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# Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries

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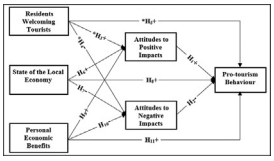
## HIGHLIGHTS

- This study examines economic factors (State of the local economy and perceived personal economic benefits) and non-economic factor (residents' degree of welcoming tourists) as antecedents of residents' attitudes to tourism and pro-tourism development behaviour.
- Economic factors have direct influence on residents' pro-tourism development behaviour.
- The relationship between non-economic factor and pro-tourism development behaviour is mediated by positive attitudes only.
- Both attitudes to positive impacts and negative impacts have direct influence in residents' pro-tourism development behaviour.

## GRAPHICAL ABSTRACT

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## 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.



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## 1. Introduction

The importance of tourism for developing island countries is ubiquitous and well recognized by host communities (Pratt, 2015; Sinclair-Maragh & Gursoy, 2016). 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 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; Stylidis & 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), Stylidis 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 & Rutherford, 2004; Gursoy et al., 2010; Stylidis & 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; Stylidis & Terzidou, 2014). Studies carried out in developing island countries within the Global South, such as Cape Verde islands remain scarce (López-Guzmán, Borges, Hernandez-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 (Fig. 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.

## 2. Theoretical foundation and hypothesis formulation

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

Residents' support for tourism development is a significant precondition 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, 2016; 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; Ribeiro, Woosnam, Pinto, & Silva, 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, Porras-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.

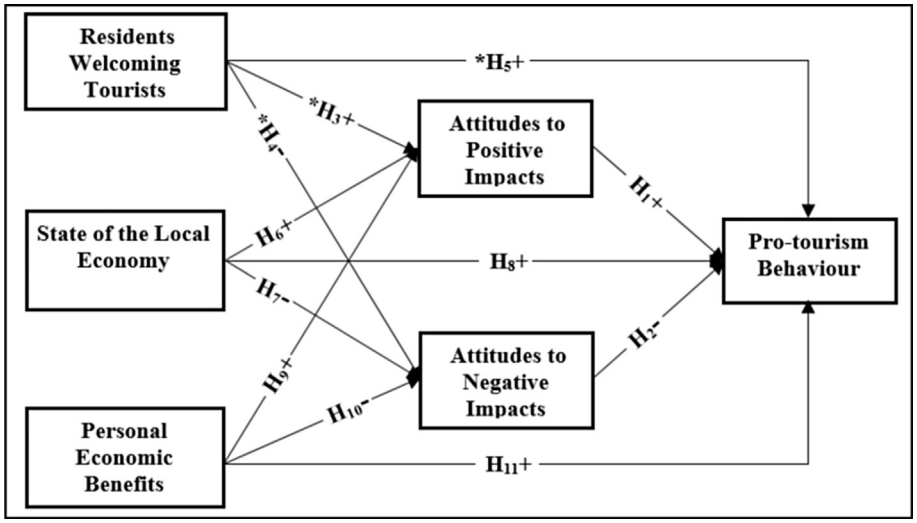


**Fig. 1.** Proposed conceptual framework of residents' pro-tourism development behaviour.
**Note:** * indicates hypotheses empirically tested for the first time using structural model.

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; Kwon & Vogt, 2010; Lepp, 2007). 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).

### 2.2. Attitudes regarding 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 & Vogt, 2000; Andereck et al., 2005; 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 et al., 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; Stylidis & 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 (Gursoy, Chi, & Dyer, 2009; Nunkoo & Gursoy, 2012). 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.

### 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, pp. 263–291; 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, 2016; 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.

### 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, Porras-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 & Rutherford, 2004; Gursoy et al., 2010; Stylidis & 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 Stylidis 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.

### 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. Methods

### 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 and Johnson (1997) and Wang and 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.

### 3.2. 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, Black, Babin, & Anderson, 2014). The remaining 418 were retained and corresponding data were

included within the statistical analysis.

## 4. Results

### 4.1. Sample characteristics

The sample profile can be found in Table 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.

### 4.2. Measurement model and structural 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 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, 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.

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 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 2).

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 4, the results indicate that discriminant validity was established as diagonal elements exceeded those of the off-diagonal elements (Fornell & Larcker, 1981).

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 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 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 ($n$ = 418, $M$ = 32.3 years of age)** | | |
| Young (≤39) | 304 | 72.7 |
| Middle age (40–64) | 96 | 23.0 |
| Old (≥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)** | | |
| Boa Vista or Sal | 201 | 48.1 |
| Another Cape Verde island | 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 |

## 5. Discussion

The aim of this study was to contribute to the literature by

**Table 2**
Measurement model results.

| Constructs and Indicators | Factor Loadings | t-statistics | Composite Reliability | AVE |
|---|---|---|---|---|
| **State of the Local Economy** ($\alpha = 0.87$) | | | 0.87 | 0.63 |
| Government should help to create more jobs | 0.84 | N/A[a] | | |
| 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*** | | |
| **Personal Economic Benefit from Tourism** ($\alpha = 0.91$) | | | 0.90 | 0.69 |
| My family's economic future depends upon tourism in this island | 0.83 | N/A[a] | | |
| 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*** | | |
| **Residents Welcoming Tourists** ($\alpha = 0.83$) | | | 0.85 | 0.53 |
| I feel the community benefits from having tourists in this island | 0.73 | N/A[a] | | |
| 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*** | | |
| **Attitudes about Positive Impacts** ($\alpha = 0.94$) | | | 0.94 | 0.73 |
| Create more jobs for this island residents | 0.91 | N/A[a] | | |
| 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*** | | |
| **Attitudes about Negative Impacts** ($\alpha = 0.93$) | | | 0.93 | 0.69 |
| Residents suffer from living in a tourism destination | 0.88 | N/A[a] | | |
| 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*** | | |
| **Pro-tourism Behaviour** ($\alpha = 0.85$) | | | 0.86 | 0.56 |
| I am willing to receive tourists as affable host and being more hospitable | 0.82 | N/A[a] | | |
| 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.
[a] In AMOS, one loading has to be fixed to 1; hence, t-value cannot be calculated for this item.

**Table 3**
Fit indices of measurement and structural model.

| Fit indices | $\chi^2$ | *df* | $\chi^2/df$ | *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.

**Table 4**
Correlations and average variance extracted.

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

[a] The scale was reverse-coded (1 = strongly agree; 5 = strongly disagree).
[b] The bold diagonal elements are the square roots of each AVE; construct correlations are shown off-diagonal.

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

**Table 5**
Hypothesized relationship between constructs and observed relationship from the structural model.

| Hypothesized relationship | $\beta$ | *t-statistic* | 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 | $1.17^{ns}$ | 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 |
| H11: Personal Economic Benefit → Pro-tourism Behaviour | 0.56 | $9.47^{***}$ | Yes | 0.54 | 0.03 | 0.58 |

Note: ns = not significant.
$^{*}p < 0.05$; $^{**}p < 0.01$; $^{***}p < 0.001$.

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; Stylidis & 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 & Rutherford, 2004; Gursoy et al., 2010, 2002), and Stylidis 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; Stylidis & 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; 2009; 2010). When residents feel the local economy is improving, they are likely to demonstrate a pro-tourism development behaviour (Gursoy et al., 2010; Lepp, 2007; Stylidis & Terzidou, 2014). 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 (Boley et al., 2014; Perdue et al., 1990; 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; Nunkoo & Gursoy, 2012; Stylidis & Terzidou, 2014; Vargas-Sánchez et al., 2011; 2015).

## 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, 2016).

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, 2012; Woosnam et al., 2009). 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.

### 6.1. 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, Porras-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 & McGehee, 2014; Boley et al., 2014) should be amended to future models (following the work of Gursoy et al., 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.

## Appendix A1

| Factor/items | N | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **The state of the local economy** | | | | | | | |
| Government should help to create more jobs | 418 | 3.03 | 0.950 | −0.113 | 0.119 | −0.922 | 0.238 |
| Willing to pay higher taxes if create more jobs | 418 | 2.88 | 0.892 | 0.074 | 0.119 | −0.597 | 0.238 |
| Tourism increases residents living standard in this island | 418 | 3.10 | 0.912 | −0.281 | 0.119 | −0.636 | 0.238 |
| Need for more jobs to stop young people moving away | 418 | 2.87 | 0.895 | 0.080 | 0.119 | −0.855 | 0.238 |
| **Perceived personal economic benefits** | | | | | | | |
| My family's economic future depends upon tourism in this island | 418 | 3.88 | 0.728 | −0.822 | 0.119 | 1.657 | 0.238 |
| A portion of my household income is tied to tourism | 418 | 3.76 | 0.722 | −0.596 | 0.119 | 0.857 | 0.238 |
| Tourism in this island help me to pay my bills | 418 | 3.88 | 0.742 | −0.575 | 0.119 | 0.817 | 0.238 |
| I would economically benefit from more tourism in this island | 418 | 3.76 | 0.762 | −0.678 | 0.119 | 0.893 | 0.238 |
| **Degree of Welcoming tourists** | | | | | | | |
| I feel the community benefits from having tourists in this island | 418 | 2.63 | 0.971 | 0.298 | 0.119 | −0.745 | 0.238 |
| I appreciate tourists for the contribution they make to this island | 418 | 3.24 | 0.962 | -0.413 | 0.119 | −0.699 | 0.238 |
| I am proud to have tourists come to this island | 418 | 2.52 | 0.980 | 0.462 | 0.119 | −0.346 | 0.238 |
| I treat all tourists I meet fairly in this island | 418 | 2.67 | 1.023 | 0.310 | 0.119 | −0.840 | 0.238 |
| **Attitudes to Positive impacts** | | | | | | | |
| Attract more investment for this island | 418 | 3.99 | 0.696 | −0.667 | 0.119 | 1.258 | 0.238 |
| Creates additional income to the government | 418 | 4.07 | 0.703 | −0.843 | 0.119 | 1.947 | 0.238 |
| Creates positive impact on the cultural identity of Cape Verde | 418 | 4.04 | 0.702 | −0.680 | 0.119 | 0.981 | 0.238 |
| Lead to the improvement of roads and public infrastructures | 418 | 4.04 | 0.714 | −0.537 | 0.119 | 0.658 | 0.238 |
| Create more business opportunities for local residents | 418 | 3.99 | 0.711 | −0.592 | 0.119 | 0.898 | 0.238 |
| Create more jobs for this island residents | 418 | 3.99 | 0.689 | −0.606 | 0.119 | 1.153 | 0.238 |
| **Attitudes to negative impacts** | | | | | | | |
| Lead to change in Cape Verdean Culture | 418 | 1.61 | 0.938 | −0.330 | 0.119 | −0.336 | 0.238 |
| Lead to prostitution in the island | 418 | 1.54 | 0.913 | −0.373 | 0.119 | −0.205 | 0.238 |
| Residents suffer from living in a tourism destination | 418 | 1.50 | 0.914 | −0.447 | 0.119 | −0.142 | 0.238 |
| Increase the cost of living | 418 | 1.28 | 0.818 | −0.957 | 0.119 | 1.283 | 0.238 |
| Disrupt my quality of life | 418 | 1.29 | 0.853 | −0.786 | 0.119 | 0.781 | 0.238 |
| Damage in the island natural environment | 418 | 1.46 | 0.897 | −0.595 | 0.119 | 0.242 | 0.238 |
| **Pro-tourism behaviour** | | | | | | | |
| I am willing to receive tourists as affable host and being more hospitable | 418 | 4.00 | 0.642 | −0.819 | 0.119 | 2.012 | 0.238 |
| I am willing to protect the natural and environmental resources on which tourism depends | 418 | 3.86 | 0.678 | −0.702 | 0.119 | 1.056 | 0.238 |
| I am willing to provide information to tourists and contribute to enhance their experience | 418 | 4.10 | 0.602 | −0.706 | 0.119 | 2.384 | 0.238 |
| I am willing to do more to promote Cape Verde as tourist destinations | 418 | 3.92 | 0.716 | −0.873 | 0.119 | 1.763 | 0.238 |
| I am willing to accept some inconvenience in order to receive benefits resulting from tourism development (noise pollution, congestion, queuing) | 418 | 3.69 | 0.798 | −0.548 | 0.119 | 0.386 | 0.238 |
| Valid N (listwise) | 418 | | | | | | |

Note: All items were measured with a 5-point scale (1 = strongly disagree to 5 = strongly agree).

**Questionnaire on Residents' Attitudes and support for tourism development**

Dear resident:

In order to better understand your attitude and support for tourism development in this island, we developed this questionnaire and welcome your answers. We ask you to cooperate with us, as a resident, for about 5-7 minutes to fill this questionnaire. The data is exclusively for scientific use and is strictly confidential.

## SECTION 1: RESIDENTS' ATTITUDES TOWARDS TOURISM

The questions in this group intend to measure your attitude towards tourism. Please indicate your agreement with each statement, rating on the following scale:

**1 = Strongly Disagree / 2 = Disagree / 3 = Neither Agree nor Disagree/ 4 = Agree / 5 = Strongly Agree**

| | | | | | | |
|---|---|---|---|---|---|---|
| $P_1$ | Tourism attracts more investment for this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_2$ | Tourism causes damage in the island natural environment | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_3$ | Tourism creates positive impact on the cultural identity of Cape Verde | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_4$ | I do not feel comfortable or welcome in local tourism businesses | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_5$ | Tourism creates more business opportunities for local residents | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_6$ | Tourism leads to change in Cape Verdean Culture | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_7$ | Tourism leads to prostitution in the island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_8$ | Tourism creates additional income to the government | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_9$ | Residents suffer from living in a tourism destination | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{10}$ | Community recreational resources are overused by tourists | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{11}$ | Tourism increases opportunities for leisure and tourism | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{12}$ | Tourism leads to the improvement of roads and public infrastructures | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{13}$ | Tourism increase the cost of living | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{14}$ | Tourism is an incentive for the preservation of local culture | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{15}$ | Tourists in my community disrupt my quality of life | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{16}$ | Tourism creates more jobs for this island residents | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |

## SECTION 2: PERCEPTION ABOUT PERSONAL AND COMMUNITY BENEFITS FROM TOURISM

The questions in this group intend to measure your perception about the economic benefits of benefits from tourism. Please indicate your agreement with each statement, rating on the following scale:

**1 = Strongly Disagree / 2 = Disagree / 3 = Neither Agree nor Disagree/ 4 = Agree / 5 = Strongly Agree**

| | | | | | | |
|---|---|---|---|---|---|---|
| $P_{17}$ | The Government should help to create more jobs in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{18}$ | I am willing to pay higher taxes if create more jobs in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{19}$ | Tourism increases residents living standard in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{20}$ | Need for more jobs to stop young people moving away from this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{21}$ | Tourism in this island help me to pay my bills | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{22}$ | My family's economic future depends upon tourism in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{23}$ | I would economically benefit from more tourism in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{24}$ | A portion of my household income is tied to tourism in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |

## SECTION 3: SUPPORT FOR TOURISM DEVELOPMENT

The questions in this group intend to measure you're your degree of support for tourism development in this island. Please indicate your agreement with each statement, rating on the following scale:

**1 = Strongly Disagree / 2 = Disagree / 3 = Neither Agree nor Disagree/ 4 = Agree / 5 = Strongly Agree**

| | | | | | | |
|---|---|---|---|---|---|---|
| $P_{25}$ | I am willing to receive tourists as affable host and being more hospitable | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{26}$ | I am willing to protect the natural and environmental resources on which tourism depends | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{27}$ | I am willing to provide information to tourists and contribute to enhance their experience | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{28}$ | I am willing to do more to promote Cape Verde as tourist destinations | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{29}$ | I am willing to accept some inconvenience in order to receive benefits resulting from tourism development (noise pollution, congestion, queuing) | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{30}$ | I am willing to receive tourists as affable host and being more hospitable | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |

## SECTION 4: FEELING ABOUT TOURISTS AND INTERACTION

The questions in this group intend to measure your feeling regarding the visitors of this islands. Please indicate your agreement with each statement, rating on the following scale:

**1 = Strongly Disagree / 2 = Disagree / 3 = Neither Agree nor Disagree/ 4 = Agree / 5 = Strongly Agree**

| | | | | | | |
|---|---|---|---|---|---|---|
| $P_{31}$ | I feel the community benefits from having tourists in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{32}$ | I am proud to have tourists come to this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{33}$ | I treat all tourists I meet fairly in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{34}$ | I appreciate tourists for the contribution they make to this island economy | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{35}$ | I feel close to some visitors I have met in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{36}$ | I have made friends with some visitors in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{37}$ | I identify with visitors in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{38}$ | I have a lot in common with visitors in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{39}$ | I feel affection towards visitors in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |
| $P_{40}$ | I understand visitors in this island | 1.❑ | 2.❑ | 3.❑ | 4.❑ | 5.❑ |

**Q41: During the peak tourism seasons in your community, how often do you interact with tourist?**

1.❑ Seldom never 2.❑ Once a week 3.❑ Two times per weeks 4.❑ Almost every day 5.❑ Daly

**Q42: How do you qualify the quality of your contact with tourists that visit your community?**

1.❑ Very negative 2.❑ Negative 3.❑ Neutral 4.❑ Positive 5.❑ Very positive

**Generally, how do you qualify the behavior of tourists in your community?**

**Q43. In terms of respect:**

1.❑ Very disrespectful 2.❑ Disrespectful 3.❑ Normal 4.❑ Respectful 5.❑ Very respectful

**Q44. In terms of treatment:**

1.❑ Very unpleasant 2.❑ Unpleasant 3.❑ Normal 4.❑ Pleasant 5.❑ Very pleasant

**Q45. In terms of expenses in the community:**

1.❑ Spend very little 2.❑ Spend Little 3.❑ Spend normal 4.❑ Spend enough 5.❑ Spend a lot

## SECTION 5: SOCIODEMOGRAPHICS CHARACTERISTICS & TOURISM DEPENDENCE

**Q1. Gender**:

1. ❑ Man
2. ❑ Woman

**Q2. Island of residence** _____

**Q3. Age** _____

**Q4: Marital status:**

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

**Q5: Did you live always in this island?** 1. ❑ Yes ⟶ **Goes to Q6**

2. ❑ No ⟶ **Q5.1: How long have you changed?** _____

**Q5.2: What was the reason for the change?** _____

**Q6: Nowadays, do you live in:**

1. ❑ Own House 2. ❑ Rented house 3. ❑ Other

**Q7: Place of birth:**

1. ❑ The same of residence 2. ❑ Other island 3. ❑ Abroad

**Q8: Level of finished studies:**

1. ❑ Elementary
2. ❑ High School
3. ❑ Bachelor Degree
4. ❑ Master or Ph.D.

**8.1: Do you have any studies in Tourism?**

1. ❑ Yes
2. ❑ No

**Q9: Occupation**

1. ❑ Self-employed person
2. ❑ Employed person
3. ❑ Public officer
4. ❑ Student
5. ❑ Housewife/Domestic duties
6. ❑ Unemployed
7. ❑ Retired
8. ❑ Others (please specify) _____

**Q10: Do you earn your living through tourism?**

1. ❑ Yes ⟶ **Q10.1: If yes, in which category?** 1. ❑ Owner 2. ❑ Employee
2. ❑ No

**Q11: Do you have direct contact with tourist as a part of your work?**

1. ❑ Yes 2. ❑ No

**Q12: Do you own any business related to tourism?**

1. ❑ Yes 2. ❑ No

**Q13: Tourism is the main resource of income of your household?**

1. ❑ Yes 2. ❑ No

**Q14: Is any member of your immediate family involved in tourism as a source of income or employment?**

1. ❑ Yes 2. ❑ No

**-- THANKS FOR YOUR COOPERATION ---**

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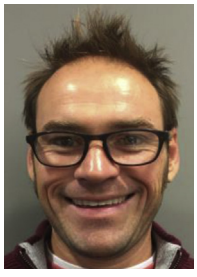

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