement).

<i>Your feelings toward Cape Verdean residents</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Q<sub>1</sub></b> I feel residents appreciate the benefits associated with me coming to the community	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>2</sub></b> I am proud to be welcomed as a visitor to the island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>3</sub></b> I feel residents appreciate the contribution we (as visitors) make to the local economy	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>4</sub></b> I treat residents fairly in the island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>5</sub></b> I feel close to some residents I have met in this island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>6</sub></b> I have made friends with some island residents	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>7</sub></b> I identify with residents in the island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>8</sub></b> I feel affection toward island residents	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>9</sub></b> I have a lot in common with residents in the island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
<b>Q<sub>10</sub></b> I understand residents in the island	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

**Q11. Overall, how frequently did you interact with local people out of the hotel during your holiday in Cape Verde:**

1.  Never      2.  Occasionally      3.  Some of the time      4.  Often      5.  All the time



## Part 2 – Satisfaction with the destination

The questions in this group intend to measure your level of satisfaction with the destination. The scale ranges from 1 = “very dissatisfied” and 5 = “very satisfied.” (Please circle one number per statement)

<i>Level of satisfaction with the destination</i>	Very dissatisfied	Dissatisfied	Moderately satisfied	Satisfied	Very satisfied
Q12 This holiday in Cape Verde was well worth my time and effort	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q13 I'm pleased to have visited Cape Verde	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q14 I have really enjoyed myself in Cape Verde	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q15 My choice to make this travel to Cape Verde was a wise one	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q16 This holiday definitely exceeded my expectations in terms of overall quality and satisfaction	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q17 In general, I'm very satisfied with this holiday in Cape Verde	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

## Part 3 – Future Behaviour

The questions in this group intend to measure your future behaviour related to this destination. The scale ranges from 1 = “very unlikely” and 5 = “very likely.” (Please circle one number per statement).

<i>Future behaviour related to Cape Verde</i>	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely
Q18 I will return to Cape Verde for my next holidays	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q19 I intend to holiday in Cape Verde within the next three years	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q20 I will recommend Cape Verde to friends and relatives	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>
Q21 I will encourage friends and relatives to visit Cape Verde	1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>

## Part 3 – Demographics & Travelling Characteristics

These questions refer to your social and demographic data and are going to be used only with segmentation purposes or as control variables.

### Q22: Gender

1.  Male
2.  Female

Q23: Age \_\_\_\_\_

Q24: Country of residence \_\_\_\_\_

### Q25: Education Level?

1.  Primary School
2.  Secondary School
3.  Bachelor Degree
4.  Master or Ph.D./Doctorate

### Q26: Civil Status

1.  Married/Living with a partner
2.  Single
3.  Divorced
4.  Widow

**Q27: Occupation**

- 1.  Self-employed
- 2.  Freelancer/Self-employed
- 3.  Public officer
- 4.  Retired
- 5.  Student
- 6.  Housewife/Domestic duties
- 7.  Unemployed
- 8.  Others (please specify) \_\_\_\_\_

**Q28: On a typical month, what is your individual average net income?**

- 1.  Up to 1000 euros
- 2.  1001 to 2000 Euros
- 3.  2001 to 3000 euros
- 4.  More than 3000 euros

**Q29: How much did you spent in this trip to Cape Verde in total [If you have travelled with the family, please includes the expense of all]?**

<b>Package price</b>	<500 €	<input type="checkbox"/>	501€-750€	<input type="checkbox"/>	751€ - 1000€	<input type="checkbox"/>	1001€ - 1250 €	<input type="checkbox"/>	>1250	<input type="checkbox"/>
<b>Expense at the destination</b>	<100 €	<input type="checkbox"/>	101€-250€	<input type="checkbox"/>	251€ - 500€	<input type="checkbox"/>	501€ - 750 €	<input type="checkbox"/>	751€ - 1000 €	<input type="checkbox"/>
	1001€ - 1250 €	<input type="checkbox"/>	1251€- 1500€	<input type="checkbox"/>	1501€- 1750€	<input type="checkbox"/>	1751€ - 2000€	<input type="checkbox"/>	> 2000€	<input type="checkbox"/>

**Q30: What is the main purpose of your visit to Cape Verde?**

- 1.  Holiday
- 2.  Visiting friend & relatives
- 3.  Business
- 4.  Other? \_\_\_\_\_

**Q31: If this is NOT your first visit, how many times have you previously visited Cape Verde?**

\_\_\_\_\_ ( e.g. if this is your first visit put a ‘1’, if it is your second visit put a ‘2’, etc.).

**Q32: How many days in total have you been in Cape Verde on this trip? \_\_\_\_\_ Days.**

**Q33: How did you organize your travel?**

- 1.  Individually
- 2.  Package tour

**Q34: If package tour how was the form?**

- 1.  Only room
- 2.  Bed & breakfast
- 3.  Half board
- 4.  Full board
- 5.  All Inclusive

**Q35: Who are you travelling with on this occasion?**

- 1.  Travel alone
- 2.  Spouse
- 3.  Spouse and children
- 4.  Friends/relatives
- 5.  Other? (Please specify) \_\_\_\_\_

**THANK YOU VERY MUCH FOR YOUR COOPERATION!**