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Community-based tourism and local socio-economic development: A case study in Cape Verde

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Community-based tourism is being presented as an alternative to traditional mass tourism in developing countries. This kind of tourism allows for greater contact with local residents and generates greater economic and environmental benefits for the local community. In this paper, the results of fieldwork carried out on the island of *Santiago* (Cape Verde) are presented, in which both tourists and managers of small and medium-sized tourism enterprises were surveyed. Tourists were questioned in order to assess the opinion and perception that they have of the area, while managers were surveyed in order to analyse the quality of service that local community managed businesses provide and to study the potential of the tourism resources in the area. The main results of the study endorse the quality of tourism resources provided by local businesses and highlight the community's hospitality, a key element for the development of this kind of tourism.

Key words: Community-based tourism, developing countries, local community, socio-economic development, small businesses, island, Cape Verde.

INTRODUCTION

In the last few years a change has been observed in the behaviour of tourists, who are now looking for a new means of discovering destinations, demonstrating themselves to be actively involved in their travels. Therefore, they are exploring new destinations where local culture, ethics, indigenous customs and local history are increasingly important, and, in this respect, they are experiencing cultural diversity as a means of self-enrichment (Yang and Wall, 2009). Similarly, from the perspective of tourism supply, it is considered possible for tourism to become a complementary (but never sub-stitutive) activity to the traditional economic sectors of a given community, making it possible for local residents to promote and manage such processes. Undoubtedly, this could favour the progress of local communities, offering tourists the opportunity to learn about its cultural heritage and to enjoy its natural resources, but always on the basis

of one fundamental central theme: the initiative and the management of the use of these natural and cultural resources as a tourism product must come from the local community itself, which must also establish the limits of such tourism development.

Along these lines, several tourism destinations have been developed through the structuring of both tourism supply and demand. Customer satisfaction and the need to break with routine, as well as the desire to break away from the relative monotony of traditional tourism, have given impetus to local initiatives, incorporating natural attractions and recreational activities through local production activities. Consequently, the rural environment is undergoing changes which break with traditional local production activities on the one hand and the economic structure of towns on the other. The phenomenon of tourism has caused a natural re-ordering of the different recipient markets, in keeping with the demand for tourism, and has made it possible for certain emerging destinations to develop their potential in increasingly specialised tourism markets in certain niches of the market. Thus, it is evident that, at local level, opportunities for the

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development of new projects and activities are being developed, such as the exploitation of natural and cultural resources inherent to the local community for tourism purposes.

There are vast opportunities for the coordination of this kind of tourism in developing countries through the creation of cooperatives and other forms of social association which provide different kinds of highly labour-intensive activities. In this sense, tourism is considered to be a very important tool in the fight against poverty, with initiatives in place such as the so-called ST-EP programme (Sustainable Tourism-Eliminating Poverty) developed by the World Tourism Organisation (WTO). The World Tourism Organisation (2002) points out that sustainable tourism can be a fundamental tool in local socio-economic development and in the reduction of poverty in certain rural (and urban) areas. Opportunities to sell certain goods and services can be established through the development of the area's cultural and environmental resources, thus offering small scale opportunities for job creation (especially for women), and can serve as a complementary (never substitutive) activity to agriculture, livestock farming and fishing. Academic literature in this field (Richards and Hall, 2000; Novelli and Gebhardt, 2007) highlights that tourism is one of the fastest growing sectors in the world economy and that the promotion of tourism development in rural (and urban) areas in disadvantaged parts of developing countries is not, a priori, either bad or good, but rather depends on different economic, social, environmental and political factors. For example, the African continent has experienced an exponential growth in the number of tourists, but this has not necessarily led to local communities obtaining greater economic, social or environmental benefits (Novelli and Gebhardt, 2006).

Nevertheless, the impact of tourism is measured by taking into account two essential elements (Nyaupane et al., 2006): firstly, the local community's level of control over and its level of involvement in tourism; and secondly, the number and the profile of tourists visiting the area in question. In this respect, tourism can have very positive effects, such as fostering the preservation of local culture, the recovery of partially lost cultural elements and the construction of pride in the past (Al-Oun and Al-Hamoud, 2008).

The aim of this paper is to present an analysis of the state of community-based tourism in a specific geographical area, the island of *Santiago* in Cape Verde. For this, the results obtained from fieldwork dealing with both tourists and the managers of small and medium-sized tourism enterprises on the island are discussed, thus allowing for a qualitative analysis to be contributed to the debate on the structuring of tourism in this area. This island, which is home to the country's capital, has not yet structured tourism development on the basis of mass tourism (as has happened in the other islands of Cape Verde) but is, nevertheless, responding to the needs of

increasingly large flows of tourists through small and medium-sized enterprises managed by residents of the island itself.

LITERATURE REVIEW

Community-based tourism (CBT) is characterised by the fact that it is the community itself which has control over tourism management and it receives a significant proportion of the benefits generated by such activity (Trejos and Chiang, 2009). Thus, this kind of tourism has emerged as a possible solution to the negative effects of mass tourism in developing countries, allowing it to simultaneously become a strategy for social organisation for the local community itself. The main purpose of CBT is the creation of accommodation, restaurants and additional services, as well as tourism management itself. At the same time, further characteristics should be added, such as a subsystem interconnected to other subsystems in the area (such as health, education and the environment), the presentation of a sustainable development project created in the community and the interrelationship of the local community and tourists (Cioce et al., 2007). Following on from Hiwasaki (2006), CBT has four objectives. Firstly, this kind of tourism must have a positive impact on the conservation of natural and cultural resources in the area. Secondly, tourism must bring about socio-economic development in the local community. Thirdly, there must be an increase in the number of businesses whose ownership is in the hands of the local community through appropriate planning and tourism management. Finally, quality levels regarding the experience of tourists visiting the area must be established.

The concept of CBT first appeared in the work of Murphy (1985) where issues relating to tourism and its impact on local communities in developing countries were analysed. This concept was further developed by the same author in 2004 (Murphy and Murphy, 2004). This concept puts forward new lines of research and opportunities for tourism development which come together with other existing lines of research. For example, Pro-Poor Tourism (PPT) fights against poverty in certain areas; Community Benefit Tourism Initiatives (CBTIs) deal with the need to search for benefits for the whole community, independent of other socio-political issues, ensuring that the community owns, manages and controls the projects (Simpson, 2008); and donor-assisted community-based tourism (DACBT) (Harrison and Schipani, 2007), promoted by international aid agencies, allows many local communities characterised by subsistence economies to obtain money in cash in order to begin creating their own micro-enterprises. Furthermore, the structuring of a common project between the private sector and DACBT allows for synergies to be obtained which are positive for both forms of business management, for example in the

creation of infrastructure or in making the destination more attractive. In sum, the conclusion drawn from all these initiatives is that it is necessary to include the local community in the planning and management of tourism for three fundamental reasons: it serves as a means of adapting communities to standard changes, it opens the minds of the community's residents and because the local community forms part of the tourism product that the tourist is seeking.

Academic literature documents CBT projects in Africa (Briedenhann and Wickens, 2004; Lepp, 2007; Novelli and Gebhardt, 2007; Manyara and Jones, 2007; Kibicho, 2008; Sebele, 2010), Asia (Nyaupane et al., 2006; Hiwasaki, 2006; Harrison and Schipani, 2007; Okazaki, 2008; Harris, 2009; Yang and Wall, 2009), Latin America (Martín de Holan and Phillips, 1997; Zorn and Farthing, 2007; Trejos and Chiang, 2009) and Oceania (Dyer et al., 2003). CDT attempts to respond to the question of how to develop tourism in developing countries. According to Ashely (2000), the development of tourism in developing countries has been structured on the basis of four clearly identifiable and differentiable perspectives (Appendix). Nowadays, although the most appropriate perspective for local communities should be the fourth, in many developing countries the three first alternatives take priority. In this sense, CBT attempts to respond to the coordination of tourism development through the fourth of Ashley's perspectives (2000), that is to say the approach based on the active participation of the local community. For this to work there is a fundamental need to train managers, which will in turn allow for the development of this kind of tourism and, at the same time, act as a means of strengthening the relationship between the local community and tourists.

With regards to the main limitations the community encounters in developing tourism projects, and following on from Nyaupane et al. (2006), firstly, the local community generally does not have the financial resources necessary to support these kinds of initiatives, such as is the case with DACBT. Secondly, the local community may face professional limitations in developing tourism fully. Similarly, there may be conflicts between the powers corresponding to the different areas of local government involved. On the other hand, among the main benefits of community-based tourism are both the direct and indirect economic impact on families in the community, greater socio-economic and environmental development of the area and the sustainable diversification of lifestyles (Manyara and Jones, 2007). In this sense, CBT is positive as it avoids conflicts between different actors involved in tourism, it helps in the coordination of different kinds of policies, and it helps create synergies which serve as mean of exchanging knowledge, thoughts and abilities among all members of the community (Kibicho, 2008). In order for tourism to develop in an appropriate manner which is, above all, positive for the local community, one of the key elements

required is information and communication technologies (ICT), since the use of new technology reduces transaction costs and, at the same time, facilitates the flow of information from local initiatives.

Finally, it is important to remember that one of the most debated issues in academic literature in this field surrounds the issue of determining the number of tourists who visit the area and their socio-demographic profile. Nyaupane et al. (2006) believe that fewer tourists is better (in contrast to mass tourism), as this allows for greater contact with the local community and its culture, while avoiding, as far as possible, the invasion on the part of tourists of private areas of the local culture. However, it is also important to remember that fewer tourists limit the economic resources generated by tourism. Furthermore, it is important not to forget that in the development of tourism negative aspects can emerge at times. For example, there is the perception that tourists, on occasions, drink too much alcohol and have too much sex, as well as the possible degradation of natural resources which tourism may lead to (Teye et al., 2002).

DESCRIPTION OF THE GEOGRAPHICAL AREA

The archipelago of Cape Verde is made up of ten islands (nine inhabited and one uninhabited) and eight islets which make up a total area of 4033 km². Arranged in the shape of a half crescent moon, the islands are situated in the Atlantic Ocean, some 640 km from Dakar. Due to its volcanic origins, Cape Verde is included among the group of Macaronesian archipelagos, of which Azores, Madeira and the Savage Islands (Portugal) and the Canary Islands (Spain) also form a part. Nowadays, Cape Verde is an example of an African country where socio-economic progress and democracy are a reality. Thus, the absence of both natural problems (such as hurricanes or epidemics) and social problems (such as religious or ethnic conflicts) makes Cape Verde a safe and attractive tourist destination. Furthermore, democratic stability, which is demonstrated by the alternation of two majority political parties, gives the country a high level of legal certainty. As a result, in the last few years there has been notable economic progress and, above all, an increase in tourism. The fact that for several years the Cape Verdean escudo has had a fixed exchange rate with the euro (one euro is the equivalent of 110 Cape Verdean escudos) is an example of the country's economic stability. All these factors mean that this destination represents an interesting opportunity for investors in both tourism and in other economic areas.

Tourism in Cape Verde is developing in two completely different ways. Firstly, through the creation of large resorts, generally funded with foreign capital and developed mostly in two islands (*Sal* and *Boavista*). Secondly, through the creation of small tourism enterprises, managed by the local community. In Table 1, the number

Table 1. Number of foreign tourists and overnight stays and the impact of tourism on public accounts (2006 - 2008).

	2006	2007	2008
Tourists	241,742	267,188	285,141
Overnight stays	1,261,497	1,307,558	1,711,875
Income generated by tourism (millions of Euro)	159.05	213.59	230.31
Income generated by tourism (% of GDP)	16.8%	20.4%	19.4%

Source: Created for this study based on data from the Cape Verde National Statistical Institute (INE) (2010).

of foreign tourists visiting the island and the number of overnight stays, as well as the impact of tourism on public accounts between 2006 and 2008 are shown.

In accordance with Table 1, in the period 2006 to 2008, the number of foreign tourists arriving in the country increased by 18%, while the number of overnight stays increased 35%. Nevertheless, it is important to keep in mind that approximately 50% of overnight stays correspond to the island of *Sal*, where the majority of hotels belong to multinational foreign chains. The focus of this paper is going to be *Santiago*, the largest of the ten islands in the archipelago, the one with the largest population (around 55% of the total population) and the home of the country's capital, the city of *Praia*. On this island, tourism has not developed in the same way as it has on the island of *Sal*. In fact, there are currently very few hotels belonging to multinational foreign chains, but rather the majority of accommodation services are in the hands of Cape Verdean owners.

With regards to the tourism sector on the island of *Santiago*, and more specifically in the capital city, business tourism is the most significant. Furthermore, *Cidade Velha* is found on this island, the first European settlement to be created in the tropical area of the region, declared a Cultural Heritage Site in 2009. Financial contributions made by the Spanish public body *Cooperación Española* (AECID) have been very important in this area, allowing for the creation of small businesses managed by the local community, in an attempt to respond to the increase in the number of tourists in this area. Together with these two kinds of tourism, *Santiago* is also noted for its beaches, mainly those found in the north of the island, and for its nature, in particular the Natural Park of *Serra Malagueta*.

The main disadvantages which the island faces with regards to tourism are the lack of superior quality hotels, the need to improve basic infrastructure such as transport links between different areas of the island, the need for improvement in basic aspects such as health and sanitation and the lack of qualified labour to nourish the tourism labour market.

METHODOLOGY

This research employs a case study of the island of *Santiago* as a means of analysing the role that community tourism plays in the

socio-economic development of the area. For the study, two types of questionnaires were administered: one aimed at local businesses (supply) and the other for tourists (demand). The methodology used for this investigation began with the creation of a list of businesses involved in tourism, taking into account only those which were owned and managed by members of the local community. This relied on the collaboration of tourism professionals in *Santiago*. In accordance with the information obtained through meetings with these professionals, approximately 110 to 120 businesses were considered to be examples of businesses managed by members of the local community, wherever they may be based. After the delimitation of the target population, a survey on the supply of services was then designed, with the aim of delimiting, analysing and assessing the state of community tourism on the island of *Santiago*. The supply survey was personally handed into the different tourism enterprises selected. The fieldwork was carried out between March and April 2010 and yielded 62 responses with a 55% response rate. Prior to this, a pre-test consisting of 10 surveys was carried out. The measurement instrument applied to the supply survey was a 24 item questionnaire, with questions relating to the features of the business, the profile of its clients, the evaluation of tourism resources in the area and activities which could potentially be developed as a result of the increase in tourism.

After delimiting the population of community tourism enterprises on the island, a survey on tourism demand was also designed, once again with the aim of delimiting, analysing and assessing the state of tourism on the island of *Santiago*. This survey was completed by tourists, selected through a simple random sample, in ten different parts of the island during their stay in the corresponding area. The survey was carried out by specially trained researchers. Prior to this, a pre-test consisting of 15 surveys was carried out in order to detect any deviations or errors. The number of foreign tourists arriving on the island each month is approximately 3,500. The total number of valid surveys obtained was 208 from a total of 250 submitted. The fieldwork was carried out between March and April 2010.

The measurement instrument applied to the demand survey was an 18 item questionnaire, with questions relating to the socio-demographic profile of the person surveyed, their motivation for travelling to *Santiago*, the use of services offered by small and medium-sized enterprises and their evaluation of the island's tourism resources. The tabling and analysis of the information obtained was carried out through the design of a corresponding database using the SPSS 15.0 programme. Uni-variant and bi-variant analysis techniques (contingency tables, chi-square contrasts and correlations) have been applied to obtain the corresponding results.

RESULTS AND DISCUSSION

Demand

The main socio-demographic characteristics of those

Table 2. Socio-demographic characteristics.

Variable	Percentage (n = 205)	Variable	Percentage (n = 201)
Sex		Level of education	
Male	47.8	Primary	0.5
Female	52.2	Secondary	22.4
		University	77.1
Age		Country of origin	
Under 30	21.5	Portugal	26.5
30-39	25.4	France	17.1
40-49	23.9	Germany	11.3
50-59	17.6	Switzerland	10.7
60 or over	11.6	Spain	8.4
		Brazil	7.8
		Italy	4.9
		United States	3.9
		Other	9.4

Table 3. Use of tourism services provided by small businesses.

Type of service	Yes (%)	No (%)
Restaurants	49.8	50.2
Accommodation	29.9	70.1
Craftsmanship	22.2	77.8
Tourist guides	19.2	80.8
Sporting activities	7.2	92.5

surveyed are shown in Table 2. According to Table 2, the profile of the tourist visiting *Santiago* demonstrates a high level of education, an equal distribution between three age ranges and a slightly higher proportion of women than men. The results regarding their high level of education reinforce the conclusions reached by Yang and Wall (2009) in their research. The main country of origin is Portugal, followed by France and Germany. In terms of the tourists' motivation for visiting the island, the main reasons are leisure (56%) and business (25.6%). Furthermore, the average stay on the island is also very long: 39.8% stay on the island for more than a week, while 41.7% stay between three and seven days. Finally, for 60.6% of those surveyed it was their first visit to the island.

A link has been found between the sex and the age of the tourist questioned (contingency coefficient = 0.261; $p = 0.005$). On the other hand, no link has been found between sex and level of education (contingency coefficient = 0.030; $p = 0.912$). Similarly, sex and country of origin are also independent variables (contingency coefficient = 0.290; $p = 0.668$). Furthermore, the independence hypothesis is also admitted with regards to sex and the number of nights spent on the island (contingency coefficient = 0.147; $p = 0.213$). One of the

objectives of this research is to study tourists' use of local tourism services provided by small and medium-sized enterprises managed by members of the local community and the perception they have of such services. Thus, in Table 3, the results with respect to the use of these services are shown.

According to the information in Table 3, it has been shown that for approximately half of the tourists surveyed the main small and medium-sized businesses that they use are restaurants, followed by accommodation providers. On the other end of the scale, the scarce use of tourism guides and, to an even greater extent, sporting activities can be found. Using contingency tables, the independence hypothesis is admitted between sex and the use of tourism services provided by community tourism enterprises, both in terms of restaurants (contingency coefficient = 0.015; $p = 0.835$) and accommodation (contingency coefficient = 0.085; $p = 0.229$).

In response to the question on why they chose not to use services provided by this kind of business, two main responses were noted in the tourists' questionnaires. Firstly, tourists said they were not aware of any business which provided this kind of service (41.3%) and, secondly, they considered them to be more expensive than other companies (12.5%). With respect to the first

Table 4. Reasons why tourists did not use services provided by small and medium-sized tourism enterprises.

Reason	Male % (n = 33)	Female % (n = 45)
I do not know any such business	57.6	46.7
The services they provide are very expensive	18.2	15.5
I do not like the kind of service they provide	6.1	26.7
Other	18.1	11.1

Table 5. Reasons why tourists used services provided by small and medium-sized tourism enterprises.

Reason	Male Percentage % (n = 57)	Female Percentage % (n = 59)
I like the kind of service they provide	59.6	50.8
They are cheaper than other businesses	22.8	16.9
I am aware of these kinds of initiatives	14.0	22.0
Other	3.6	10.3

response, and following on from Harris (2009), in order to facilitate the promotion of local tourism initiatives it would be necessary to reinforce information and communication technology (ICT) tools within small tourism enterprises on *Santiago*, keeping in mind the low transaction costs of these electronic initiatives and the fact that they can count on the participation and initial funding of the Spanish NGO *Cooperación Internacional* (International Cooperation). Similarly, those who did use this kind of tourism business were asked why they had chosen them. The main responses were that they liked the kind of service provided (55.2%) and that they were aware of these kinds of initiatives (18.1%). Tables 4 and 5 show the main results with regards to the reasons why the tourists surveyed used or did not use services provided by small and medium-sized tourism enterprises, separated by sex.

The independence hypothesis is admitted between sex and the use of services provided by small and medium-sized enterprises (contingency coefficient = 0.178; $p = 0.284$) and sex and the decision not to use such services (contingency coefficient = 0.225; $p = 0.244$). Another conclusion which can be drawn from this research is that there is a significant level of satisfaction when these local services are used. In fact, 89.7% of those surveyed who said that they habitually used services provided by small and medium-sized community enterprises stated that as long as these services were available they would select this option since the service provided is of better quality. Another aspect analysed in this study was the evaluation of a series of key elements for the development of tourism. Thus, different aspects related to tourism in *Santiago* are presented using a 5-point Likert Scale (1 – very poor quality, 5 – very high quality). The average evaluation can be seen in Table 6.

According to Table 6, the tourists surveyed considered

the hospitality, beach and sun, and food to be the best elements, in that order. Hospitality is one of the great virtues of this kind of tourism, a point which has been highlighted in other research (Al-Oun and Al-Hamoud, 2008). At the other end of the scale, the need for better information services and signposting on the island, as well as the development of more shopping areas, are highlighted as elements requiring improvement in order to strengthen tourism on the island. These results could serve to encourage the different branches of local government on *Santiago* and private businesses to improve these elements which tourists consider to be weaknesses, taking into account however the average level of satisfaction of the tourists surveyed (3.81 measured using a 5-point Likert scale), a figure which reflects the high level of satisfaction which tourists visiting *Santiago* experience. This demonstrates that the majority (64.6%) of tourists are either satisfied or very satisfied with their stay.

Supply

From Table 7, the kind of activity, the number of employees and the investment made in staff training of the tourism enterprises surveyed in *Santiago* are shown. As seen in Table 7, the majority of businesses surveyed never invest in staff training (35.7%) or only do so occasionally (21.4%). This obviously has negative medium and long term effects due to the constant loss of competitiveness in the businesses. With regards to this point, investment in continuous training is considered to be very important in order to achieve proper socio-economic development in the area, and therefore the various branches of local government, as well as NGOs,

Table 6. Evaluation of different issues related to the quality of tourism.

Variable	Result	Variable	Result
Hospitality	4.07	Cultural activities	3.11
Beach and Sun	3.64	Flora and fauna	3.09
Food	3.61	Cleanliness	2.92
Accommodation	3.53	Price of the trip	2.92
Restaurants	3.51	Ecology	2.90
Telecommunications	3.34	Conservation	2.89
Hiking	3.26	Shopping areas	2.83
Transport links	3.25	Information and signposting	2.83
Public Safety	3.19		

Table 7. Kind of activity, number of employees and investment in staff training of tourism enterprises surveyed.

Activity	Percentage % (n = 62)	Number of employees	Percentage % (n = 61)	Training	Percentage % (n = 56)
Restaurant	37.3	1-3	29.5	Several	
Accommodation	33.6	4-6	27.9	times a year	26.8
Travel agency	11.7	7-10	13.1	Once a year	16.1
Craftwork	11.3	10-19	21.3	Occasionally	21.4
Other	6.1	20 or more	8.2	Never	35.7

Table 8. Number of years the business has been in operation.

No. of years	% (n = 57)
Less than one year	7.0
Between one and three years	17.5
Between three and five years	14.0
Between five and ten years	36.8
More than ten years	24.6

universities and private businesses need to make the adequate continuous training available within this sector of the economy. With regards to the nationality of the businesses' proprietors, 83.9% of those surveyed stated they were from Cape Verde, followed by 9.7% who were from other African countries (not Cape Verde). These results reinforce the extent to which the proprietors are from local area, and coincide with research carried out in Lao by Harrison and Schipani (2007). Similarly, a link has been noted between the total number of employees and the number of employees native to the island of Santiago itself (contingency coefficient = 0.769; $p = 0.000$). This link shows that community tourism enterprises are usually for the most part staffed by residents of the island itself.

From Table 8, the length of time the business has been in operation is shown. The table demonstrates that the majority of businesses are more than five years old (61.4%), a figure which highlights the vast experience

that these businesses have and the stability of tourism on the island of Santiago. Another aspect analysed in this study is the community tourism enterprises' suppliers, given that one of the fundamental elements of this kind of tourism enterprise is that it is supported by suppliers in the local community. Nevertheless, the results obtained from the fieldwork prove that only 30.4% of the companies surveyed consider that the majority of their suppliers are from the local community, while 14.3% consider that the majority of the products that they purchase are imported. This result endorses the need to reinforce trade relations among local producers, in a similar way as has been established in other areas (Sebele, 2010). Results with regards to the form of advertising used by community tourism enterprises are shown in Table 9.

In accordance with the results shown in Table 9, it is necessary to introduce ICT into businesses with the aim of making the business more visible, since very few have their own website and therefore an internet presence. This

Table 9. Form of advertising used by community-tourism enterprises.

Form of advertising	Percentage (%)
The media	65.3
Commercial brochures	53.1
Own staff	53.1
Website	38.8
Attendance at different kinds of fairs, exhibitions etc.	20.4

Table 10. Evaluation of aspects related to tourism.

Variable	Result	Variable	Result
Food	3.85	Flora and fauna	3.04
Beach and sun	3.84	Cultural activities	2.93
Hospitality	3.69	Information and signposting	2.84
Telecommunications	3.55	Ecology	2.79
Hiking	3.38	Shopping areas	2.76
Restaurants	3.35	Public safety	2.57
Accommodation	3.24	Cleanliness	2.54
Transport links	3.23	Price of the trip	2.27
Conservation	3.05		

result coincides with the fact that tourist's experience great problems in finding out which small businesses in the area provide a specific service. Moreover, due to the academic nature of the tourists' education (the majority have a university education), internet presence is almost indispensable for these businesses. Nevertheless, the businesses surveyed believe that the incorporation of new technology into the management of the business is important (45.2%) or very important (48.4%).

With regards to the financial support that these businesses benefit from, the majority of them (78.9%) state that they do not receive any kind of support from NGOs, local government or on the basis of micro credits. Such difficulties in receiving funds constitute a problem in other parts of Africa with well developed tourism industries (Briedenhann and Wickens, 2004). In terms of the place of origin of their customers, the main flow of clientele comes from Cape Verde, followed by Portugal and the rest of Europe. Focussing on the quality of aspects related to tourism on the island, using a 5 point Likert scale (1 – very poor quality, 5 – very high quality), the evaluation of such aspects on the part of managers of these businesses are shown in Table 10.

In accordance with Table 10, food, beach and sun, and hospitality are considered by the tourism enterprises surveyed to be the best elements. These first three elements, although in a different order, coincide with those considered to be the best by the tourists surveyed. On the other end of the scale, the price of the trip to *Santiago*, cleanliness and public safety are considered to be elements requiring improvement in the opinion of the

managers of the companies surveyed. The results with reference to managers' opinions on which activities would be most improved if there was an increase in tourism in the area are presented in Table 11, using a Likert scale (1 – no initiatives 5 – numerous initiatives).

In accordance with Table 9, the areas considered to have the greatest potential are restaurants and accommodation, in that order. With regards to restaurants, this result coincides with the improvement noted in the study developed in Kenya by Manyara and Jones (2007). Similarly, commercial activities are also considered to be an area which would be enhanced, an aspect which tourists surveyed on the island considered to be poor.

Conclusions

Community-based tourism is developing in different parts of the world as a consequence of tourists' search to discover new destinations which provide something different from traditional ones. This is facilitating the creation of certain tourism products which allow local communities to generate wealth for themselves, considering tourism to be a complementary (never substitutive) economic activity to traditional activities such as agriculture, livestock farming and fishing.

In this paper a study into a specific area, the island of *Santiago* in Cape Verde, has been presented. Here tourism is becoming one of the key driving forces in the economic development of both the island and the country as a whole. Therefore, diverse community tourism

initiatives are being developed with the aim of ensuring that the wealth generated through tourism has a direct impact on the residents of island. For this investigation, two fieldwork projects were developed using questionnaires, one completed by tourists and the other by the managers of small and medium-sized tourism enterprises. The main results of the study show that the typical tourist visiting this island is educated to university level, comes from different European countries (mainly Portugal and the rest of the European Union) and stays on the island for about a week. Moreover, the majority of tourists visit the island for leisure purposes. Furthermore, most tourists use restaurant and food services, and to a lesser extent, accommodation provided by family businesses. Nevertheless, the use of other community tourism enterprises, such as for example those providing sporting activities and tour guides, is still insufficient. Finally, and most notably, the majority of tourists who use services provided by community enterprises do so again, since they consider the quality of service to be superior to that provided by other kinds of businesses.

In terms of the supply of community tourism, the main conclusions centre around the fact that majority of companies surveyed are owned and managed by Cape Verdean residents. Furthermore, the lack of continuous training which companies offer their employees has been highlighted, as well as the fact that many of these businesses have been in operation for some time. The need to incorporate new technology into the management of tourism enterprises has also been noted. Moreover, both the tourists and the companies surveyed highlight hospitality, beach and sun, and food as being key elements in the development of tourism in the area.

Finally, we believe that the various branches of local government, NGOs and universities (both national and international) ought to commit themselves to turning the island of *Santiago* into an example of how well-managed community-based tourism can produce a high level of satisfaction on the part of tourists and, above all, can act as a driving force for socio-economic development in specific geographical areas.

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Appendix 1. Conventional approaches to tourism in the developing world.

Economists generally see tourism as a route to macro-economic growth, and particularly as a means of generating foreign exchange.

For the private sector, tourism is a commercial activity, so the main concerns are product development, competitiveness and commercial returns.

Many conservationists now see tourism as a way of using wild resources sustainably, and hence as a way to enhance incentives for conservation.

For rural people, and the development of NGOs that support them, tourism is one component of rural development.

Source: Ashely (2000: 8).