

**EDSON REDY MOREIRA DOS SANTOS**

**FACTORS AFFECTING RESIDENTS' SUPPORT FOR  
SUSTAINABLE TOURISM DEVELOPMENT IN CAPE VERDE**



**UNIVERSITY OF ALGARVE  
FACULTY OF ECONOMICS**

**2024**

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SUSTAINABLE TOURISM DEVELOPMENT IN CAPE VERDE**

A thesis submitted in fulfillment of the requirements for the  
degree of Doctor of Philosophy in Tourism

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Professor Patrícia Pinto



**UNIVERSITY OF ALGARVE  
FACULTY OF ECONOMICS**

**2024**

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### **FACTORS AFFECTING RESIDENTS' SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT IN CAPE VERDE**

#### **Statement of originality**

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

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Edson Redy Moreira dos Santos

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*To everyone who has supported and guided me through this journey, my greatest appreciation and gratitude.*

*To my mother  
Maria de Lourdes Moreira*

## ACKNOWLEDGEMENTS

The journey towards a Ph.D. is often portrayed as a solitary pursuit, a mental marathon where endurance and intellect are the sole determinants of success. While these qualities are undeniably crucial, the reality is far more complex. It is a tapestry woven with countless threads of support, encouragement, and inspiration, provided by a multitude of individuals.

Firstly, at the heart of this transformative journey stand my exceptional supervisors, Professor Luís Nobre Pereira and Professor Patrícia Pinto. Their firm belief in my abilities transcends mere academic guidance; it has been a beacon of unwavering support that illuminated my path through the labyrinth of research. Professor Pereira, with his keen intellect and profound knowledge, challenged me to think critically and independently. His probing questions and incisive feedback pushed me beyond my comfort zone, urging me to explore uncharted territories of knowledge. Professor Pinto, on the other hand, embodies meticulous attention to detail. Her encouragement, delivered with a warm smile, fueled my determination during moments of doubt. Their mentorship has not only honed my academic skills but has also ignited a lifelong passion for research - a fire that burns brightly within me, fueled by their unwavering commitment. To Professors Pereira and Pinto, I offer my deepest gratitude, knowing that their influence will resonate far beyond the pages of this dissertation.

Secondly, I am deeply grateful to the Fundação para a Ciência e a Tecnologia (FCT) for the financial support provided. Their commitment to fostering research and innovation has been invaluable in making this work possible. Additionally, I would like to express my sincere thanks to the Research Centre for Tourism, Sustainability, and Well-being (CinTurs) for providing a stimulating research environment and essential resources.

Thirdly, I extend my deepest gratitude to Dr. Manuel Ribeiro (University of Surrey, UK) for his devoted mentorship and invaluable support throughout my academic journey. His guidance and encouragement have significantly shaped my research and personal growth. Dr. Ribeiro's commitment to excellence and meticulous attention to detail have been instrumental in the completion of this dissertation. Completing this thesis has been not only an academic challenge but also a profound journey of intellectual discovery, and I owe much of that to Dr. Ribeiro's continuous support. I would also like to express my sincere gratitude to Dr. Bynum Boley (University of Georgia, USA) for his invaluable support and guidance throughout this journey. His continuous belief in my abilities, insightful critiques, and his constant encouragement have been instrumental in my success. Dr. Boley's expertise and mentorship have shaped my understanding and inspired me to reach new heights. I am truly fortunate to have had the opportunity to work with such an exceptional professional. I would also like to acknowledge the support and encouragement of the entire faculty at the University of Algarve's Faculty of Economics. The stimulating academic environment fostered within the department has been instrumental in my intellectual growth.

Fourthly, I would like to express my sincere gratitude to my colleagues for their invaluable support and camaraderie. Their insightful discussions, constructive feedback, and willingness to share their expertise have enriched my research journey immensely. The collaborative spirit within our faculty has created a stimulating intellectual environment that has been instrumental in my growth as a researcher.

Finally, no journey is complete without the unwavering support of loved ones. To my incredible mother Maria Moreira, whose love and guidance have shaped who I am today, I express my deepest gratitude. Your belief in my abilities has been my constant source of inspiration. To my wonderful uncles Oscar Moreira, Anibal Moreira, Antonia Jesus Moreira, Antinio Jacinto Moreira, Emanuel Centeio and aunts Eunice Tavares and Filomena Moreira, whose wisdom and encouragement have been invaluable, thank you for always being there. To my dear brothers Anilton, Emanuel, sister, Jessica and cousins, your love, support, and endless patience have made this journey bearable. Your continuous belief in me has pushed me to strive for excellence. To my amazing friends, thank you for being my confidantes, my cheerleaders, and my escape from the academic world. Your friendship has made this journey infinitely more enjoyable.

## ABSTRACT

Understanding how locals react to the phenomenon of tourism in their community and the factors that influence them to demonstrate support are major areas of discussion within the resident perception and attitude study. To acquire a more in-depth comprehension of this phenomenon, three objectives are presented: (1) to develop and validate a new Resident Empowerment through Tourism Scale (RETS 2.0), by integrating economic and environmental empowerment dimensions and abbreviate the current RETS; (2) to examine the relationship between imperialism, empowerment, and support for sustainable tourism development (SSTD), and to analyze if residents are able to become empowered through an imperialistic tourism development model; and (3) to analyze the effect of empowerment on benefits and costs of tourism impact, and SSTD within an all-inclusive context. These objectives aim to contribute to the existing knowledge in three unique ways.

First, the study contributes to literature by developing and validating a new version of the Resident Empowerment through Tourism Scale: RETS 2.0. The revised scale incorporates economic and environmental empowerment dimensions. A pilot study surveyed a sample 233 samples from Boa Vista, followed by the primary study that collected data from a sample of 509 residents on Sal Island. With the ability to assess the economic and non-economic elements of tourism, RETS 2.0 provides a deeper comprehension of residents' role in the sustainability of tourism, as well as understanding the current challenges of climate change, economic instability, and active local engagement, present in tourism communities.

Second, the study examines the relationship between perceptions of imperialism, empowerment, and SSTD. A blend of Weber's Theory of Formal and Substantive Rationality (WTFSR) and Institutional Theory is used. Empirical data from a sample of 341 residents allow to estimate the proposed model. Statistical analysis using IBM AMOS tests 341 samples. Results reveal that the relationship between perception of imperialism and empowerment is insignificant. Despite this, empowered residents demonstrated more SSTD. Findings suggest that, although such practices are evident within vulnerable communities, institutions should cater to locals' needs and aspirations.

Third, the study investigates the effect of empowerment on benefits and costs of tourism, and SSTD within an all-inclusive tourism context. WTFSR and Social Exchange Theory are used. Data collected through a face-to face survey in Cape Verde (n=341) was used to estimate the proposed model with the partial least square structural equation modeling (PLS-SEM) method. SmartPLS software is used to test 341 samples. While findings indicate a positive effect of empowerment on benefits and SSTD, effect of empowerment on costs of tourism is not supported. In addition, results reveal that only PAIR Benefits have a moderating effect of relationship between empowerment and SSTD. These findings highlight the importance of engaging residents in tourism development and promoting inclusivity for the sustainability of tourism.

**Keywords:** *Resident empowerment, imperialism, costs and benefits of tourism, all-inclusive tourism model, support for sustainable tourism development, Cape Verde*

## RESUMO

A compreensão acerca de como os habitantes locais reagem ao fenómeno do turismo na sua comunidade e os fatores que os influenciam a demonstrar apoio ao desenvolvimento sustentável da atividade são áreas importantes de discussão no estudo da perceção e atitude dos residentes em relação ao turismo. A fim de aprofundar a compreensão deste fenómeno, a presente tese contempla três objetivos específicos: (1) desenvolver e validar um quadro holístico de uma nova versão da “Escala de Empoderamento dos Residentes através do Turismo” (EERT 2.0), integrando duas novas dimensões (empoderamento económico e ambiental), e abreviar o número de itens da atual EERT; (2) analisar a relação entre as variáveis “Imperialismo”, “Empoderamento” (medido através da aplicação da escala EERT 2.0) e “Apoio ao Desenvolvimento do Turismo Sustentável” (ADTS) e analisar se os residentes são capazes de se tornarem empoderados no contexto de um modelo imperialista de desenvolvimento turístico; e (3) analisar o efeito do “Empoderamento” dos residentes (medido pela escala EERT 2.0) na perceção sobre os benefícios e custos do turismo e do ADTS no âmbito de um modelo de desenvolvimento turístico do tipo “tudo incluído”. Cabo Verde é usado como contexto geográfico para o desenvolvimento do estudo empírico da tese. Na persecução destes objetivos, esta tese pretende contribuir para o conhecimento teórico e empírico nesta temática, de três formas distintas.

Em primeiro lugar, o estudo contribui para a literatura ao desenvolver e validar uma nova versão da EERT. A escala revista (EERT 2.0) incorpora dimensões adicionais de capacitação económica e ambiental, melhorando a nossa compreensão acerca das atitudes dos residentes que influenciam o apoio ao desenvolvimento sustentável do turismo. Seguindo as recomendações de desenvolvimento de escalas propostas por Churchill (1979), assentes em sete passos, o estudo aplica procedimentos indutivos e dedutivos para desenvolver e validar a EERT 2.0. Este trabalho iniciou-se com uma revisão da literatura relativa ao empoderamento económico e ambiental. Os contributos de entrevistas em profundidade, seguidas de uma análise de conteúdo, geraram novos itens para a escala. Um estudo piloto realizado a uma amostra de 233 residentes, na ilha da Boa Vista, permitiu realizar a primeira fase de purificação da escala. O estudo principal assentou nos dados recolhidos de uma amostra de 509 residentes, na ilha do Sal, os quais foram usados na segunda etapa de purificação da escala. A validação da EERT 2.0 considerou também a validade nomológica e preditiva. Uma vez confirmada a capacidade da escala alargada avaliar os aspetos económicos e não económicos do desenvolvimento do turismo, a EERT 2.0 proporciona uma compreensão mais profunda do papel dos residentes no desenvolvimento sustentável do turismo, particularmente em pequenos destinos insulares como Cabo Verde. A EERT 2.0 ajuda também a compreender os desafios atuais das alterações climáticas, da instabilidade económica e do envolvimento local ativo, presentes nas comunidades turísticas, especificamente em destinos altamente dependentes do turismo.

Em segundo lugar, utilizando a recém-desenvolvida EERT 2.0, a investigação explora a relação entre as perceções dos residentes sobre o imperialismo, o empoderamento e o ADTS. Esta análise é apoiada por uma mistura de duas perspetivas teóricas – a Teoria da Racionalidade Formal e Substantiva (TRFS) e a Teoria Institucional. Os dados foram recolhidos em destinos turísticos populares da ilha do Sal, incluindo Santa Maria, Murdeiro e Palmeira. Uma amostra de 341 residentes foi selecionada através do método dos caminhos aleatórios, tendo sido feito um inquérito por



entrevista presencial utilizando um questionário de papel e lápis para recolher dados dos residentes locais. Para testar o modelo teórico proposto são considerados vários procedimentos de modelação de equações estruturais por via do software AMOS. Os resultados revelam que a relação entre a percepção do imperialismo e o empoderamento é insignificante. Apesar disso, os residentes empoderados demonstraram ADTS. A combinação da TRFSe da Teoria Institucional oferece novos caminhos para a compreensão dos sentimentos de empoderamento dos residentes e a organização institucionais do turismo. Da aplicação da TRFS resulta que, num modelo imperialista de desenvolvimento do turismo, onde dominam as grandes cadeias corporativas, os residentes têm um poder limitado para influenciar a trajetória do desenvolvimento do turismo. Além disso, os resultados sugerem que, embora tais práticas sejam evidentes nas comunidades vulneráveis, as instituições devem ser estruturadas para atender às necessidades e aspirações locais. Em suma, este estudo aprofunda a nossa compreensão sobre como os residentes percebem e reagem aos temas do imperialismo, do empoderamento e da sustentabilidade.

Em terceiro lugar, a investigação da interação entre o empoderamento dos residentes (através da EERT 2.0), percepções sobre os custos e benefícios do turismo e o apoio ao desenvolvimento do turismo sustentável, num modelo de desenvolvimento turístico com “tudo incluído”, fornece uma visão inovadora. Para melhor compreender esta relação, o estudo considera os fundamentos teóricos da TRFS e da Teoria da Trocas Social (TTS). Os dados foram recolhidos em três pontos turísticos populares (Santa Maria, Murdeiro e Palmeira) da ilha do Sal. Um questionário aplicado por entrevista pessoal “porta a porta” a uma amostra de 341 residentes, foi usado para recolher dados dos habitantes locais. O software SmartPLS é utilizado na estimação do modelo proposto. Para compreender como se comportam as relações entre os construtos no modelo, e assim testar as hipóteses de investigação propostas, o estudo avalia a magnitude e a significância dos coeficientes do modelo estrutural. Para testar a estabilidade das cargas fatoriais, é considerada uma avaliação da invariância de medição recorrendo ao método da “invariância de medição do modelo composto”. De seguida, um teste à invariância do modelo estrutural avalia o efeito moderador da percepção dos residentes acerca do modelo de desenvolvimento turístico com “tudo incluído” nas várias relações do modelo proposto. Contudo, em Cabo Verde, bem como noutros pequenos destinos insulares, onde o turismo é dominado por empresas internacionais, esta relação não é sustentada. Os sentimentos de capacitação dos residentes não afetaram a sua percepção dos impactos negativos do turismo nem a sua vontade de apoiar o desenvolvimento do turismo sustentável. Além disso, o estudo revelou que a percepção de benefícios num modelo de turismo com “tudo incluído” modera a relação entre o empoderamento e o ADTS. Estas conclusões realçam a importância de envolver os residentes no desenvolvimento do turismo e de promover a inclusão para práticas de turismo sustentáveis.

*Palavras-chave: Empoderamento dos residentes, imperialismo, custos e benefícios do turismo, modelo de turismo com tudo incluído, apoio ao desenvolvimento do turismo sustentável, Cabo Verde*

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## **LIST OF ABBREVIATIONS**

|          |                                                                 |
|----------|-----------------------------------------------------------------|
| AIC      | – Akaike Information Criterion                                  |
| AIR      | – All-inclusive Resorts                                         |
| AVE      | – Average Variance Extracted                                    |
| BCC      | – Brown-Cudeck Criterion                                        |
| BNFT     | – Benefits of Tourism Impact                                    |
| CA       | – Cronbach Alpha                                                |
| CFA      | – Confirmatory Factor Analysis                                  |
| CFI      | – Comparative Fit Index                                         |
| CMB      | – Common Method Bias                                            |
| COST     | – Costs of Tourism Impact                                       |
| CR       | – Composite Reliability Coefficient                             |
| DMO      | – Destination Management Organization                           |
| EBTS     | – Economic Benefits from Tourism Scale                          |
| EFA      | – Exploratory Factorial Analysis                                |
| FDI      | – Foreign Direct Investment                                     |
| GDP      | – Gross Domestic Product                                        |
| HTMT     | – Heterotrait-Monotrait Ratio                                   |
| IBM AMOS | – International Business Machines-Analysis of Moment Structures |
| KMO      | – Kaiser Meyer Olkin                                            |
| MICOM    | – Measurement Invariance of Composite Model                     |
| ML       | – Maximum Likelihood                                            |
| NGO      | – Non-governmental Organization                                 |
| PAIR     | – Perception of All-inclusive Resorts                           |
| PDT      | – Power Dependence Theory                                       |
| PLS-MGA  | - Partial Least Square Multigroup Analysis                      |
| PLS-SEM  | – Partial Least Square Structural Equation Model                |
| RETS     | – Resident Empowerment through Tourism Scale                    |
| RMSEA    | – Root Means Square Error of Approximation                      |
| SEM      | – Structural Equation Model                                     |
| SET      | – Social Exchange Theory                                        |
| SPSS     | – Statistical Package of Social Science                         |
| SRMR     | – Standardized Root Means Square Residual                       |

SSTD – Support for Sustainable Tourism Development

STVR – Short Term Vacation Rental

TLI – Tucker-Lewis Index

TPB – Theory of Planned Behavior

UNESCO – United Nations Educational, Scientific, and Cultural Organization

UNSDG – United Nations Sustainable Development Goal

UNWTO – United Nations World Tourism Organization

VIF – Variance Inflation Factor

WTFSR – Weber’s Theory of Formal and Substantive Rationality

## **CHAPTER ONE**

### **GENERAL INTRODUCTION**

#### **1.1. Research background and overview**

Tourism plays a significant role in the global economic development and social-cultural dissemination in destinations worldwide. With the ability to catapult countries out of economic crisis (e.g., Portugal, Ireland, Greece), this industry is considered the engine block that stimulates economic growth, accelerates development, and promotes entrepreneurship (Sharpley, 2022). In developing destinations, tourism contributes significantly to employment generation, infrastructure development, national Gross Domestic Product (GDP), as well as to attract Foreign Direct Investments (FDI). However, this pronounced contribution has come with great costs (Higgins-Desbiolles & Bigby, 2021). For instance, the overflow of international tourist arrivals in many European destinations has resulted in negative tourism impacts (Milano et al., 2019), prompting protests and residents' negative emotional response (González-Reverté, 2022; Hughes, 2018). Specifically, the commercialization of local culture, increased crime and prostitution, overcrowding, high property tax, increased living expenses, environmental degradation, and water, air, and noise pollution, have caused significant effects, particularly in vulnerable destinations with fragile ecosystems (Scheyvens et al., 2021).

With the tourism industry still recovering from the impacts of COVID-19 pandemic and facing ongoing challenges related to climate change and economic instability (associated with negative impacts presented above), destination management organizations (DMO) are increasingly focused on developing travel experience that minimize these negative effects (Yeh, 2020). Sustainable tourism development has become a priority for many of these destinations (Hateftabar & Michel, 2020). This framework establishes long-term criteria based on sustainability, preservation, and viability (Liu, 2003). Choi and Sirakaya (2005, p. 1286) note that “Sustainable tourism development should be ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive and, finally, economically viable for the host community”. Bramwell (2015) adds that sustainable tourism development should create a link between preservation of biodiversity, protection of



individual wellbeing, equally shared economy, and local's active role in decision-making.

This study proposes a framework that is guided by residents' engagement and participation during the implementation of policies and sustainable practices (Palmer et al., 2013). Gursoy, Chi, and Dyer (2010) point out that the sustainability of tourism development can be significantly influenced by the involvement of the local community. Other studies maintain that a destination's success or failure lies heavily on residents' perception and attitude towards the sector (Rasoolimanesh & Seyfi, 2020). Several theoretical framework such as Empowerment Theory (Zimmerman, 1995), Weber Theory of Formal and Substantive Rationality (WTFSR) (Weber, 1978), Social Exchange Theory (SET) (Emerson, 1976), and Institutional Theory (Scott, 1995), just to name a few, have assisted researchers in understanding how residents react to the phenomenon of tourism in their community.

Within the context of tourism destination, WTFSR has been instrumental in understanding the complexities of relationships between residents, tourists, and authorities (McGehee, 2007). The intricate milieu of Weber's substantive rationality, the non-economic factors that drive individuals to arrive at a decision are intimately connected to individuals' values, beliefs, customs, and ideologies (Kalberg, 1980). Kalberg (1980) defined substantive rationality as "being guided by a values-postulate; that is, the necessity to have one's actions be consistent with the values that he or she holds" (p. 1155). Under the condition of future perspective, values are shaped by the level of provision within certain groups of individuals (Jagd, 2002; Weber, 1978). Such values are vital in informing non-market activities and decisions related to economic gains in tourism: formal rationality (McGehee, 2007).

Formal rationality posits that individuals are primarily motivated by maximizing their economic gains while minimizing the costs when interacting with the market (Jagd, 2002). This form of rationality pertains to various aspects of life and systems of control that establishes clear and defined limits within the boundaries of economic, legal, and scientific domains, as well as the bureaucratic mode of dominance (Kalberg, 1980). When examined through the lens of distribution of income, formal rationality emphasizes the aspirations of economic benefits that derive from market interaction (Weber, 1978). In developing destinations, particularly in those that harness economic development to

tourism, formal rationality is expressed in calculable terms (income generation and GDP contribution) (McGehee, 2007). These factors play a crucial role in determining the sector's contribution to community wellbeing.

Weber's rationalities have been instrumental in explaining the interplay between residents' empowerment and their support for tourism development (Boley & McGehee, 2014). Resident empowerment draws from Foucault's conceptualization of power. According to Foucault, power is a complex and strategic situation involving multiple and mobile fields of relations (Foucault, 1978, 1980). This contemporary view challenges the traditional notion of power as a zero-sum game, instead describing it as omnipresent, coming from everywhere. In the realm of social psychology, Zimmerman (1995) developed Empowerment Theory to explore social, psychological, and political empowerment in individual, organizational, and community contexts. Within tourism, where empowerment significantly impacts sustainability, researchers have employed different conceptualizations of Empowerment Theory to better understand empowerment processes and outcomes (Eluwole et al., 2022). Scheyvens' (1999) multidimensional conceptualization, drawing from psychology and development literature, considers economic, psychological, social, and political dimensions.

Boley and McGehee (2014) built upon Scheyvens' (1999) conceptual work to create the Resident Empowerment through Tourism Scale (RETS). This quantitative assessment measures residents' psychological empowerment (residents' pride when visitors express interest in their culture and community), social empowerment (collective efforts within the community), and political empowerment (engagement in tourism policies) related to tourism. By tracking residents' perceptions of empowerment, the RETS offers destination managers and decision-makers a comprehensive tool to measure how the involvement of locals can contribute to sustainable practices that are implemented during the planning stages, allowing for a better understanding of the challenges present in tourism communities. It also aids in addressing difficulties in evaluating non-economic aspects of tourism development (Boley & McGehee, 2014). However, while the RETS has significantly contributed to our understanding of residents' empowerment, limitations associated with economic and other non-economic measurements in the scale are evident. Researchers have suggested that the measurement

of economic empowerment and environmental empowerment could provide a deeper understanding of effective ways to engage residents in the implementation of sustainable tourism practice and their motives to show support for tourism (Strzelecka et al., 2017). A holistic measurement tool of residents' perception of psychological, social, political, economic, and environmental empowerment has the potential to better align the scale within sustainable tourism development based on the triple-bottom-line concept (Stoddard et al., 2012).

Economic empowerment, as initially introduced by Scheyvens (1999), aims to ensure an equitable distribution of wealth and benefits from tourism among all community members. While there are existing scales, such as the Economic Benefits from Tourism Scale (EBTS), designed to assess residents' perception of personal economic benefits from tourism (Boley, Strzelecka, & Woosnam, 2018), these scales do not necessarily capture residents' perceptions of economic empowerment. While benefiting economically from tourism provide short-term gains, being economically empowered through tourism provides sustained economic growth and greater financial independence (Scheyvens & Van der Watt, 2021). This distinction becomes particularly problematic in many island destinations where tourism profits are often retained by external companies (e.g. hotel chains, travel agencies, transportation companies), leading to seasonal income that cannot sustain local communities continuously. In such contexts, only the most powerful tend to benefit (Nguyen et al., 2021). In contrast, economically empowered communities can assert ownership over their financial resources, fostering long-term economic stability (Scheyvens & Van der Watt, 2021).

Environmental empowerment allows local communities to gain power by preserving their natural resources (Ramos & Prideaux, 2014). Given the environmental vulnerabilities of small island destinations, a path toward achieving environmental empowerment involves transferring power to local residents and viewing them as "tourism activists" who play a major role in sustainable tourism development. Collective community action contributes to ecosystem conservation and enhances natural resources. Moreover, environmentally empowered residents who actively engage in tourism can serve as tourism agents, encouraging tourists to adopt environmentally friendly behaviors (Scheyvens & Van der Watt, 2021).

Weber's rationality has been modelled with SET's orientations to better understand residents' empowerment as well as the tangible and intangible mechanisms that drive individuals to participate in tourism related activities in their communities (Eluwole et al., 2022; Gannon et al., 2021; Yeager et al., 2020). The underlining principles of SET are grounded on human behavior and social interaction in an exchange setting (Homans, 1961). It posits that social behavior results from an exchange process where individuals weigh the potential benefits and costs of relationships (Blau, 1964). Individuals strive to maximize rewards and minimize costs, leading to the formation, continuation, or dissolution of relationships based on perceived worth (Emerson, 1976; Homans, 1961). With particular interest in understanding human behavior, SET explores how the structure of benefits and costs influences patterns of interaction within relationships (Blau, 1964).

This cost-benefit relationship emphasizes residents' willingness to enter an exchange with the industry if benefits are incremented and costs are diminished (Nunkoo, 2016). WTFSR and SET frameworks helped explain community attachment, environmental attitude, and economic gains from tourism and how such factors influence residents' to show their support for tourism (Gannon et al., 2021). Yeager et al. (2020) employed the two theories to examine how residents' empowerment and economic gains are shaped by costs (negative) and benefits (positive) impacts of tourism and to what extent this contributed to support for short-term vacation rental (STVR). Residents' empowerment, quality-of-life, and community attachment have been scrutinized to explain residents' support for festival tourism (Eluwole et al., 2022). In other instance, Woosnam and Erul (2017) employed SET to understand residents' perceptions of all-inclusive resort (AIR) through the application of the Perception of All-inclusive Resorts (PAIR) scale. By observing AIR's positive impacts, AIR's negative economic impact on local businesses, AIR's negative impact on quality, and AIR's negative impacts on population, the authors were able to better understand residents' reaction to the development of all-inclusive tourism development project and its effect on local community (Woosnam & Erul, 2017).

While WTFSR and SET's orientations have been vital in aiding our understanding of complex relationships in tourism communities, little is known how, through the

application of the RETS, the effect of empowerment on costs and benefits, and on SSTD within the context of AIR, under the perspectives of those theories. SET's perspectives have also been combined with Institutional Theory to investigate residents' perception of economic and political performance of government, costs-benefits impacts and how such factors influence them to demonstrate support for mass and alternative tourism (Nunkoo & Gursoy, 2017). Although not extensively explored within resident perception and attitude study, Institutional Theory has been fundamental in extending our understanding of the economic, political, and socio-cultural structures that govern the sector (Sinclair-Maragh & Gursoy, 2016). Institutional theory is described as consisting of cognitive, normative, and regulatory elements that provide stability and meaning of social behavior, transmitted through carriers such as culture, organizational structure, and routines operating at multiple levels of jurisdiction (Scott, 1995). This multifaceted view highlights the intricate interplay between institutions, behavior, and rational decision-making.

In the context of tourism, regulatory institutions enforce policies to influence behavior, while normative structures define social norms and values (Badola et al., 2018). The interpretation of these regulations and norms shapes individual behavior, influenced by prior social knowledge and understanding of cognitive elements embedded in institutional structures (Nguyen, 2022). Ultimately, individuals make choices based on cost-benefit judgments (Ghalia et al., 2019). Therefore, it is important that local institutions with inherent geographical connection prioritize maximization of benefits and minimize costs (Badola et al., 2018). Nguyen (2022) employed Institutional Theory to determine if environmental strategies implemented by local authorities enhances or diminishes local tourism company's performance. Sinclair-Maragh and Gursoy (2015) examined the intersections between political imperialism (external investors dictate and influence the trajectory of tourism development), economic imperialism (foreign investors provide means of production while host community provide raw material), and cultural imperialism (foreign investors transmit knowledge, teaching, and culture and host community follow suit) and support for tourism.

Although these studies have contributed to our understanding of the institutional arrangements within tourism communities, research that explore the operationalization of

economic and environmental empowerment within the context of imperialism and how these factors influence certain types of behaviors have not received attention in literature. Specifically, investigation of the interplay between residents' perceptions of political, economic, and cultural imperialism and its effect on perceptions of psychological, social, political, economic, and environmental empowerment and to what extent these factors influence residents to demonstrate SSTD is still lacking in literature.

The intricacies of the concepts and theories presented above are examined with an emerging tourism destination, Cape Verde, particularly on the islands of Boa Vista and Sal. Due to its historical colonial past and the current state of tourism development, Cape Verde provides an intriguing context for studying residents' empowerment, imperialism, costs-benefits, PAIR, and SSTD. Data pertaining to the pilot test for the scale development are collected on the island of Boa Vista. According to the 2021 Census data, Boa Vista (the country's second most sought-after tourist destination after Sal), the population of this island is 12,613 (53.8% male and 46.2% female), with 24.7% employed in tourism-related activities (INE, 2021). Boa Vista, also known as the 'Island of Dunes' (Ilha das Dunas), attracted 240,876 visitors in 2019, 175,548 in 2022, and 261,781 in 2023 to its 55 km of white sandy beaches and turquoise waters (INE, 2023, 2024). The island of Sal, with a population of 33,347 (53.5% male and 46.5% female), registered 372,785 tourist arrivals in 2019, 516,614 in 2022, and 577,131 in 2023 (INE, 2023, 2024). This island serves as the cornerstone of Cape Verde's tourism industry. Its strategic location on the Africa-Americas-Europe route contributed to the rise of mass tourism in the early 1960s (Santos, 2014). The island offers 34 accommodations, including 21 four and five-star hotel resorts, totaling 17,490 rooms during high season and 12,903 rooms during low season (TradeInvest, 2023).

As a whole, Cape Verde attracted 819,308 international arrivals in 2019, 835,945 in 2022, and 1,010,739 in 2023 (INE, 2023, 2024). Official data report from 2023 reveal that these figures contributed 32.8% to its national GDP, generated 42.1% of formal employment, and attracted CVE12.6bn (EUR11.6bn) capital investment (WTTC, 2023). These figures reflect the strategies introduced during the Global Tourism Investment Forum in 2021, which focused on attracting foreign direct investment, with specific interest in community capacity building, economic diversification, biodiversity

protection, climate action, global tourism plastic initiatives, and hotel energy solutions (UNWTO, 2021).

## **1.2. Research aims and objectives**

The general objective of this study is to better understand the factors that affect residents' SSTD, exploring the case of Cape Verde. Specifically, the study seeks to address limitations in literature pertaining to the current RETS by integrating two new dimensions in the scale: economic and environmental empowerment. It also seeks to abbreviate the number of items to make more room for this integration. Additionally, the study aims to examine the effect of political, economic, and cultural imperialism on residents' perception of psychological, social, political, economic, and environmental empowerment, and to what extent this influences residents to show SSTD. Moreover, considering that tourism development strategies are dominated by foreign investors within the study setting, the study aims to investigate the effect of residents' psychological, social, political, economic, and environmental empowerment on cost, benefits, and SSTD and how these relationships are moderated by perceptions of all-inclusive tourism development model. Grounded on quantitative research, intended to use surveys for data collection, and statistical methods of data analysis to generate empirical evidence, this research applies structural equation models to test the set of hypotheses, with which the results will be transcribed and presented in three studies. In particular, the thesis aims:

1. To develop and validate a new version of the Resident Empowerment through Tourism Scale: RETS 2.0 (Study 1);
2. To examine the relationship between imperialism, empowerment, and SSTD, and to analyze if residents are able to become empowered through an imperialistic tourism development model (Study 2);
3. To develop a framework to analyze the effect of residents' perceptions of empowerment on costs and benefits of tourism, and SSTD in an all-inclusive tourism development context (Study 3).

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

Considering the critical role of local community empowerment in advancing sustainable tourism and recognizing the shortcomings of the existing RETS, this research contributes to the enhancement of Empowerment Theory. This is achieved by introducing a revised RETS model that incorporates additional dimensions - specifically, economic and environmental empowerment - while also streamlining the current dimensions to alleviate the burden on respondents. Concurrently, this approach underscores the scale's theoretical consistency and its ability to predict outcomes within the context of Cape Verde. The newly proposed empowerment scale, RETS 2.0, is anticipated to offer substantial advantages for both researchers and industry professionals. The integration of both economic and non-economic psychometric aspects of empowerment into a single scale offers a more straightforward approach for researchers to apply Empowerment Theory. This framework is a more direct measurement than the original RETS and other tools in scholarly literature that have only assessed the substantive rationality aspects of empowerment. The enhanced RETS 2.0 will equip destination managers with important insights into how residents perceive the power dynamic in their communities, as well as the tools necessary to garner their support for sustainable initiatives. The development and validation of the new RETS 2.0 can assist managers in reaching global sustainability objectives, encourage government to involve local community, and empower residents to participate in important decision-making that benefit them economically, environmentally, socially, politically, and psychologically.

Furthermore, by investigating complex concepts within tourism literature, this study also seeks to better understand local perceptions of empowerment and its intricacies with the imperialistic tourism development model, particularly within a nation with a colonial past with heavy reliance on tourism. It contributes to both theory and practice by exploring Institutional Theory and WTF SR to highlight the tendency of economically challenged countries to adopt an imperialistic approach to tourism development due to a lack of domestic financial means. Analyzing how residents view empowerment through an imperialism lens will shed light on the dynamics of power, as well as the social, economic, and political frameworks that influence sustainable development. In turn, this



examination seeks to deepen our comprehension of how residents perceive and react to the themes of imperialism, empowerment, and sustainability.

Moreover, the exploration of the interplay between empowerment, costs, benefits, and SSTD, analyzed through SET and WTFSR aims to contribute to the existing knowledge base. This approach underscores both the tangible and intangible complexities of tourism development within a small economy, particularly one with a colonial history. These theoretical models intend to clarify the political and economic frameworks integral to tourism projects in destinations heavily reliant on tourism.

By examining how residents' perceptions of empowerment affect their opinion on costs and benefit of tourism, as well as how these dimensions affect their SSTD, the study provides critical insights for tourism planning and development. The research also aims to deepen our understanding of the various economic and non-economic factors considered by residents in expressing their SSTD. Given that tourism in small islands often operates on an all-inclusive basis, it's vital to understand how this model influences the relationship between empowerment, cost-benefit, and SSTD for the enduring sustainability of these destinations. This analysis will highlight the community response to the allocation of tourism benefits and, in light of current global challenges and an uncertain future, will offer a detailed perspective on the policies needed for more sustainable tourism management and practices.

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

Guided by the positivism paradigm, this study is designed to collect data in two islands of Cape Verde (*Sal* and *Boa Vista*) in order to answer the research questions: (1) Can residents' empowerment and its diverse dimension (psychological, social, political, economic, and environmental), influence them to show SSTD in the small island developing destination Cape Verde? (2) Can residents become empowered through an imperialistic tourism development model? (3) To what extent the effects of empowerment, perceptions of costs and benefits from tourism influence residents to support tourism in an all-inclusive tourism development model? These islands are

selected taking into account that they represent about 80% of tourism activities in Cape Verde as well as the importance of tourism to the local economy. The research instrument used to collect the data was a questionnaire. The target population for this study included 12,613 residents from Boa Vista and 33,347 residents of Sal, older than 18 years old. A representative sample of residents was surveyed, assuring a proportional distribution according to gender and age category.

Prior to data collection through questionnaire application, an in-depth interview is conducted. This includes open-ended semi-structure questions relating to the dimensions of economic and environmental empowerment. Subsequently, using a random route method with a systemic sampling approach, the data collection using questionnaire survey method consists of a self-administered, door-to-door pen and paper questionnaire. This sampling scheme is chosen because it allows the researcher to gather a representative sample of the population, reduce non-sampling errors, increase response rate, and minimize measurement error. This method is applied in **Studies 1, 2, and 3**. Two rounds of primary data collection (509 in the first round and 341 in the second) is considered.

After the data collection, several statistical analyses are performed using the softwares IBM SPSS Statistics v27, IBM AMOS v28, and SmartPLS v4.2. Statistical analysis included descriptive statistics, Exploratory Factorial Analysis (EFA), Confirmatory Factor Analyses (CFA), and Structural Equation Modelling (SEM) (**Study 1, 2 and 3**). In addition, several goodness of model fit measures and statistical tests are also used. The conceptual models proposed in **Studies 2 and 3** generated a set of hypotheses tested using the SEM methodology.

### **1.5. Definition of key terms**

**Empowerment Theory:** “A theory of empowerment includes both processes and outcomes. The theory suggests that actions, activities, or structures may be empowering, and that the outcome of such processes result in a level of being empowered. Both empowerment processes and outcomes vary in their outward form because no single

standard can fully capture its meaning for all people in all contexts” (Zimmerman, 2000, p. 45).

**Imperialism:** Imperialism is described as a practice adapted by foreign powers that utilize economic and political position to exercise systematic control with an end goal to accumulate wealth, as well as to expand and dominate markets (MacNeill, 2017).

**Institutional Theory:** Institutional theory is a sociological perspective that examines how social structures, such as norms, rules, and routines, become established as authoritative guidelines for social behavior. It focuses on how these elements are created, spread, adopted, and adapted over time, and how they influence organizations and individuals. In essence, it explores how organizations conform to societal expectations to gain legitimacy and reduce uncertainty (Scott, 2014).

**Perception of All-inclusive Resort (PAIR):** To better understand how residents perceive an AIR tourism model, Çevirgen & Üngüren (2009) developed the Perception of All-inclusive Resort (PAIR) Scale in which the authors defined seven factors to analyze residents’ perception of AIR: AIR impacts on nature-services-tourists; AIR impacts on profits of local businesses; AIR impacts on scope of local businesses; AIR impacts on Turkey tourism; AIR impacts on local businesses; AIR impacts on regional tourism and AIR impacts on local business sales (Woosnam & Erul, 2017).

**Resident Empowerment:** Resident empowerment is defined as “a multidimensional, context dependent, and dynamic process that provides humans, individually or collectively, with greater agency, freedom, and capacity to improve their quality of life as a function of engagement with the phenomenon of tourism” (Aghazamani & Hunt, 2017, p. 343).

**Social Exchange Theory (SET):** Ap (1992, p. 668) describes the theory as “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation”. In tourism, the underlying principle of SET is that perceived personal and community outcomes from tourism (and potential tourism development) determine individuals’ perceptions of tourism and levels of support for the industry (Andereck et al., 2005).

**Support for Sustainable Tourism Development (SSTD):** The capacity to meet the needs of tourists, provide opportunities to enhance economic growth, protect physical locations,

and improve the quality of life of residents while enhancing opportunities for the future through the coexistence of tourism development and environmental quality (Lee, 2013).

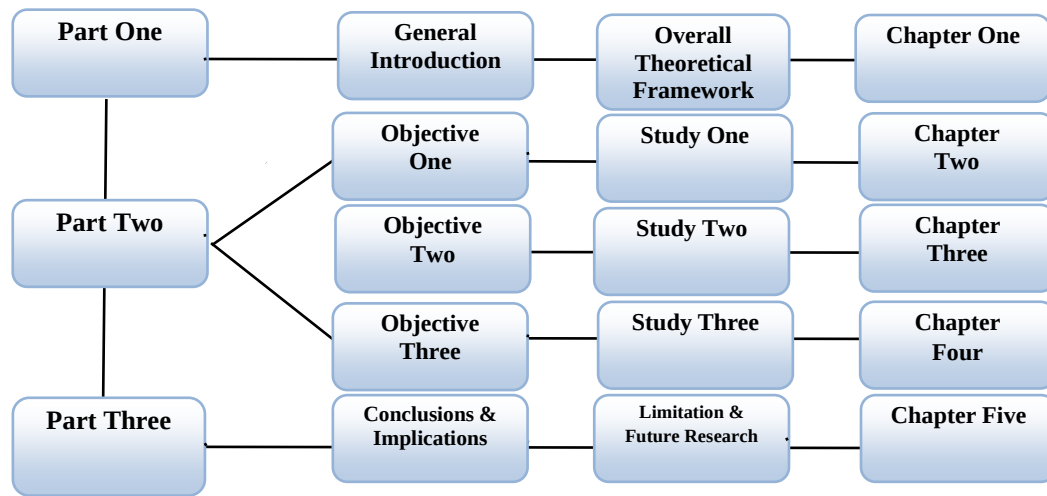
***Sustainable Tourism Development:*** Cater (1993) defined sustainable tourism development as the underlying principles of sustainable tourism is to establish a balance between environment protection, social-cultural preservation, economic justice and, improve host-community needs and standard of living. Choi and Sirakaya (2005, p. 1286) complemented this by adding that “Sustainable tourism development should be ecologically responsible, socially compatible, culturally appropriate, politically equitable, technologically supportive and, finally, economically viable for the host community”.

***Weber Theory of Formal and Substantive Rationality (WTFSR):*** Max Weber’s Theory of Formal Substantive Rationality (WTFSR) distinguishes between formal (extrinsic) and substantive (intrinsic) rationality, providing a framework for analyzing the economic and non-economic reasons individuals interact with the market (Kalberg, 1980; Weber, 1978).

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

The structure of this thesis is divided into three parts, as seen in Figure 1. Part one comprises the general introduction and theoretical framework, guided by a discussion of the research background, objectives, significance of study and research design. The definition of terms is also presented in chapter one. Part two consists of the three research studies, presented in chapters two, three, and four, which were developed to attain the three specific objectives of the thesis. These research objectives will be analyzed separately, and transcribed and submitted for publication. Part three presents the conclusion of the study and its implications. This is followed by the limitations of this research and future research proposals.

**FIGURE 1.1: OUTLINE OF THE THESIS**



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## CHAPTER TWO

### STUDY 1: DEVELOPMENT AND VALIDATION OF THE NEW RESIDENT EMPOWERMENT THROUGH TOURISM SCALE: RETS 2.0<sup>1</sup>

#### Abstract

This study developed a new version of the Resident Empowerment through Tourism Scale - the RETS 2.0 by integrating two new dimensions of empowerment – economic and environmental empowerment – that the original RETS left off. The RETS 2.0 also abbreviates the original RETS to three items per a construct, reducing response burden, and opening up space for measuring different antecedents and outcomes of empowerment. The RETS 2.0 was empirically tested and validated in the small island destinations of Boa Vista and Sal, Cape Verde following Churchill's (1979) and Rossiter's (2002) three-stage mix-method scale development approach. After demonstrating convergent validity, nomological validity was demonstrated by all dimensions being significantly correlated with support for tourism. However, in the test of predictive validity, only psychological, economic, and environmental empowerment were found to be significant predictors of support for tourism. The RETS 2.0 is proposed as a holistic and parsimonious five-dimension scale that assesses resident's empowerment towards sustainable tourism development.

*Keywords: RETS 2.0, resident empowerment, support for sustainable tourism development, scale development, Cape Verde*

#### 2.1.Introduction

Empowerment is a prominent construct within the disciplines of psychology, education, and community development because it provides avenues that enable

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<sup>1</sup> This paper was presented at TMS Algarve 2022: Tourism Management Studies Sustainability Challenges in Tourism, Hospitality, and Tourism – School of Management, Hospitality, and Tourism, University of Algarve, Faro, Portugal (November 16-18, 2022). The paper is also published (inpress) in the Journal of Tourism Management and follows this journal's style. <https://doi.org/10.1016/j.tourman.2024.104915>.

individuals to guide their life's course and ability to take up decisions in community matters (Cole, 2006; Rappaport, 1987). Within tourism, it has been defined as “a multidimensional, context dependent, and dynamic process that provides humans, individually or collectively, with greater agency, freedom, and capacity to improve their quality of life as a function of engagement with the phenomenon of tourism” (Aghazamani & Hunt, 2017, p. 343). Hence, empowerment is commonly recognized as an integral component of sustainable tourism development (Cole, 2006; Nguyen, d' Hauteserre, & Serrao-Neumann, 2021; Scheyvens, 1999; Strzelecka, Boley, & Strzelecka, 2017).

The need for and importance of resident empowerment can be grounded in Foucault's conceptualization of power. Foucault's conceptualized power as “complex strategical situation consisting of multiple and mobile fields of relations” (Foucault, 1978, p. 93). This contemporary view of power breaks from the traditional understanding of power by describing the concept as a zero-sum game that is omnipresent being “everywhere and come[ing] from everywhere” (Foucault, 1980, p. 63). Building on Foucault's thoughts of power being omnipresent, Zimmerman (1995) developed Empowerment Theory to better understand individual, organization, and community relationships of social, psychological, and political empowerment through a social psychology lens.

In the social psychology domain, several empowerment scales have been developed. Short and Rinehart (1992) developed the School Participation Empowerment Scale, Singh et al. (1995) developed the Family Empowerment scale, while Leslie et al. (1998) introduced the Development of a Worker Empowerment Scale. Within tourism, considering the significant role empowerment plays in the sustainability of tourism, several conceptualizations of Empowerment Theory (social, psychological, and political empowerment) have been employed within the tourism literature to better understand the processes and outcomes of empowerment (Aghazamani & Hunt, 2017). One of the most embraced conceptualizations of empowerment has been Scheyvens' (1999) which synthesized the psychology and development literature to conceptualize empowerment as multidimensional consisting of economic, psychological, social and political dimensions. Ramos and Prideaux (2014) later added the environmental dimension and developed the

*Wheel of Empowerment* to investigate the development of ecotourism in an indigenous Mayan community.

Building on the conceptual work of Scheyvens (1999) with the intention to operationalize the prevailing qualitative approaches to the multidimensional understanding of empowerment, Boley and McGehee (2014) developed the Resident Empowerment through Tourism Scale (RETS), as a quantitative assessment that measure residents' psychological, social, and political empowerment through tourism. With the ability to track residents' perception of empowerment, the RETS provides destination managers and decision-makers a holistic understanding of the challenges to develop tourism sustainably as well as ways to overcome difficulties associated with evaluating non-economic elements of tourism development (Boley & McGehee, 2014). Additionally, key benefits associated with the RETS has been its use as antecedent in shaping our understanding of resident support for tourism (Mody et al., 2020; Yeager et al., 2020), gaming and cultural tourism (Li et al., 2022b, 2022a), resident connection to nature (Strzelecka et al., 2021), and gender equality (Boley et al., 2017). Although the RETS has contributed significantly to the understanding of residents' empowerment (Boley, Maruyama, & Woosnam, 2015; Strzelecka et al., 2017), gaps in the literature and limitations with the scale are worth addressing. First, the validation of RETS has been limited to developed countries, e.g., USA (Boley, McGehee, Perdue, & Long, 2014; Boley & McGehee, 2014; Yeager et al., 2020), Japan (Boley, Maruyama, & Woosnam, 2015; Maruyama, Woosnam, & Boley, 2016), Poland (Strzelecka et al., 2017; Strzelecka, Prince, & Boley, 2021), and China (Li et al., 2022b, 2022a) overlooking its application in developing countries, especially those highly dependent on tourism. One exception is the application in Zimbabwe in the study conducted by Eluwole, Banga, Lasisi, Ozturen, and Kiliç (2022). It is important to emphasize that further testing and validation of the RETS is essential for the scale to become a universally accepted quantitative assessment of empowerment (Churchill, 1979; Malhotra, Agarwal, & Peterson, 1996). This is crucial because the results of the psychometrics properties may vary in a different context, which in turn can determine “whether the scores obtained from respondents in different cultures have the same meaning and interpretation” (Malhotra et al., 1996, p. 21).

A second limitation of the RETS is that, while focusing on psychological empowerment, social empowerment, and political empowerment, it neglects two

fundamental dimensions of empowerment: economic empowerment and environmental empowerment. Taking into account that resident empowerment is an essential component of sustainable tourism development based on the triple-bottom-line premise (Stoddard, Pollard, & Evans, 2012), failure to examine these two dimensions may hinder the face validity of the scale as well as question its applicability to sustainable tourism development. Economic empowerment, which was first introduced in Scheyvens's (1999) work is described as the approach to ensuring that an equal distribution of wealth and benefits from tourism is shared between all members of the community. While there have been scales such as the Economic Benefits from Tourism Scale (EBTS) developed to measure residents' perception of the personal economic benefits from tourism (Boley, Strzelecka, & Woosnam, 2018), these types of scales do not necessarily measure residents' perceptions of economic empowerment, as benefiting economically from tourism is different than being economically empowered through tourism. This is problematic because, as is the case in many island destinations, economic benefits from tourism or "profits are commonly retained by external travel agencies" (Nguyen et al., 2021, p. 4) which tend to be seasonal and cannot provide continuous income for tourism communities. In this context "only the most powerful will benefit" (Obradović & Stojanović, 2021, p. 2). Conversely, economically empowered communities are able to claim ownership of their financial resources and create means for long-term economic stability (Scheyvens, 1999). Moreover, economic gains through tourism should translate into economic empowerment for the community (Cole, 2006).

The original RETS also neglects to include a measure of environmental empowerment (Khalid, Ahmad, Ramayah, Hwang, and Kim, 2019; Ramos & Prideaux, 2014; Strzelecka et al., 2017). Environmental empowerment enables the local community to obtain power through the preservation of their natural resources (Ramos & Prideaux, 2014). Considering the environmental vulnerabilities of small island destinations (Grilli, Tyllianakis, Luisetti, Ferrini, & Turner, 2021; Nesticò & Maselli, 2020), a path toward the realization of environmental empowerment would be to transfer power to local residents and view them as "tourism activists who take over the major role in the process of sustainable development for tourism" (Shafieisabet & Haratifard, 2020, p. 486). Consequently, collective community action will contribute to the conservation of ecosystems and enrich their natural resources (Lee & Jan, 2019). Additionally,

environmentally empowered residents that participate and engage in tourism can take up the role of tourism agents and encourage tourists to adopt environmental-friendly behavior (Esfandiar, Pearce, Dowling, & Goh, 2022; Lee & Jan, 2019).

Finally, in addition to these limitations associated with the current RETS, there is a growing body of research focused on reducing scale length for theoretical and practical reasons (Boley et al., 2021). Theoretically, scales should be reduced in length because shorter scales open up more room on surveys for researchers to add additional constructs and test new theories (Mowen & Voss, 2008). Practically, authors have argued that “constraints in time, monetary costs, respondent fatigue, and survey refusal” (Malhotra, Mukhopadhyay, Liu, & Dash, 2012, p. 843) might be factors that introduce response bias and diminish the quality of the research. Drolet and Morrison (2001, p. 198) caution the use of lengthy scales, contending that this can contribute to respondent’s “fatigue, boredom, and inattention, which in turn, can lead to inappropriate response behavior.” To overcome this, Malhotra et al. (2012) suggest that shortened scales with a reduced number of items are better suited to obtain key information and are less cost consuming. Shorten scales are beneficial because it allows the integration of new constructs to the survey since there is more room and the respondents have a greater attention span from the reduced number of items, which in turn, help investigate the antecedents and outcomes of empowerment. While Neuts, Kimps, and Van der Borg's (2021) recently attempted to abbreviate the RETS, their study did not present or rigorously test the reliability and validity of the abbreviated RETS as advocated by the scale development literature or include the dimensions of economic and environmental empowerment (Churchill, 1979; Hair, Risher, Sarstedt, & Ringle, 2019).

With the importance of resident empowerment to sustainable tourism development and the limitations of the current iteration of the RETS in mind, the purpose of this study is to attempt to extend Empowerment Theory by developing a new version of the RETS that includes new dimensions (economic and environmental empowerment) and abbreviate the existing dimensions to reduce response burden all while testing the scale’s nomological and predictive validity in Cape Verde, a developing island nation. Kock, Josiassen, and Assaf (2019, pp. 1227–1228) write that “scales are only as good as their usefulness to identify and explain pressing phenomena,” and “a scale can only be as good as the nomological network in which is placed and tested.” The application of the

RETS 2.0 in Cape Verde, a developing island nation, will provide the appropriate test of nomological validity mentioned by Kock et al. (2019). The RETS 2.0 has many benefits to academics and practitioners alike. The measurement of economic and non-economic psychometric dimensions of empowerment within one scale provides researchers with a more direct way to operationalize the Empowerment Theory compared to the previous RETS and other measurements in the literature which only measured substantive rationality of empowerment (Boley & McGehee, 2014; Zimmerman & Warschausky, 1998). The updated RETS 2.0 will also better prepare destination management to acquire important information relating to residents' perception of empowerment and the necessary tools needed to influence their support for sustainable development. The literature around the topic of resident empowerment and support for sustainable tourism development will be reviewed followed by the methods used to develop and validate RETS 2.0 in the methods section.

## **2.2.Literature Review**

### **2.2.1. Theoretical framework of Empowerment**

“Empowerment Theory integrates perceptions of control, a proactive approach to life, and a critical understanding of the sociopolitical environment” (Zimmerman & Warschausky, 1998, p. 4) Viewed as a strategy of prevention and community intervention, Empowerment Theory stems from the social action ideology of the 1960s and the self-help perspective of the 1970s (Kieffer, 1984). The manifestation of empowerment occurs within three layers of social fabric, which enables individuals, organizations, and communities to “gain mastery over their affairs” (Rappaport, 1987, p. 122). At the individual level, Empowerment Theory is concerned with the psychological factors at play when individuals become independent problem-solvers and feel psychologically empowered (Zimmerman, 1995). The organizational level of empowerment demonstrates how an individual can become politically empowered within an institution (Zimmerman, 2000), and at community level, empowerment gives credence to socially empower residents to take part in community matters (Zimmerman et al., 1992).

In the social psychology literature, empowerment is described as a guide for community development and a concept for understanding the process and efforts to exert control and influence over decisions that affect an individual's life, organizational functioning, and the quality of community life (Zimmerman, 2000). Beyond the decision-making aspects, empowerment should be a tool that drives individuals to perceive themselves as able and entitled to occupy decision-making outlets (Rowlands, 1995). Empowerment has been extensively studied in multiple social science disciplines including, education, psychology, planning/development (Freira, 1973; Kieffer, 1984; Rappaport, 1984; Zimmerman, 1995), and more recently tourism (Boley et al., 2014; Cole, 2006; Scheyvens, 1999; Timothy, 2002).

Tourism operates within a complex system of relationships and power. Foucault (1978) maintains that power manifests within a network of relations consisting of multiple forces present in all social relations. This is particularly important for tourism because relationships, whether political, social, cultural, or economic, are the key ingredients of successful tourism development (Cheong & Miller, 2000). Within this network of relations, Foucauldian's perspective of power argues that power should not be understood as a commodity or a possession, but rather a tool that is available to be used by everyone within this system (Foucault, 1978). Power "can be used, shared or created by actors and their network in many multiple ways" (Gaventa, 2006, p. 24) and is "produced from one moment to the next, at the very point, or rather in every relation from one point to another" (Foucault, 1978, p. 93). This decentralized notion of power gives credence to the premise that within tourism communities, power should be viewed as a mechanism and strategy that challenges traditional views by fully engaging communities in tourism (Cheong & Miller, 2000). By leveling the playing field, power is understood as a strategy for capacity building that triggers collective efforts within tourism communities and empowers residents by creating opportunities for an equal distribution of benefits (Scheyvens & Van der Watt, 2021).



### **2.2.2. *Resident empowerment and tourism***

Recent bibliometric research reports that empowerment is one of the most studied concepts within the sustainable tourism literature (Moyle, Moyle, Ruhanen, Weaver, & Hadinejad, 2020). This concept has contributed to the understanding of the important role residents play in tourism community (Joo, Woosnam, Strzelecka, & Boley, 2020; Strzelecka et al., 2017), and how empowered communities can contribute to the development of successful sustainable tourism (Nguyen et al., 2021). A key factor in the process of tourism development is its ability to contribute to community empowerment (Cole, 2006; Ramos & Prideaux, 2014) and improve community members' economic, social, and cultural lives (Khalid et al., 2019). However, as a tool used to enhance sustainable tourism development, community empowerment cannot be achieved without the collective efforts of implemented policies at local, regional and national level (Petrić, 2007).

Efforts to develop a mechanism capable of understanding local communities and their involvement in tourism resulted in the development of a multidimensional framework encompassing economic, psychological, social, and political empowerment (Scheyvens, 1999). The examination of environmental empowerment dimension, which give locals the opportunity to manage, monitor, and conserve resources in the community by actively engaging them in tourism related activities, was later presented in the literature by Ramos and Prideaux (2014). Building off these largely conceptual and qualitative discussions of empowerment, Boley and McGehee (2014), developed the RETS to provide quantitative measures to resident empowerment through tourism.

As a quantitative assessment of empowerment, the original RETS provides an understanding of the factors that enable residents to engage in important decision-making and take control of the benefits tourism brings to their community. Its three-dimensional components – psychological empowerment, social empowerment, and political empowerment – have helped managers and officials understand residents' perception and the importance of residents' support in the process of sustainable tourism development (Boley et al., 2014; Li et al., 2022b, 2022a; Mody et al., 2020; Yeager et al., 2020). Each of the empowerment dimensions are discussed below.

## **2.3. Resident empowerment dimensions**

### **2.3.1. *Psychological empowerment***

Psychological empowerment is explained by Scheyvens (1999) as the self-esteem and pride residents feel as a result of tourists recognizing the value of their culture, natural environment, and traditional values. Visitors willingness to experience local culture and explore natural resources, motivate residents to share their knowledge and skills with tourists (Boley & McGehee, 2014), which contributes to their psychological empowerment. Psychologically empowered residents place a great value on their culture and environment (Di Castri, 2004). Sense of community pride and self-esteem are considered key drivers that contribute to psychological empowerment and the development of sustainable tourism (Nguyen et al., 2021). For instance, Magno and Dossena (2020) demonstrate that community pride was reinforced by tourists attending mega-events, which in turn psychologically empowered locals and influence them to support sustainable tourism. Residents' involvement in planning and development is an approach that psychologically empowers them and the community (Strzelecka et al., 2017).

However, psychological disempowerment may occur when the marketed place image lacks authenticity and does not capture the core value of a destination (Li et al., 2022b; Santos, 2014). In other cases, residents' psychological disempowerment can occur when residents lose interest in community development and wellbeing or feel they do not or have the opportunity to participate in important decision-making (Ramos & Prideaux, 2014). This can lead to frustration, disillusion and confusion, which are all indications of psychological disempowerment (Gohori & Van der Merwe, 2021).

### **2.3.2. *Social empowerment***

In tourism, social empowerment is the dimension that explains how community members work together in a cohesive manner (Scheyvens, 1999). This collaboration is known to increase community bonding and encourage them to take advantage of the benefits tourism brings to the community (Boley et al., 2015). Boley and McGehee (2014, p. 87) describe social empowerment as “when one perceives tourism as increasing his or

her connection to the community.” This construct has been investigated to examine the relationships between community bonding and collective efforts with community attachment, community involvement, and community-based tourism to understand the role of empowerment in sustainable tourism development in developing countries (Gohori & Van der Merwe, 2021; Nguyen et al., 2021). For example, Nguyen et al., (2021) note that the success of community-based tourism is highly influenced by community cohesiveness and contributed to resident social empowerment in Vietnam. In Manicaland, Zimbabwe, Gohori and Van der Merwe (2021) discovered that infrastructure development projects socially empowered residents, bringing them closer.

Conversely, increase competition among residents, especially in destinations highly dependent on the much needed income from tourism, can lead to conflict and disharmony among community members (Strzelecka, Boley, & Woosnam, 2017) which can socially disempower them. Additionally, prostitution, marginalization, alcohol and drug abuse, crime, and begging are also viewed as social disempowerment (Aghazamani & Hunt, 2017; Scheyvens & Van der Watt, 2021).

### **2.3.3. *Political empowerment***

Political empowerment is described as when residents in a tourism community demonstrate political efficacy and motivation to engage in “social and political resources” (Strzelecka et al., 2017, p. 559). This dimension is the community structure that represents the needs and interests of individuals and groups (Scheyvens, 1999). Politically empowered residents have a voice in the community and have at their disposal the necessary outlets to take part in important decision-making (Boley and McGehee, 2014). Although commonly compared to community participation and involvement where residents take part and become engaged in tourism related activities (Nicholas et al., 2009; Šegota, Mihalič, & Kuščer, 2017), political empowerment goes beyond participatory actions by giving “residents control over the tourism planning process” (Boley et al., 2015, p. 114).

In the ladder of participation Arnstein (1969, p. 217) presents two extremes of empowerment/disempowerment, in which the first rung – “Manipulation” – the “powerful” educate, advise and persuade citizens to heed to their manipulative agenda, a sign of political disempowerment, while the eighth rung of power give “Citizen Control” to have a seat at the decision-making table taking “full managerial power”, a sign of political empowerment. When power and political agency are retained by authorities and external investors residents’ voices are muffled, they become politically disempowered (Timothy, 2007). Eliminating, or lack thereof, platforms for residents to raise their concern regarding tourism in the community, put them at a disadvantage, as a consequence, politically disempowers them (Ramos & Prideaux, 2014). This control over tourism planning, development, and policies may hinder the process of sustainable tourism development (Phuc & Nguyen, 2020). Residents with control over socio-economic and democratic issues are motivated to find solutions to improve their future and contribute to the development of sustainable tourism (Shafieisabet & Haratifard, 2020).

Although the Empowerment Theory and the initial development of the RETS have furthered our understanding of the complexity of power in tourism communities within the sustainable tourism development premise to “ensure collective realization of optimal benefits” (Weaver, Moyle, & McLennan 2021, p. 2), economic empowerment and environmental empowerment dimensions should also be considered within this framework. Moreover, the values and beliefs underpinning Empowerment Theory and the current RETS have supported several studies in explaining how residents’ feel proud when visitors show interest in their culture and community (psychological empowerment), are politically engaged in tourism policies (political empowerment) and promote collective efforts in the community (social empowerment). However, taken into account the multifaceted components of tourism, and the current global events (climate change, economic uncertainty) this study attempts to extend these frameworks to encapsulate a more complete measurement of empowerment, encompassing economic empowerment and environmental empowerment. The integration of these constructs positions the theoretical underpinnings of Empowerment Theory within a holistic understanding of the complexity of development in tourism communities. Thus, the literature for these two dimensions is presented hereafter.

#### **2.3.4. *Economic empowerment***

Economic empowerment was initially presented in Scheyvens's (1999) empowerment framework to explain how economic benefits derived from ecotourism should economically empower the local community. In this study economic empowerment is defined as "earnings from tourism-related activities" as well as "access to productive resources." It is evidenced by employment and businesses opportunities, sustainable economic gains, equitable distribution of benefits and improvements to infrastructure and buildings" (Scheyvens and Van der Watt's, 2021, p. 10). In the quest to promote sustainable tourism development through the lens of community empowerment, economic factors are essential, especially in developing destinations highly dependent on tourism (Knight & Cottrell, 2016). Gohori & Van der Merwe (2021) showcased that entrepreneurial ventures and services provided through tourism related employment contributed to resident economic empowerment. Other studies demonstrate that strategies implemented through community-based tourism (CBT) economically empowered the local community (Nguyen et al., 2021). Conversely, unbalance power dynamics among residents may favored a small group, while economically disempowering the majority (Schmidt & Uriely, 2019). This concentration of economic gains from tourism among the more powerful can contribute to inequality, discrimination, and consequently economic disempowerment (Scheyvens and Van der Watt, 2021).

The measurement of economic benefits from tourism has been operationalized in the recently developed EBTS, which investigates residents' perception of the economic benefits from tourism (Boley et al., 2018). However, this scale does not attempt to make any advancements of how tourism benefits should be equitably shared in the community and "provide a regular, reliable income" (Scheyvens, 1999, p. 247) to economically empower residents. Moreover, although studies that examined the EBTS reported a positive relationship between resident perceived economic benefits and resident support for tourism (Boley et. al., 2014; Yeager et al., 2020), these do not demonstrate how residents are able to take control of their finances and ensure future economic prosperity (Scheyvens & Van der Watt, 2021).

To this end, one may argue that this relationship may be influenced by the temporary economic gain residents obtain from tourism but does not necessarily predict long-term economic stability for individual households in the community. Studies that examine the relationship between economic empowerment in tourism communities are evidenced in the literature (Gohori & Van der Merwe, 2021; Nguyen et al., 2021; Scheyvens & Van der Watt, 2021). Nevertheless, based on these findings and considering that, to date, quantitative assessment of economic empowerment has yet to be measured within the residents' empowerment perception framework, this study aims to operationalize this dimension to better understand the benefits of economic gains through tourism and long-term economic stability in the community.

#### **2.3.5. *Environmental empowerment***

Environmental empowerment is “capable of producing empowerment beyond economic, social, political, and psychological” empowerment (Aghazamani & Hunt, 2017, p. 339). In this study environmental empowerment is defined as a mechanism that offers residents the opportunity to manage and monitor their natural resources in the community by actively engaging them in tourism related activities (Ramos & Prideaux, 2014). This power is gained through biodiversity knowledge, environmental education, restoration of natural resources, and ecosystem management (Scheyvens & Van der Watt, 2021). As a consequence, environmental impact is reduced and tourism is developed sustainably (Shafieisabet & Haratifard, 2020).

However, environmental conservation presents many challenges in small vulnerable destinations highly dependent on tourism (Butler & Menzies, 2007; Cole, 2006; Moyle et al., 2020). One of the chief concerns regarding this issue is the top-down tourism development approach, which often excludes locals from vital decision-making process (Nesticò & Maselli, 2020). In such case, “local people and their communities become the objects of development but not the subjects” (Mitchell & Reid, 2001, p. 114). Timothy (2007) highlights this as “*impose development*” where projects are implemented through centralized authorities, who deduce their actions are for community betterment. The underlying issue of this clinch to power by decision-makers is obviously economic

interest, which often does not benefit the disadvantaged population (Shafieisabet & Haratifard, 2020, Timothy, 2007). Community-based tourism and capacity building, the grassroots of empowerment, that “allows communities to break away from the hegemonic grasp” (Timothy, 2002, p. 150) are suggested as effective tools that empower residents and contribute to sustainable tourism development (Knight & Cottrell, 2016; Nguyen et al., 2021).

Environmental empowerment was recently proposed in a newly developed empowerment framework (Scheyvens & Van der Watt, 2021). Subsequently, attempts to operationalize environmental empowerment have been made by Eluwole et al. (2022) and Lwoga (2017). However, Eluwole's et al. (2022) examination of environmental empowerment was done so from a collective (community) perspective. Second, the environmental scale adopted from Chinyele and Lwoga (2019) which was borrowed from Lwoga (2017) is not in line with the current RETS scale, and “does not capture important aspects of a construct because its focus is too narrow” (Boateng et al., 2018, p. 6), focusing mainly on heritage conservation. Finally, the integration of a new dimension into an existing scale should also follow Churchill's (1979) scale development recommendations, an overlooked factor in Eluwole's et al. (2022) study.

With these observations in mind and following Churchill's (1979) scale development recommendations, this study aims to integrate the environmental empowerment dimension into the current RETS to better understand how tourism can serve as an agent to environmentally empower the local community and contribute to the development of sustainable tourism. As demonstrated in recent studies, the adaptation of social and environmental behavior can contribute to resident environmental empowerment, which in turn, promotes sustainable development practice (Khalid et al., 2019; Xu & Hu, 2021).

#### ***2.3.6. Residents' support for sustainable tourism development***

Residents' support for sustainable tourism development is viewed as an important antecedent for the success and sustainability of destinations (Gursoy & Rutherford, 2004;

Qin et al., 2021). In a small island context, where destinations are characterized by their vulnerability, governments rely heavily on residents' long-term support for sustainable tourism development (Man Cheng et al., 2021). Perceptions of the benefits and costs associated with economic, social, cultural, and environmental impacts of tourism have long been considered important predictors to support sustainable tourism development (Lee, 2013; Nicholas, Thapa, & Ko, 2009; Phuc & Nguyen, 2020). Other factors, such as perceptions of empowerment have also recently been regarded as antecedences for long-term support for tourism (Boley & McGehee, 2014; Cole, 2006; Ramos & Prideaux, 2014).

Although several studies have investigated the three dimensional framework included in the current RETS as a antecedent for support for tourism (Boley et al., 2014; Eluwole et al., 2022; Li et al., 2022b; Yeager et al., 2020), studies that examine residents' perception of empowerment and how this affect their support for sustainable tourism development in small island destination context are rare. Further, this study seeks to examine residents' economic empowerment and environmental empowerment within these frameworks to explain how this affects residents' support for sustainable tourism development. The integration of these two dimensions within the current RETS will strengthen the scale's ability to explain the complex relationships between residents' perception of economic and non-economic factors, residents' attitude, power, and the process of sustainable tourism development. Within the context of highly economic dependent tourist destinations, a more holistic conceptualization and measurement of Empowerment Theory will provide further understanding of the power relations and the important role of residents' empowerment in the sustainability of tourism in these fragile economic and environment ecosystems. The holistic measurement of the Empowerment Theory will also help explain how empowered residents will demonstrate their support for sustainable tourism development when power is transferred to them, and they have economic, psychological, social, political, and environmental control of their resources (Shafieisabet & Haratifard, 2020).



## 2.4.Methods

### 2.4.1. *Developing the new Resident Empowerment through Tourism Scale: RETS 2.0*

This study followed Churchill's (1979) and Rossiter's (2002) scale development recommendation to develop and validate the RETS 2.0. As previously considered in other tourism studies (Beall & Boley, 2021; Boley & McGehee, 2014; Kim, Ribeiro & Li, 2021; Wu et al., 2022) Churchill's (1979) recommendations are the benchmark used to evaluate psychometric properties in scale development. However, Rossiter's (2002, p. 308) content validity procedure diverges from the focus on psychometrics to ensure that the measured items "properly represent the construct." Thus, a two-stage, mixed approach of qualitative and quantitative methods was used in this study to follow both the best practices in scale development from a psychometric perspective as well as content validity perspective. The scale development relied on 7 steps (Table 1). The first step was to specify the domain in order to generate item pools through an extensive literature review and in-depth interviews. Following this step, the items generated were purified through multiple rounds of data collection. This process utilized exploratory factor analysis (EFA) (to refine and purify the item pool) and confirmatory factor analysis (CFA) (to further purify the scale and confirm the factual structure and reliability and validity of RETS 2.0). Lastly, Structural Equation Modelling (SEM) was performed to evaluate the structural relationships between the RETS 2.0 dimensions and residents' support for sustainable tourism development as a test of nomological validity.

**TABLE 2.1: SCALE DEVELOPMENT STEPS AND PROCEDURES**

| Steps | Procedures                                       | Techniques                                                                                                                                                                                                                                                                               |
|-------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.    | Identification of domains                        | Literature review on empowerment.                                                                                                                                                                                                                                                        |
| 2.    | Item pool generation                             | Literature review, in-depth interview ( $n = 10$ ), generations of 15 economic empowerment items and 15 environmental empowerment items (30 items), and content validity. Sustainable tourism and scale development expert inputs (scale refinement) regarding questions' understanding. |
| 3.    | Data collection for pilot study                  | Survey on the island of Boa Vista ( $n = 233$ )                                                                                                                                                                                                                                          |
| 4.    | First purification                               | Exploratory factor analysis (EFA), Cronbach alpha, and reliability test.                                                                                                                                                                                                                 |
| 5.    | Data collection for primary study                | Survey on the island of Sal ( $n = 509$ )                                                                                                                                                                                                                                                |
| 6.    | Second purification                              | EFA Cronbach Alpha, reliability analysis.                                                                                                                                                                                                                                                |
| 7.    | Validation (validity and reliability assessment) | CFA construct validity, convergent validity, discriminant validity, nomological validity, and predictive validity.                                                                                                                                                                       |

#### **2.4.2. Step 1: Identification of domains**

Churchill's (1979) first recommendation for scale development includes an extensive review of the literature to understand the measured phenomenon. Within Scheyvens and Van der Watt's (2021) empowerment framework, economic empowerment should provide the means for communities to benefit long-term through tourism-related activities. Other interpretations in the literature suggest that economic empowerment should incorporate equitable distribution of economic benefits, promote economic stability, and provide employment opportunities (Aghazamani & Hunt, 2017; Gohori & Van der Merwe, 2021; Nguyen et al., 2021). The environmental empowerment domain was established using Ramos and Prideaux's (2014) framework. Additionally, other advancement in the literature, which highlight environmental education, natural resource preservation, and management of scarce and protected areas, were also considered (Aghazamani & Hunt, 2017; Khalid et al., 2019; Shafieisabet & Haratifard, 2020).

The next step in Churchill's (1979) recommendations is to develop a pool of items to measure the constructs. The findings of economic empowerment and environmental empowerment presented in the literature guided the item pool generation process. Furthermore, this review of the literature provided the guidelines for the inductive method using an in-depth interview technique to collect data from residents. Item pool generation using mixed approaches of deductive and inductive methods in scale development studies are suggested so that items developed represent the full breadth of the construct (Boateng, Neilands, Frongillo, Melgar-Quinonez, & Young, 2018; Cheng, Chen, & Wu, 2021; Wu, Wu, Li, & Tong, 2022).

#### **2.4.3. Step 2: Item pool generation**

##### *In-depth interviews*

In-depth interviews are the most common approach for gathering insight from participants in qualitative studies (Cheng et al., 2021). Open-ended semi-structured questions about economic and environmental empowerment were asked to participants

(face-to-face and via zoom) on the islands of Santiago, Sal, and Boa Vista, Cape Verde, during the months of November and December 2021. An information saturation threshold was reached after ten interviews. Six females and four males age between 34 and 71, with more than five years of experience in their respected field participated. Participants' affiliation included associations, private and public sector, and non-governmental organizations (NGO). Participants' consent was obtained to audio-record the interviews, which lasted between 20 to 60 minutes each. The interviews were all conducted in Portuguese and generated 85 pages of transcribed data. The data were later translated from Portuguese to English by an expert translator and underwent content validity to extract relevant information.

#### *Content validity of in-depth interview*

The content validity procedure followed a rigorous revision of the transcript by the research members. Cross-examination of the text was done to ensure face validity of item pool (Wu et al., 2022). The study identified a total of 30 items, e.g., 15 for economic empowerment, of which 8 from literature review and 7 from in-depth interview, and 15 for environmental empowerment, of which 9 from literature review and 6 from in-depth interview, as presented in Table 2. Items that captured how residents are able to control their financial resources generated through tourism in order to guarantee long-term economic stability were considered for the economic empowerment dimension. Environmental empowerment dimension incorporated items related to natural resource management, preservation of natural environment, environmental awareness, environmental responsibility, and education.

Subsequently, the items generated along with definitions of economic and environmental empowerment were analyzed by a panel of 4 experts familiar with scale development, resident perception and attitude, and resident empowerment. These experts provided their insights regarding content validity of the constructs, wording of items, clarity, neutrality, simplicity, directionality, and lack of ambiguity (Choi & Sirakaya, 2005; Lin et al., 2022). Expert panel opinions pertaining to economic empowerment dimension included double-barrel items, ambiguity, and too much focus on financial and

fiscal management aspects. Items that did not reflect the research setting, e.g., sharing economy, were also removed. In total, five items were removed from this list at this stage. Environmental empowerment dimension was less problematic. One double-barrel item, and three items (opportunity to enhance outdoor recreation, environmental agent, and managerial environmental skills) were removed. One item was reworded and retained. A total of 8 items were removed from both lists.

The retained 22 items were translated from English to Portuguese and pretested for comprehension and easiness of the questions. Fifteen residents provided their judgement regarding appropriateness of the items and the measurement domain within the target population (Boateng et al., 2018). This further assessment provided the researchers with insight relating to the suitability and clarification of the items, which were all retained.

After ensuring content validity of the 22 items, a back-translation technique was performed. Native English and Portuguese speaking scholars supervised this process to guarantee rigor of the translated items as well as ensure that the constructs were functionally and conceptually equivalent in the context of Cape Verde. This process, which also included items from the current RETS, followed Portuguese to English and back from English to Portuguese translations. Upon confirmation of the functional and conceptual equivalence as well as the translational/linguistic equivalence of the items recommended by (Malhotra et al., 1996), the 34 items (22 from this study and 12 from current RETS) were integrated in a survey questionnaire for a pilot study.

**TABLE 1.2: ITEM POOL GENERATION FROM LITERATURE REVIEW AND IN-DEPTH INTERVIEW**

| <b>Literature Review</b>                                                | <b>Interview</b>                                                                                              | <b>Reference</b>                                    |
|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>Economic Empowerment</b>                                             |                                                                                                               |                                                     |
| Makes me want to control my economic resources                          | Provides me with health, food, education, and security benefits                                               | Scheyvens (1999); Scheyvens and Van der Watt (2021) |
| Makes me feel I can benefit economically short and long-term            | Makes me want to create strategic partnership with private and public sector                                  | Scheyvens and Van der Watt (2021)                   |
| Provides ways for me to support my family                               | Provides me with the opportunity to certify my product                                                        | Boley et al (2018)                                  |
| Provides me with the opportunity to have access to international market | Provides ways for me and other residents from the fishing, agriculture, and arts sector to earn stable income | Gohori & Van der Merwe (2021); Nguyen et al. (2021) |

|                                                                                                         |                                                                                            |                                                                                     |
|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Makes me feel I can improve my standard of living                                                       | Makes me want to be part of a sharing economy                                              | Scheyvens (1999); Scheyvens and Van der Watt (2021)                                 |
| Provides ways for me to have access to government funding to finance my project                         | Provides ways for me to use funds allocated from tourism to improve my community           | Gohori & Van der Merwe (2021)                                                       |
| Provides ways for me to make informed economic decisions                                                | Reminds me of the importance of financial/economic management practice                     | Boley et al (2018); Gohori & Van der Merwe (2021)                                   |
| Makes me feel I can benefit from tourism even though I am not employed in tourism                       |                                                                                            | Nguyen et al. (2021); Scheyvens (1999)                                              |
| <b>Environmental Empowerment</b>                                                                        |                                                                                            |                                                                                     |
| Makes me feels I access to traditional uses of natural resources                                        | Fosters an ecological behavior and awareness in me                                         | Shafieisabet & Haratifard's (2020); Cole (2006); Ramos & Prideaux (2014)            |
| Provides ways for me to acquire regional, local, and institutional environmental knowledge              | Provides ways for me to develop managerial skills for long-term environmental conservation | Ramos & Prideaux (2014); Nesticò & Maselli (2020); Lee & Jan (2019)                 |
| Makes me want to protect Cape Verde's biodiversity                                                      | Reminds me that I have the obligation to protect my natural surrounding                    | Eluwole et al. (2022) Lee & Jan (2019); Ramos & Prideaux (2014)                     |
| Provides ways for me to take up the role of environmental agent                                         | Makes me want to adopt reuse, reduce, and recycle practices                                | Lee & Jan (2019) ; Moyle et al. (2020); Nguyen et al. (2021)                        |
| Reminds me that I have the obligation to preserve our natural heritage                                  | Makes me feel I have the obligation to manage scarce resources (water)                     | Ramos & Prideaux (2014); Nesticò & Maselli (2020); Lee & Jan (2019); Xu & Hu (2021) |
| Makes me feels like I have the capacity to mitigate negative environmental effects                      | Provides ways for me to promote environmentally friendly initiative                        | Eluwole et al. (2022) Nesticò & Maselli (2020); Ramos & Prideaux (2014)             |
| Makes me feel I can contribute to my community's wellbeing through preservation of physical surrounding |                                                                                            | Shafieisabet & Haratifard's (2020); Cole (2006); Ramos & Prideaux (2014)            |
| Provides me with the opportunity to enhance outdoor recreation                                          |                                                                                            | Lee & Jan (2019); Knight & Cottrell (2016); Nguyen et al. (2021)                    |
| Makes me want to participate in the creation of environmental regulations                               |                                                                                            | Eluwole et al. (2022) Ramos & Prideaux (2014) ; Nguyen et al. (2021)                |

#### 2.4.4. Step 3: Data collection for pilot study

Following steps 1 and 2, Churchill's (1979) third and fourth steps are to pilot test and purify the item pool. A two-part questionnaire was designed to first collect data relating to resident perception of economic, environmental, psychological, social, political empowerment. A 5-point Likert-type scale ranging from 1 = *strongly disagree* to 5 = *strongly agree* was used to measure each dimension. The second part of the questionnaire gathered data pertaining to sociodemographic information. The study site

for the pilot study was on the island of Boa Vista. Data from the Census 2021 reported that the population of Boa Vista, Cape Verde's second most sought tourist destination after Sal, is 12,613 (53.8% male and 46.2% female), of which 24.7% (pre COVID-19 pandemic) are employed in tourism-related activities (INE, 2021; TradeInvest, 2019). The island of Boa Vista (also known as Island of Dunes: *Ilha das Dunas*) attracted 240,876 visitors in 2019 through its 55 km of white sand and turquoise waters (INE, 2020). Dunes and oasis, palm trees, extensive beaches and irresistible waters depict the charms of this island. The Viana Desert, the fishing village of *Spinguera* and the Plain of *Campo da Serra*, besides Saint Monica Beach and *Ervatão*, are famous tourist attractions. *Morna* (a famous music genre) is heard throughout the island, in the late afternoons, rhythmic by this melody, in varied poems.

During the months of April and May 2022, under the supervision of one of the researchers, a research team collected data from residents. The pilot questionnaire was distributed door-to-door to residents, following a random route with a systemic sampling selection method, including instruction on how to fill out the questionnaire (Boley & McGehee, 2014). Residents that had difficulty filling out the questionnaire were assisted by one of the members of the research team. The research team distributed 350 questionnaires, of which 267 were returned and 233 were validated. Several studies have considered similar sample sizes for pilot tests and Churchill's item generation phases, e.g., Boley & McGehee (2014) ( $N= 113$ ); Boley et al. (2018) ( $N= 113$ ); Wu et al. (2022) ( $N= 225$ ) ; Otoo et al. (2021) ( $N= 209$ ) ; and Soulard et al. (2021) ( $N= 242$ ). Survey data were introduced into SPSS v.27 software to prepare the data for exploratory factor analysis (EFA) and reliability analysis.

## **2.5.Results**

### **2.5.1. Step 4: First purification of the RETS 2.0**

Following Churchill's (1979) fourth step for scale development, the first purification of the RETS 2.0 was performed using EFA. To verify this method's adequacy, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett Test of Sphericity were observed. Guided by Hair et al. (2010) recommendations, the

study established the following cut-off values as: KMO values greater than 0.60, eigenvalue greater than 1.0, communalities greater than 0.50, and factor loading greater than 0.40 or cross loading less than 0.40 (Kim et al., 2021). Internal consistency reliability was also performed to identify item-to-total correlation of the items with values greater than 0.50. Items with Cronbach alpha values greater than 0.70 were retained (Hair et al., 2019).

To determine the factor loading strength and item dimensionality, the study used principal component and Promax rotation to examine 34 items included in RETS 2.0. This analysis confirmed that, within the dimensions of environmental and economic empowerment, some items were causing issues in the model and were not loading well onto a factor. These items were identified as follow: Environmental Empowerment (*“Fosters an ecological behavior in me”, “Provides ways for me to acquire local environmental knowledge”, “Makes me feel I have the obligation to manage scarce resources (water)”, and “Makes me want to participate in the creation of environmental regulations”*) Economic Empowerment (*“Provides me with healthcare benefits” and “Provides me with educational benefits”*). After several rounds of test, these items were removed one at a time from the model (Wu et al., 2022). With the elimination of these 6 items, the variance explained increased from 73.48% to 75.54% showing a strong correlation of the five-dimensional model (Boley & McGehee, 2014). Therefore, it was deemed that the 28 items be retained for the next phase of scale development.

KMO coefficient value for the five-dimension scale of RETS 2.0 was 0.908, while Bartlett’s test revealed that there are statistically significant correlations between the measurement items ( $\chi^2 = 6052.368$ ,  $df = 378$ ,  $p < 0.001$ ). These results suggested that the data examined in the pilot study was appropriate for EFA. The eigenvalue for all five factors were above the 1.0 threshold. The established cut-off values criterion for communality ( $>0.50$ ) was satisfied for all items. Item-to-total correlation output ranged from 0.507 to 0.758. The pilot study confirmed a high level of internal consistency and reliability of the Cronbach alpha values for all five factors, which exceeded the 0.70 threshold, as seen in Table 3. The 28 items retained from the five-dimension scale solution explained 75.54% of the total variance. All factor loadings exceeded 0.70 threshold, meaning a strong association with the corresponding factor (Hair et al., 2019).

**TABLE 2.3: EXPLORATORY FACTOR ANALYSIS RESULTS FOR PILOT STUDY (N= 233)**

|                                                                                                            | Factor Loading | Item to Total Correlation | Eigenvalue | Variance Explained |
|------------------------------------------------------------------------------------------------------------|----------------|---------------------------|------------|--------------------|
| <b>Environmental Empowerment (<math>\alpha = 0.934</math>)</b>                                             |                |                           | 12.262     | 43.792             |
| Reminds me that I have the obligation to protect my natural surrounding                                    | 0.858          | 0.649                     |            |                    |
| Makes me want to adopt reuse, reduce, and recycle practices                                                | 0.835          | 0.612                     |            |                    |
| Provides ways for me to promote environmentally friendly initiatives                                       | 0.712          | 0.629                     |            |                    |
| Makes me want to protect Cape Verde's biodiversity                                                         | 0.885          | 0.673                     |            |                    |
| Makes me feel I have access to traditional use of natural resources                                        | 0.832          | 0.633                     |            |                    |
| Reminds me that I have the obligation to preserve our natural heritage                                     | 0.842          | 0.617                     |            |                    |
| Makes me feel like I have the capacity to mitigate negative environmental effects                          | 0.778          | 0.668                     |            |                    |
| Makes me feel I can contribute to my community's wellbeing through preservation of physical surrounding    | 0.853          | 0.712                     |            |                    |
| <b>Economic Empowerment (<math>\alpha = 0.922</math>)</b>                                                  |                |                           | 3.623      | 12.939             |
| Makes me feel I can benefit from employment opportunities                                                  | 0.729          | 0.507                     |            |                    |
| Provides ways for me to earn stable income from complementary sector (exp. Fishing, agriculture, and arts) | 0.735          | 0.597                     |            |                    |
| Provides ways for me to use funds allocated from tourism to improve my community                           | 0.736          | 0.510                     |            |                    |
| Makes me want to control my available income                                                               | 0.842          | 0.540                     |            |                    |
| Makes me feel I can benefit economically long-term                                                         | 0.853          | 0.629                     |            |                    |
| Provides ways for me to support my family                                                                  | 0.866          | 0.585                     |            |                    |
| Makes me feel I can improve my standard of living                                                          | 0.898          | 0.614                     |            |                    |
| Makes me feel I can benefit from tourism even if I am not employed in tourism                              | 0.731          | 0.653                     |            |                    |
| <b>Psychological Empowerment (<math>\alpha = 0.942</math>)</b>                                             |                |                           | 2.339      | 8.355              |
| Makes me proud to be a Boa Vista resident                                                                  | 0.850          | 0.596                     |            |                    |
| Makes me feel special because people travel to see my country's unique feature                             | 0.899          | 0.692                     |            |                    |
| Makes me want to tell others about we have to offer in Boa Vista                                           | 0.879          | 0.648                     |            |                    |
| Reminds me that I have a unique culture to share with visitors                                             | 0.889          | 0.667                     |            |                    |
| Makes me want to work to keep Boa Vista special                                                            |                | 0.646                     |            |                    |
| <b>Social Empowerment (<math>\alpha = 0.939</math>)</b>                                                    |                |                           | 1.911      | 6.827              |
| Makes me feel more connected to my community                                                               | 0.797          | 0.696                     |            |                    |
| Fosters the sense of community spirit within me                                                            | 0.807          | 0.702                     |            |                    |
| Provides ways for me to get involved in my community                                                       | 0.813          | 0.758                     |            |                    |
| <b>Political Empowerment (<math>\alpha = 0.908</math>)</b>                                                 |                |                           | 1.014      | 3.623              |
| I have a voice in Boa Vista tourism development decisions                                                  | 0.882          | 0.608                     |            |                    |
| I have access to decision-making process when it comes to tourism in Boa Vista                             | 0.868          | 0.576                     |            |                    |
| My vote makes a difference on how tourism is developed in Boa Vista                                        | 0.890          | 0.547                     |            |                    |



|                                                                              |       |        |
|------------------------------------------------------------------------------|-------|--------|
| I have an outlet to share my concerns about tourism development in Boa Vista | 0.888 | 0.527  |
| Total variance explained                                                     |       | 75.536 |

Note:  $\alpha$  = Cronbach's alpha

### 2.5.2. Step 5: Data collection for primary study

Churchill (1979) specifically recommends that the fifth step to scale development should include primary data collection to further refine the scale. Following the same procedure as the pilot study, a 5-point Likert-type scale ranging from *1 = strongly disagree* to *5 = strongly agree* was used. Sociodemographic variables were also considered in the primary data collection process. Data was collected during the months of July, August, and October of 2022 on the touristic points (Santa Maria, Murdeira, Palmeira) on the island of Sal. Using a random route method with a systemic sampling approach, a self-administered, door-to-door, paper and pencil questionnaire technique was adopted to collect the data (Boley & McGehee, 2014; Woosnam & Norman, 2010). This sampling scheme allowed the researchers to gather a representative sample of the population, reduce non-sampling errors, increase response rate, and minimize measurement error. It is also representative in terms of gender and age group, containing a similar distribution of the population as included in the 2021 Census (INE, 2021). A data collection team composed of two undergraduate students and the primary researcher used the information obtained from the country's census tracts as a guide for data collection. One questionnaire was distributed for each individual household. Of the 836 questionnaires distributed by the research team, 643 were collected and 509 were validated.

To ensure rigorousness of the collected data and identify any potential problem within the data, a common method bias (CMB) test was performed (Podsakoff et al., 2003). This was to mitigate CMB, in which several similar procedures were conducted, as maintained in Fuller et al. (2016). First, to reduce any ambiguity and assure proper wording of items, clarity, neutrality and simplicity, the questionnaire was carefully designed to obtain the intended information measured in the study (Podsakoff et al., 2003). Second, during data collection, participants were ensured of the confidentiality of

their response. They were also informed that the collected data was strictly for academic purposes and that there were no right or wrong answers. Third, a Harman's single-factor test was performed to assess the presence of CMB in the data. The 28 items were all loaded onto a single unrotated exploratory factor analysis (EFA). Results revealed that the general variance reported by a single construct was 43.9%, which suggested that CMB was not present in the data (Podsakoff et al., 2003). Forth, further analysis of CMB was conducted through the marker variable approach. Results suggested that this additional test did not yield common method bias in the data. Lastly, the data was subject to a normality test to assess skewness and kurtosis values. SPSS outputs from the two models indicated that the skewness and kurtosis were both below the recommended threshold – 3.0 and 7.0, respectively (Kamath et al., 2023).

#### *Study site and sociodemographic profile of primary study*

Due to its historical colonial past and the current conditions of tourism development, dominated by foreign multinational investors, Cape Verde is a fascinating setting to study power and residents' empowerment. Cape Verde is heavily reliant on the tourism sector for its economic development, which contributes 25% to the national GDP, creates 23% of formal employment, and accounts for about 55% of exports of services and goods (World Bank, 2021). However, these figures were compromised when the COVID-19 pandemic hit. As a means to reboot the tourism sector and overcome the devastating losses experienced during the crisis, in partnership with the UNWTO, the country hosted the Global Tourism Investment Forum in 2021 on the island of Sal (UNWTO, 2021). Guided by UN's Sustainable Development Goals (UNSDG), this initiative was aimed to attract foreign direct investment. Key areas of development included specific guidelines for recovery: community capacity building, economic diversification, biodiversity protection, climate action, global tourism plastic initiatives, and hotel energy solution (UNWTO, 2021). Data from the 2021 Census reported that the population on the island of Sal is 33,347 (53.5% male and 46.5% female), of which 52.9% (pre COVID-19 pandemic) are employed in tourism-related activities (INE, 2021; TradeInvest, 2019). This island represents 45.5% of tourism activities in Cape Verde.

Before the COVID-19 pandemic, Sal attracted 372,785 tourists to its shoreline in 2019 (INE, 2020). The island's white sandy beaches and warm climate offer unique conditions for water sports including surfing, windsurfing, fishing, kitesurfing, and deep-sea diving. Places like the *Rabo de Junco*, *Joaquim Petinha*, *Buracona*, *Ponta Preta*, and *Gruta do Amor* are known to attract thousands of tourists.

Data pertaining to residents' sociodemographic characteristics were collected. Following the census-guided scheme, these data included 49.5% males and 50.5% females, as seen in Table 4. Age group ranged from 18-24 (8.8%) to >65 (1.0%). The majority of the participants possessed a high school diploma (47.2%). In addition, 75.4% of respondents worked in the public-private sector (mostly tourism related) and 29.9% lived on the Island of Sal for more than 20 years. Marital status indicated that 73.5% of respondents were single while 19.3% were married. About 213 (41.8%) families had an average income of €362.76 – €544.13, while 51.8% of families received their income from tourism.

**TABLE 2.4: SOCIODEMOGRAPHIC PROFILE OF THE SAMPLE – PRIMARY STUDY (N =509)**

| Variable       | Category              | Frequency | Percentage |
|----------------|-----------------------|-----------|------------|
| Gender         | Male                  | 252       | 49.5       |
|                | Female                | 257       | 50.5       |
| Age            | 18-24                 | 45        | 8.8        |
|                | 25-36                 | 267       | 52.5       |
|                | 37-46                 | 161       | 31.6       |
|                | 47-56                 | 18        | 3.5        |
|                | 57-64                 | 13        | 2.6        |
|                | >65                   | 5         | 1.0        |
| Marital Status | Single                | 374       | 73.5       |
|                | Married               | 98        | 19.3       |
|                | Divorced              | 31        | 6.1        |
|                | Widow                 | 6         | 1.2        |
| Education      | Primary School        | 34        | 6.7        |
|                | Secondary School      | 240       | 47.2       |
|                | Technical Training    | 111       | 21.8       |
|                | University            | 124       | 24.4       |
| Occupation     | Self-employed         | 71        | 13.9       |
|                | Public-Private sector | 384       | 75.4       |
|                | Student               | 16        | 3.1        |
|                | Unemployed            | 24        | 4.7        |
|                | Maid                  | 14        | 2.8        |

|                           |                   |     |      |
|---------------------------|-------------------|-----|------|
| Income                    | < €181.38         | 39  | 7.7  |
|                           | €181.38 – €362.75 | 113 | 22.2 |
|                           | €362.76 – €544.13 | 213 | 41.8 |
|                           | €544.14 – €725.52 | 84  | 16.5 |
|                           | > €725.53         | 60  | 11.8 |
| Length of Residence       | 1-5               | 31  | 6.1  |
|                           | 6-10              | 104 | 20.4 |
|                           | 11-15             | 139 | 27.3 |
|                           | 16-20             | 83  | 16.3 |
|                           | >20               | 152 | 29.9 |
| Tourism as Primary Income | Yes               | 264 | 51.9 |
|                           | No                | 245 | 48.1 |
| Work in Tourism           | Yes               | 336 | 66.0 |
|                           | No                | 173 | 34.0 |
| If yes, how?              | Employer          | 55  | 10.8 |
|                           | Employee          | 276 | 54.2 |
|                           | Missing           | 178 | 35.0 |

Note: Missing data related to the question: *Work in tourism*, if participants did not work in tourism, the question was left blank, corresponding to missing data.

### 2.5.3. Step 6: Second purification of the RETS 2.0

Prior to performing CFA and with the aim to validate the RETS 2.0, it was determined that a second EFA was needed to further purify the newly developed scale. Following the same procedure as in the first EFA, a closer observation concluded that some items were problematic. Within the Economic Empowerment scale, the research team identified that similarities in the wording of two items were causing discrepancy in the model (Neuts et al., 2021). For instance, Economic Empowerment items “*Makes me feel I can benefit from employment opportunities*” and “*Provides ways for me to earn stable income from complementary sector (exp. Fishing, agriculture, and arts)*”, were asking the same question, e.g., if residents earn stable income through tourism than he or she is also benefiting from employment opportunity that the sector presents. In the Environmental Empowerment dimension items such as “*Makes me feel I have access to traditional use of natural resources*” and “*Makes me feel like I have the capacity to mitigate negative environmental effects*” presented a factor loading below 0.70, which was causing issues with the Cronbach alpha. In order to improve the model these 4 items were deleted. It was deemed that the 24 items be retained for the next phase of scale development.

The KMO coefficient for the five-dimension scale of RETS 2.0 was 0.903, while the null hypothesis of the Bartlett's test was rejected ( $\chi^2 = 7610.745$ ,  $df = 276$ ,  $p < 0.001$ ). These results suggested that the data examined in the second EFA was appropriate. Factor loadings ranged from 0.733 to 0.868, while a high level of internal consistency and reliability were revealed since the Cronbach's alpha values for all five factors were higher than the 0.70 threshold. The 24 items retained from the five-dimension scale solution explained 70.08% of the total variance (see appendix 1). Upon these results, it was decided that the items retained from the second EFA be prepared for the next phase of scale development.

#### **2.5.4. Step 7: Validation of RETS 2.0**

To examine the reliability and validity of the RETS 2.0, the study followed Churchill's (1979) sixth and seventh scale development recommendation. The study used IBM Amos v28 Software and Maximum Likelihood Estimation (ML) in this process. The goodness-of-fit of the measurement model followed Kline's (2016) and Brown's (2015) recommended indices cut-off values of the Root Mean Square Error of Approximation (RMSEA < 0.08), Standardized Root Mean Square Residual (SRMR < 0.08), Tucker-Lewis Index (TLI > 0.90), and Comparative Fit Index (CFI > 0.90). The examination of the model fit of the parsimony criteria, which includes the Akaike Information Criterion (AIC) and Browne-Cudeck Criterion (BCC), were also considered (Hu & Bentler, 1999). Results from first round of CFA yielded the following:  $\chi^2 = 843.723$ ,  $df = 243$ ,  $p < 0.001$ , RMSEA = 0.070, SRMR = 0.171, TLI = 0.909, CFI = 0.920, BCC = 963.624, and AIC = 957.723. These results indicated that one item from the Political Empowerment scale ("*My vote makes a difference on how tourism is developed in Sal*") one from Economic Empowerment ("*Makes me want to control my available income*") and one from Environmental Empowerment ("*Reminds me that I have the obligation to preserve our natural heritage*") had a factor loading below 0.70 and were effecting the AVE results. These items were considered for deletion.

With the aim to improve the validity and reliability of the scale and present an abbreviated measurement (Boley et al., 2021) of resident perception of empowerment, this study established the following criterion: (1) to present a more parsimonious measurement of resident perception of empowerment (Malhotra et al., 2012), (2) to reduce respondent fatigue (Mowen & Voss, 2008), and (3) to increase response rate (Lin et al., 2022; Rhee & Choi, 2016). Based on these criterion the following items were deleted: Psychological Empowerment (*“Makes me proud to be a Sal resident”* and *“Makes me want to tell others about what we have to offer in Sal”*), Environmental Empowerment (*“Makes me want to adopt reuse, reduce, and recycle practices”* and *“Makes me want to protect Cape Verde’s biodiversity”*), and Economic Empowerment (*“Provides ways for me to use funds allocated from tourism to improve my community”* and *“Makes me feel I can benefit from tourism even if I am not employed in tourism”*). Upon removal of these items, a final round of CFA of the 15 items scale indicated the following results (Table 5):  $\chi^2 = 305.741$ ,  $df = 81$ ,  $p < 0.001$ , RMSEA = 0.074, SRMR = 0.147, TLI = 0.931, CFI = 0.947, BCC = 386.278, and AIC = 383.741.

**TABLE 2.5: MODEL FIT AND SCALE ABBREVIATION STEPS**

| <b>RETS 2.0</b> | <b><math>\chi^2</math></b> | <b><math>df</math></b> | <b><math>p</math>-value</b> | <b>TLI</b> | <b>CFI</b> | <b>RMSEA</b> | <b>SRMR</b> | <b>AIC</b> | <b>BCC</b> |
|-----------------|----------------------------|------------------------|-----------------------------|------------|------------|--------------|-------------|------------|------------|
| 24 items        | 843.723                    | 243                    | 0.001                       | 0.909      | 0.920      | 0.070        | 0.171       | 957.723    | 963.624    |
| 21 items        | 473.509                    | 179                    | 0.001                       | 0.946      | 0.954      | 0.057        | 0.162       | 619.509    | 626.118    |
| 15 items        | 305.741                    | 81                     | 0.001                       | 0.931      | 0.947      | 0.074        | 0.147       | 383.741    | 386.278    |

Construct validity for the RETS 2.0 was evaluated using convergent, discriminant, nomological, and predictive validity (Hair et al., 2010). As shown in Table 6, standardized factor loading for the 15 items were all significant at ( $p < 0.001$ ), ranging from 0.755 to 0.920. Each of the constructs within the five-dimensional scale had an average variance extracted (AVE) value above the 0.5 threshold (Hair et al., 2010), which indicated convergent validity for the RETS 2.0.

**TABLE 2.6: CONFIRMATORY FACTOR ANALYSIS RESULTS FOR PRIMARY STUDY (N=509)**

|                                                                                                         | Factor Loading | T-value   | CR    | AVE   |
|---------------------------------------------------------------------------------------------------------|----------------|-----------|-------|-------|
| <b>Environmental Empowerment (<math>\alpha = 0.829</math>)</b>                                          |                |           | 0.880 | 0.710 |
| Reminds me that I have the obligation to protect my natural surroundings                                | 0.845          | N/A       |       |       |
| Provides ways for me to promote environmentally friendly initiatives                                    | 0.825          | 22.203*** |       |       |
| Makes me feel I can contribute to my community's wellbeing through preservation of physical surrounding | 0.857          | 23.449*** |       |       |
| <b>Economic Empowerment (<math>\alpha = 0.840</math>)</b>                                               |                |           | 0.904 | 0.759 |
| Makes me feel I can benefit economically long-term                                                      | 0.865          | 28.005*** |       |       |
| Provides ways for me to support my family                                                               | 0.843          | 26.578*** |       |       |
| Makes me feel I can improve my standard of living                                                       | 0.905          | N/A       |       |       |
| <b>Psychological Empowerment (<math>\alpha = 0.824</math>)</b>                                          |                |           | 0.894 | 0.739 |
| Makes me feel special because people travel to see my country's unique feature                          | 0.834          | 25.549*** |       |       |
| Reminds me that I have a unique culture to share with visitors                                          | 0.836          | 25.639*** |       |       |
| Makes me want to work to keep Sal special                                                               | 0.906          | N/A       |       |       |
| <b>Social Empowerment (<math>\alpha = 0.833</math>)</b>                                                 |                |           | 0.879 | 0.709 |
| Makes me feel more connected to my community                                                            | 0.819          | N/A       |       |       |
| Fosters the sense of community spirit within me                                                         | 0.849          | 22.286*** |       |       |
| Provides ways for me to get involved in my community                                                    | 0.857          | 22.556*** |       |       |
| <b>Political Empowerment (<math>\alpha = 0.880</math>)</b>                                              |                |           | 0.895 | 0.741 |
| I have a voice in Sal tourism development decisions                                                     | 0.899          | N/A       |       |       |
| I have access to decision-making process when it comes to tourism in Sal                                | 0.920          | 29.582*** |       |       |
| I have an outlet to share my concerns about tourism development in Sal                                  | 0.755          | 21.221*** |       |       |

Note:  $\alpha$  = Cronbach's Alpha; CR = Construct Reliability; AVE = Average Variance Extracted; \*\*\*  $p < 0.001$

To assess the distinctiveness between constructs and determine how each construct captures a unique phenomenon in the measurement model, discriminant validity was considered (Brown, 2015). First, the study assessed the Fornell and Larcker (1981) criteria to verify if the square root of AVE values were greater than the correlations between the five measured dimensions. The square root for the AVE of all five factors ranged from 0.860 to 0.899. Next, Heterotrait-Monotrait Ratio (HTMT) was evaluated to establish if the correlations of indicators across constructs measure different phenomena (Henseler et al., 2015). Table 7 shows that all inter-construct correlations were below the 0.85 threshold.

**TABLE 2.7: DISCRIMINANT VALIDITY TEST BASED ON FORNELL-LARCKER CRITERION AND HETEROTRAIT-MONOTRAIT RATIO (HTMT)**

|                                       | Means | SD    | EcoEm<br>p   | EnvEm<br>p   | PolEm<br>p   | PsyEm<br>p   | SocEm<br>p   |
|---------------------------------------|-------|-------|--------------|--------------|--------------|--------------|--------------|
| Economic Empowerment<br>(EcoEmp)      | 3.452 | 0.886 | <b>0.870</b> | 0.702        | 0.564        | 0.469        | 0.601        |
| Environmental Empowerment<br>(EnvEmp) | 3.548 | 0.864 | 0.587        | <b>0.864</b> | 0.555        | 0.530        | 0.703        |
| Political Empowerment<br>(PolEmp)     | 2.995 | 1.207 | 0.486        | 0.474        | <b>0.899</b> | 0.177        | 0.665        |
| Psychological Empowerment<br>(PsyEmp) | 3.919 | 0.817 | 0.392        | 0.441        | 0.135        | <b>0.860</b> | 0.590        |
| Social Empowerment<br>(SocEmp)        | 3.464 | 0.885 | 0.505        | 0.586        | 0.575        | 0.491        | <b>0.866</b> |

Note: The bold diagonal elements are the squared root of the AVE. Above-diagonal elements are the HTMT ratio; below-diagonal elements are correlations between the constructs for Fornell and Larcker.

### *Nomological validity*

Next, the study conducted a nomological validity to test the conceptual model of the newly developed RETS 2.0. Resident support for sustainable tourism development scale was added to the survey to assess the influence these various dimensions of empowerment have over support for sustainable tourism (Lee, 2013; Man Cheng et al., 2021; Nicholas et al., 2009). When developing a new scale, Kock et al. (2019) contend that nomological validity should go beyond reporting numbers from structural equation modeling result, rather it should demonstrate the usefulness and scales' ability to predict certain phenomenon. Nomological validity provides conceptual clarity of the nomological network of the constructs being measured and assists on specifying the relationship between them (Podsakoff et al., 2016), e.g., it governs the correlations of observed constructs in a theoretical framework (Borsboom et al., 2004). Within the theoretical framework of Empowerment Theory and sustainable tourism development, this study identified the concept of resident empowerment within the nomological network of support for sustainable tourism development (Table 8). As maintained in the literature, there is a strong conceptual connection between these concepts (Nguyen et al., 2021; Scheyvens & Van der Watt, 2021). For this reason, it is the researchers understanding that, as observed in Table 8, with the newly proposed RETS 2.0, resident perception of economic, environmental, psychological, social, and political



empowerment is highly correlated with their support for sustainable tourism development.

**TABLE 2.8: NOMOLOGICAL VALIDITY TEST: CORRELATION COEFFICIENT (N = 509)**

|                           | Support for Sustainable<br>Tourism Development (SSTD) | p-value |
|---------------------------|-------------------------------------------------------|---------|
| Economic Empowerment      | 0.596                                                 | 0.001   |
| Environmental Empowerment | 0.580                                                 | 0.001   |
| Political Empowerment     | 0.230                                                 | 0.001   |
| Psychological Empowerment | 0.687                                                 | 0.001   |
| Social Empowerment        | 0.514                                                 | 0.001   |

Note: Result of the structural equation modelling ( $n = 509$ ).  $R^2 = 0.254$ ,  $\chi^2 = 378.168$ ,  $df = 262$ ,  $p < 0.001$ ; CFI = 0.948; RMSEA = 0.065; SRMR = 0.145; TLI = 0.934; AIC = 478.168; BCC = 482.054.

### *Predictive validity*

Following the test of nomological validity, predictive validity was performed to determine to what extent the RETS 2.0 predicting power influenced residents' support for sustainable tourism development. SEM using SmartPLS 4 analyze the path coefficient of the model. The coefficient of determination ( $R^2$ ) was 0.254. Results for the  $Q^2$  (=1-SSE/SSO) yield the following: Economic Empowerment (0.494) environmental Empowerment (0.469), Political Empowerment (0.467), Psychological Empowerment (0.460), Social Empowerment (0.477), and Support for Sustainable Tourism Development (0.454). The effect size ( $f^2$ ), t statistics and confidence interval scores are seen in Table 9.

**TABLE 2.9: ESTIMATED PATH COEFFICIENTS, EFFECT SIZE (N=509)**

| Paths                            | Coefficients | T<br>Statistics | BC<br>Confidence<br>Intervals |       | Effects<br>Sizes ( $f^2$ ) | Coefficient<br>Determination ( $R^2$ ) |
|----------------------------------|--------------|-----------------|-------------------------------|-------|----------------------------|----------------------------------------|
|                                  |              |                 | 2.5%                          | 97.5% |                            |                                        |
| Economic Empowerment → SSTD      | 0.135***     | 2.065           | 0.008                         | 0.262 | 0.014                      | 0.254                                  |
| Environmental Empowerment → SSTD | 0.159***     | 2.215           | 0.011                         | 0.292 | 0.018                      |                                        |
| Political Empowerment → SSTD     | -0.038       | 0.653           | -0.201                        | 0.058 | 0.001                      |                                        |

|                             |          |       |        |       |       |
|-----------------------------|----------|-------|--------|-------|-------|
| Psychological Empowerment → | 0.362*** | 7.098 | 0.252  | 0.455 | 0.121 |
| SSTD                        |          |       |        |       |       |
| Social Empowerment →        | -0.034   | 0.479 | -0.165 | 0.110 | 0.001 |
| SSTD                        |          |       |        |       |       |

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Note: ns = not significant, \*\*\*  $p < 0.001$ , SSTD = Support for Sustainable Tourism Development

## 2.6. Discussion and conclusion

The literature highlights that resident engagement, community-based tourism, and empowerment are key factors that contribute to the development of sustainable tourism (Gohori & Van der Merwe, 2021; Li et al., 2022b). It also emphasizes that residents' empowerment has become a prevalent concept in resident perception and attitude studies (Moyle et al., 2020). Ten years ago, Boley and McGehee (2014) sought to address a gap in the literature by developing and operationalizing the RETS, measuring residents' perception of psychological, social, and political empowerment and its role in sustainable development of tourism. However, considering the shifting tides of tourism and the alteration of social fabrics in today's world, new advancements in the current RETS are needed to better position the scale in the sustainability process (Scheyvens & Van der Watt, 2021). For this reason, this study intended to address the Empowerment Theory and RETS limitations by integrating the economic empowerment and environmental empowerment dimensions in the measurement with the aim to present a more holistic perspective of the sustainable tourism planning and development.

The present study proposes a new five-dimensional measurement of the Resident Empowerment through Tourism Scale: RETS 2.0 encompassing *Psychological Empowerment*, *Social Empowerment*, *Political Empowerment*, *Economic Empowerment*, and *Environmental Empowerment*. The economic and non-economic factors measured in the RETS 2.0 provide managers with a holistic tool to better understand residents' engagement in the tourism development process. Although it is evident that not all five dimensions of empowerment may yield positive results within a particular destination (Scheyvens & Van der Watt, 2021), the RETS 2.0 can assist managers in closing the disempowerment gaps in tourism communities. The RETS 2.0 also offers new avenues to overcome obstacles of income inequality in tourism communities by providing a tool to measure resident perceptions of long-term economic wellbeing and future prosperity.

Considering the negative environmental impacts associated with tourism activities, the RETS 2.0 provides a measure to ensure that our “natural environment is not sacrificed for tourism” (Scheyvens & Van der Watt, 2021, p. 14). The newly proposed framework is intended to better align the empowerment underpinnings within the sustainable tourism development discourse as well as help explain residents’ attitude through the employment of Empowerment Theory orientations. By bringing in the Empowerment Theory into the discussion of residents’ perception of empowerment, researchers are in better position to advance new frontiers of tourism research and unlock the sector’s full potential to lead the way for inclusive development while inspiring a global shift toward a more sustainable and equitable economy (Higgins-Desbiolles, 2022).

Additionally, within the theoretical nomological network, the RETS 2.0 can be triggered during the implementation of tourism planning. This will guide managers and governments on the creation of a roadmap to engage and gain residents’ support for sustainable practice. Equipped with the values of merging fields within this theory-driven perspective, researchers can use RETS 2.0 to make new advancements on ways to mitigate negative impacts associated with tourism by improving community wellbeing and addressing urgent matters effecting the development of sustainable tourism.

#### 2.6.1. *Theoretical implications*

Resident empowerment has been presented as a tool that questions the unbalanced structure in tourism communities by means of power transfer with the end goal to develop a more sustainable tourism sector. The study attempted to contribute to the theoretical underpinnings of the Empowerment Theory by expanding our collective understanding of residents’ attitude toward tourism in the sustainable tourism development process. Using Foucault’s (1978, 1980) conceptualization of power and Empowerment Theory underpinnings, this study highlights power as fluid and a mechanism for capacity building and how power places residents at the center of such development (Zimmerman & Warschausky, 1998). This study also emphasizes the functions of complex tourism network relations and how sustainable efforts should be galvanized to view residents as “vehicles of power” (Foucault, 1980). Moreover, considering this central role residents

play in sustainable development, power “inserts itself into their actions and attitudes, their discourse, learning processes and everyday lives” (Foucault, 1980, p. 39). Such views postulates the notion of power to be inherently positioned within the development of tourism and community empowerment (Cheong & Miller, 2000).

The sense of pride demonstrated by residents when visitors show interest in their culture and community (psychological empowerment), the motivation to politically engage in tourism policies (political empowerment), and the cohesiveness of collective efforts promoted in the community (social empowerment) are the foundations for individual, organization, and community structures introduced in the Empowerment Theory perspectives (Zimmerman, 2000). Additionally, advancements in this study found that residents’ perception of environmental empowerment – natural surrounding protection, environmental-friendly behavior and conservation of natural resources – and economic empowerment – improve standard of living, secure family income, and long-term economic prosperity – also play a key role in this process. These factors are the grassroots for fundamental social change and justice in tourism destinations. In this context, residents are viewed as agents of change engaged in the planning and development rather than just beneficiaries or bystanders of tourism development.

For the past ten years, the centrality of residents’ perception of empowerment research (operationalization) has been the examination of psychological, social, and political psychometric. Other studies have included the economic benefits from tourism measurement. However, this study was able to demonstrate that short or temporary economic benefits, as previously measured in other studies (Boley et al., 2014; Mody et al., 2020; Yeager et al., 2020), from tourism do not provide the means for residents to “gain mastery” over their finance and guarantee long-term stability to become economically empowered. The study also showed that, through protection of natural surroundings and environmentally friendly initiatives, residents are in a better positioned to become environmentally empowered.

Findings also suggest that through the process of empowerment, residents are more likely to demonstrate their support for sustainable tourism development. This outcome promotes a balanced relationship of power through the engagement and involvement of local communities. With the operationalization of the new empowerment

measurement, the study was able to establish a more solid link between the theoretical frameworks of empowerment and sustainable tourism development.

### *2.6.2. Managerial implications*

Sustainable tourism development presents many challenges for policymakers and destination organizations. One way to overcome these challenges is through the implementation of local community empowerment. This approach provides residents with the opportunity to express and use their power to share local knowledge, take part in community matters, and become financially stable through tourism related activities. Additionally, these initiatives also contribute to the planning and development of sustainable tourism.

The newly developed empowerment framework, the RETS 2.0, is a new tool to assist destination managers in achieving UNSDG. By creating structural avenues to engage local communities in tourism, local governments provide residents with the ability to exercise their psychological, social, political, economic, and environmental empowerment and contribute to sustainable tourism development. This is especially important considering the lessons learned from the COVID-19 pandemic, which brought tourism to a standstill (Scheyvens et al., 2021). The implementation of radical economic and political change anchored by initiatives that empower local communities to take control of the direction of tourism development is a pathway toward achieving sustainable tourism development (Higgins-Desbiolles, 2022; Scheyvens & Van der Watt, 2021) and overcome future uncertainties.

With the RETS 2.0 managers are in a position to break from traditional top-down practices to bring about positive and transformative change to the community as well as identify key factors that influence residents to support future tourism development. Gaining local support for tourism development is essential for managers because residents have the power to sabotage tourism plans. The RETS 2.0 also equips managers with the knowledge on how to involve local residents in diverse tourism activities such as: festivals, mega events and implementation of different types of tourism products in

order to gain their support, which in turn can create “sustainable empowerment cycles” (Shafieisabet & Haratifard, 2020).

Taking into account the current global events – COVID-19, political conflict, increase inequality, and climate change – that has brought hardship to communities and derailed significant progress obtain in the Agenda 2030, especially in the Global South, in addition to sustainability alignment, the RETS 2.0’s timely arrival can assist UNWTO with standardized measurement in the pursuit to reposition UNSDG. International entities and national governments can benefit from the RETS 2.0 objective measurements during the implementation of social protection programs. Additionally, RETS 2.0 is a tool that can be used to trigger more effective responses, anticipate future challenges, and hone the design of immediate social, economic, and environmental actions. Further, in the quest to find an equilibrium for sustainable development, the newly proposed scale can assist local authorities in the mitigation of negative impacts, while optimizing sustainable efforts aimed to protect the wellbeing of tourism communities.

### *2.6.3. Limitations and future research*

The study successfully tested and validated a holistic measurement of the psychometrics properties of the RETS 2.0 in a small island destination context. Although the study answered Boley and McGehee’s (2014) call to test the scale in developing countries and expanded the measurement by integrating two new dimensions, some limitations are worth noting. The data analyzed in the pilot and primary study were collected on two islands: Boa Vista and Sal. As a means to obtain more satisfactory results it would be interesting to include data from other islands as well as in other destinations that are highly dependent on tourism. Researchers should also test the newly developed scale within different cross-cultural contexts to compare the psychometrics results.

The study developed the RETS 2.0 taking into account Kock’s et al. (2019) recommendation to test the scales’ ability to explain residents’ support for sustainable tourism development. However, within the power dynamics and economic and political structure, other nomological networks such as imperialism, colonialism, trust in tourism

institutions, and emotional solidarity should also be tested. These approaches will better position the RETS 2.0 within the sustainable tourism development nomological network.

Finally, considering the value of using the RETS 2.0, longitudinal research to continually assess resident perceptions of empowerment through tourism as a means to identify progression is equally important. This will serve as a baseline for future research comparison of resident perception and attitude study.

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## Appendix 1

**TABLE 2: EXPLORATORY FACTOR ANALYSIS RESULTS FOR PRIMARY STUDY (N = 509)**

|                                                                                                         | Factor Loading | Item to Total Correlation | Eigenvalue | Variance Explained |
|---------------------------------------------------------------------------------------------------------|----------------|---------------------------|------------|--------------------|
| <b>Environmental Empowerment (<math>\alpha = 0.903</math>)</b>                                          |                |                           | 9.847      | 41.028             |
| Reminds me that I have the obligation to protect my natural surrounding                                 | 0.822          | 0.678                     |            |                    |
| Makes me want to adopt reuse, reduce, and recycle practices                                             | 0.815          | 0.637                     |            |                    |
| Provides ways for me to promote environmentally friendly initiatives                                    | 0.795          | 0.671                     |            |                    |
| Makes me want to protect Cape Verde's biodiversity                                                      | 0.833          | 0.651                     |            |                    |
| Reminds me that I have the obligation to preserve our natural heritage                                  | 0.812          | 0.608                     |            |                    |
| Makes me feel I can contribute to my community's wellbeing through preservation of physical surrounding | 0.838          | 0.696                     |            |                    |
| <b>Economic Empowerment (<math>\alpha = 0.886</math>)</b>                                               |                |                           | 2.913      | 12.139             |
| Provides ways for me to use funds allocated from tourism to improve my community                        | 0.733          | 0.621                     |            |                    |
| Makes me want to control my available income                                                            | 0.788          | 0.628                     |            |                    |

|                                                                                |       |       |       |        |
|--------------------------------------------------------------------------------|-------|-------|-------|--------|
| Makes me feel I can benefit economically long-term                             | 0.834 | 0.666 |       |        |
| Provides ways for me to support my family                                      | 0.847 | 0.620 |       |        |
| Makes me feel I can improve my standard of living                              | 0.814 | 0.654 |       |        |
| Makes me feel I can benefit from tourism even if I am not employed in tourism  | 0.764 | 0.586 |       |        |
| <b>Psychological Empowerment (<math>\alpha = 0.878</math>)</b>                 |       |       | 1.580 | 6.585  |
| Makes me proud to be a Boa Vista resident                                      | 0.824 | 0.381 |       |        |
| Makes me feel special because people travel to see my country's unique feature | 0.772 | 0.539 |       |        |
| Makes me want to tell others about we have to offer in Boa Vista               | 0.792 | 0.501 |       |        |
| Reminds me that I have a unique culture to share with visitors                 | 0.818 | 0.493 |       |        |
| Makes me want to work to keep Boa Vista special                                | 0.847 | 0.442 |       |        |
| <b>Social Empowerment (<math>\alpha = 0.833</math>)</b>                        |       |       | 1.521 | 6.336  |
| Makes me feel more connected to my community                                   | 0.868 | 0.614 |       |        |
| Fosters the sense of community spirit within me                                | 0.828 | 0.666 |       |        |
| Provides ways for me to get involved in my community                           | 0.857 | 0.647 |       |        |
| <b>Political Empowerment (<math>\alpha = 0.880</math>)</b>                     |       |       | 0.958 | 3.992  |
| I have a voice in Boa Vista tourism development decisions                      | 0.875 | 0.560 |       |        |
| I have access to decision-making process when it comes to tourism in Boa Vista | 0.865 | 0.584 |       |        |
| My vote makes a difference on how tourism is developed in Boa Vista            | 0.827 | 0.533 |       |        |
| I have an outlet to share my concerns about tourism development in Boa Vista   | 0.849 | 0.582 |       |        |
| Total variance explained                                                       |       |       |       | 70.081 |

Note:  $\alpha$  = Cronbach's alpha



## CHAPTER THREE

### STUDY 2: IMPERIALISM, EMPOWERMENT, AND SUPPORT FOR SUSTAINABLE TOURISM: CAN RESIDENTS BECOME EMPOWERED THROUGH AN IMPERIALISTIC TOURISM DEVELOPMENT MODEL?<sup>2</sup>

#### Abstract

Resident empowerment is an effective tool that contributes to the sustainable development of tourism. However, in many low-income countries, tourism is usually implemented through an imperialist tourism development model, questioning the sector's true intentions for this type of development. Within this backdrop, this study aims to investigate how, under such conditions, residents' perception of imperialism is associated with residents' perceptions of empowerment and to what extent these perceptions influence their support for sustainable tourism development. To better understand these relationships, Weber's Theory of Formal Substantive Rationality and Institutional Theory were employed. This study surveyed a representative sample of 341 residents on the island of Sal, Cape Verde in 2022. Overall, results illustrate that residents' perceptions of imperialism do not affect their perceptions of empowerment, rejecting most of the research hypotheses. Theoretical and practical implications highlight that within an imperialistic tourism development model, there is no relationship between imperialism and empowerment.

**Keywords:** *Residents' empowerment through tourism, imperialism in tourism, support for sustainable tourism development, Cape Verde*

#### 3.1.Introduction

Although the concept of empowerment has furthered our understanding of power relations between tourism stakeholders and the key role residents play in sustainable tourism development, studies examining residents' perceptions of imperialism and its

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<sup>2</sup> This paper was presented at INVTUR 2024 International Conference – University of Aveiro, Aveiro, Portugal (May 8-10, 2024). The paper is also published (inpress) in the Journal of Tourism Management Perspectives and follows this journal's style. <https://doi.org/10.1016/j.tmp.2024.101270>

influence on key constructs such as empowerment through tourism and support for tourism are still underdeveloped. In small island destinations, particularly former colonies, understanding the conditions of tourism development and their relationship with political and socioeconomic structures within the balance of power (Croes et al., 2018; Scheyvens & Hughes, 2019) is crucial for sustainably developing tourism (Grimwood et al., 2019). The concept of imperialism, used to explain power configurations and relations between high-income countries and low-income countries, has been investigated through the lens of tourism development, macroimperialism (local control of resources), and microimperialism (international control of resources) (MacNeill, 2017), justice, supremacy, tourism dependency, and sustainable tourism (Higgins-Desbiolles, 2022), as well as residents' perceptions of political, economic, and cultural imperialism and their support for tourism (Sinclair-Maragh & Gursoy, 2015). It is important to note that residents' perceptions of imperialism may shape their views on the direction of tourism development and the sector's ability to empower communities (Scheyvens & Van der Watt, 2021). Using the Resident Empowerment through Tourism Scale (RETS) (Boley & McGehee, 2014), studies have examined empowerment within a variety of frameworks, including: trust in political decision-making and quality of life (Mody et al., 2020), political action and knowledge (Joo et al., 2020), economic benefits (Yeager et al., 2020), and as an antecedent explaining residents' support for tourism (Li et al., 2022b); however, it has yet to be connected to perceptions of imperialism. Other measurements of empowerment have been proposed in the literature, nonetheless, these lack appropriate methodological sophistication and application of rigorous scale development procedure (Castillo-Vizuite et al., 2024), as advocated in the literature (Churchill, 1979; DeVellis, 2017).

Considering these significant advancements in literature that explain existing power relationships in tourism communities, this study attempts to fill this gap and expand the literature by addressing calls to examine the economic, political, and cultural structures rooted in tourism communities and the ongoing presence of imperialism in tourism (Higgins-Desbiolles, 2022). Specifically, the study aims to investigate the effect of residents' perceptions of political, economic, and cultural imperialism on their perceptions of economic, environmental, psychological, social, and political

empowerment and to what extent this drives their support for sustainable tourism development.

To better understand residents' perceptions of imperialism, this study draws from the underpinnings of institutional theory (Kostova, 1997). This theoretical framework has been used to explain the business environment, economic and political landscape, and the conditions of tourism development (Nguyen, 2022). Due to small island destinations often relying heavily on external investors for tourism development (Sharpley, 2022), multinationals from high-income countries frequently take advantage of this position to dictate the sector's terms and direction (Sinclair-Maragh & Gursoy, 2015). Such factors contribute to wage disparity, economic leakage, and power dominance (Galtung, 1971), compromising sustainable and inclusive tourism development. To overcome this, studies have suggested that empowering residents is a pathway toward more sustainable tourism development (Scheyvens & Van der Watt, 2021). However, how imperialism in tourism models hinders or aids residents' empowerment remains less understood. Weber's Theory of Formal Substantive Rationality (WTFSR) (Kalberg, 1980) has been employed to explain this phenomenon. WTFSR's formal and substantive rationality emphasizes the underlying reasons driving a person's involvement in different tourism-related activities (Boley et al., 2014), aligning with institutional theory. In tourism destinations economically dependent on the sector, the theoretical orientations of institutional theory and WTFSR provide a further understanding of the organizational power, political relations, and economic, and non-economic factors within the sustainable tourism development framework.

Grounded on the frameworks of resident perception of imperialism, empowerment, and support for sustainable tourism development, this study seeks to make theoretical and practical contributions by investigating these constructs in the context of a former colonial destination highly dependent on tourism, Cape Verde. Firstly, the conjunction of institutional theory and WTFSR emphasizes how low-income nations, lacking internal economic resources for effective tourism development, often fall victim to an imperialistic tourism development model. The examination of residents' perceptions of imperialism and empowerment within these frameworks will enhance our understanding of the balance of power, and socioeconomic and political structures in the sustainable development process. Secondly, under the umbrella of sustainable tourism

development, examined through the lenses of multifaceted subjects such as economics, politics, international relations, and community development, the study aims to advance our understanding of residents' perceptions and attitudes against the backdrop of imperialism, empowerment, and sustainability. Finally, considering the devastating effects experienced in tourism communities during the COVID-19 pandemic, where tourism ceased to exist (Scheyvens et al., 2021), the study aims to shed light on how the imperialistic tourism development model restricts residents from fully capitalizing on the opportunities that tourism presents.

### **3.2.Literature review**

#### **3.2.1. Resident perception and attitude towards tourism**

The body of literature on residents' perceptions and attitudes towards tourism has significantly evolved, achieving theoretical maturity and sophistication in empirical measurement (Mody et al., 2020). It's widely recognized that residents' perceptions are pivotal in determining the success or failure of a destination, acting as a critical barometer for sustainable development (Rasoolimanesh & Seyfi, 2020). Various theoretical frameworks, including Bottom-up Spillover Theory (Eslami et al., 2019), Theory of Reasoned Action (Ribeiro et al., 2017), and Stakeholder Theory (Graci & Vliet, 2019), have provided valuable insights into understanding residents' perspectives on tourism. However, Social Exchange Theory (SET) that has emerged as the most influential, offering a nuanced understanding of how residents weigh the costs and benefits of tourism (Ap, 1992; Lee, 2013). Despite its extensive application, SET has faced criticism for its oversimplification and overemphasis on economic factors in residents' evaluative processes (Yeager et al., 2020).

In the intricate milieu of economic, political, and psychological power dynamics, SET's capacity to offer a comprehensive understanding of residents' perceptions, especially from both economic and non-economic perspectives, appears limited (Mody et al., 2020). This limitation becomes even more pronounced when considering factors such as empowerment and imperialism. In response, researchers have increasingly turned to WTF SR. WTF SR enhances our understanding of the complex power relations between

residents, tourism institutions, and operators, elucidating how both economic (formal) and non-economic (substantive) factors shape residents' decisions to support or oppose tourism development (Wang et al., 2022). In safeguarding residents' economic and non-economic interests in host communities, the role of tourism institutions is paramount, both in terms of resident well-being (Nunkoo & Smith, 2013) and governance of the industry through policy implementation (McLennan et al., 2014).

Despite the comprehensive documentation of residents' perceptions and attitudes towards tourism in literature, certain gaps remain unaddressed. Firstly, the exploration of residents' perceptions of political, economic, and cultural imperialism as precursors to various forms of empowerment is notably scarce (Sinclair-Maragh & Gursoy, 2015; Strzelecka et al., 2017). Recognizing empowered residents as crucial for destination success, this study aims to illuminate the influence of high-income countries' power in vulnerable destinations and its sustainability implications. Secondly, the conceptualization and operationalization of imperialism within the resident perception and attitude literature remain largely unexplored, with limited studies providing a comprehensive analysis (MacNeill, 2017; Sinclair-Maragh & Gursoy, 2015). A deeper understanding of the interplay between government entities, multinational corporations, and tourism communities is essential. Such insights can significantly inform policy implementation and enhance resident engagement in the sustainable tourism development process. Therefore, investigating residents' perceptions within the context of imperialism, empowerment, and support for sustainable tourism development emerges as an area of paramount importance.

### ***3.2.2. Institutional theory in tourism development***

In analyzing Max Weber rationalization of organizational structure DiMaggio and Powell (1983) contend that initially, organizations emerge as diversified structure with logic schematic, however, over time bureaucratization forces drive these structures to transform into isomorphism institutions. Such isomorphism manifests within a three-dimensional framework of institutional structure: coercive (stem from organizational pressure placed on institutions by political influence); mimetic (symbolic uncertainty and

ambiguity from powerful forces encourage imitation and adaptation of other organizational models), and normative (methods put in place to control production of the producer with an end goal to promote professionalization) (DiMaggio & Powell, 1983). Later, North (1990) categorized institutional structure as formal (political, economic, and legal systems) and informal (social and cultural norms) institutions.

Building on previous schools of thought, Scott (1995) conceptualized institutional structure as consisting “of cognitive, normative, and regulatory structures and activities that provide stability and meaning to social behavior. Institutions are transported by various carriers – cultures, structures, and routines – and they operate at multiple levels of jurisdiction” (Scott, 1995, p. 33). In tourism, regulatory institutions implement policies aimed at influencing certain types of behavior, while normative institutional structures determine social norms, values, and beliefs in society (Badola et al., 2018). Additionally, the interpretation of implemented regulations and norms influences behavior that shapes perceptions and attitudes based on previous social knowledge and understanding of the cognitive elements embedded in institutional structure (Nguyen, 2022). Such rationalities highlight that individuals are instrumentally inspired to make their choice based on cost and benefit judgement (Ghalia et al., 2019).

Contrary to the general based analysis of institutional structure, Scott’s (1995) triplicate institutional frameworks examine specific phenomenon within a particular context (Kostova, 1997). This analytical approach allows for a deeper understanding of the mechanisms of control that inspect, monitor, and manipulate rules, intended to influence future behavior (Nguyen, 2022). As such case, the functions of imperialism, empowerment, and support for sustainable tourism are of particular interest in understanding the development of tourism. Issue-specific phenomena are worthy of interest because the constructs under examination highlight the complexity of tourism development in dependent destinations, particularly small island nations with colonial history. This also illuminates how dominant multinational corporations wield substantial bargaining power over government institutions, shaping the direction and nature of tourism development (Yu, 2020). These dynamics lead to a form of imperialistic tourism development model, where market expansion and wealth generation are prioritized, often at the expense of the local community's welfare and sustainable tourism practices.

### *3.3. Imperialism in the tourism development*

Imperialism in tourism is often characterized by foreign powers leveraging their economic and political dominance to systematically control and accumulate wealth, often within low-income countries and vulnerable societies (MacNeill, 2017). Wealth accumulation and power dominance have supported the expansion of global neoliberalism practices in many destinations, propelling a “new global order” that promotes economic and social imbalance in small size economies (Wijesinghe, 2022). Implemented through international programs, the proliferation of neoliberalism governs the market through hegemonic structural systems that “drive extractive growth agendas” (Bellato et al., 2023). This form of extraction is particularly evident in small island developing states (SIDS), where foreign direct investment (FDI) in tourism is frequently cloaked in promises of economic and social development (MacNeill, 2017). As a result, the sustained presence of imperialism and its resultant injustices continue to hinder sustainable development (Higgins-Desbiolles et al., 2023). This phenomenon has a profound influence on residents' perceptions of political, economic, and cultural imperialism.

Political imperialism occurs when external investors dictate the trajectory of tourism development, often resulting in the host country's compliance (Galtung, 1971). While it can bring positives such as international market access, FDI, and local business opportunities, the power often shifts to external investors. This power shift leads to the marginalization of residents in decision-making and planning processes, undermining their empowerment (Higgins-Desbiolles & Everingham, 2022). Policies favoring trade liberalization, private ownership, and foreign exchange restrictions often exacerbate these inequalities (Wijesinghe, 2022). Ormerod and Wood (2021) observed that top-down structures, driven by capitalist corporations and sanctioned by governments, often exclude locals from participation and insight into tourism planning. However, studies also indicate a significant relationship between residents' perception of political imperialism and the impact of tourism development in small island settings (Sinclair-Maragh & Gursay, 2015).

Economic imperialism, particularly prevalent in small islands, often offers a lucrative proposition for capitalists seeking to enhance profit margins through tourism

(Galtung, 1971). It is characterized by foreign investment providing the means of production, with the host country supplying raw materials and markets (Sharpley, 2022). While it can lead to employment, improved living standards, and GDP contributions, the darker side of economic imperialism includes commodification and neocolonial development, leading to economic and cultural disparities and community disempowerment (Everingham et al., 2022). For instance, in Trujillo, Honduras, tourism development fostered community well-being, but policies favored Western expansion and wealth accumulation (MacNeill, 2017). However, the relationship between economic imperialism and tourism development's impacts is not always clear-cut (Sinclair-Maragh & Gursoy, 2015).

Cultural imperialism involves transmitting the high-income country's knowledge, teachings, and culture to low-income countries (Galtung, 1971). Investments in luxury resorts often bring with them Western cultural impositions. The role of culture in consumerism, especially in industrial capitalism in low-income countries, is significant (Tomassini & Lamond, 2022). The spread of Eurocentrism, a legacy of colonialism, has deeply influenced the social fabric of colonized societies (Wijesinghe et al., 2019). This influence extends into tourism, where Eurocentric perspectives in academia spill over into industry practices, often overshadowing local cultures (Chambers & Buzinde, 2015). Residents' perceptions of cultural imperialism and its impact on tourism development have shown mixed results (Sinclair-Maragh & Gursoy, 2015). To encapsulate, the exploitation and imposition through political, economic, and cultural imperialism are critical factors impeding residents' empowerment (Higgins-Desbiolles, 2022). By employing the WTFSR and institutional theory, this study aims to illuminate residents' perspectives on tourism development and how institutional, economic, and non-economic factors influence their decision-making within the sector. To our knowledge, this conjunction of theories has yet to be fully explored within the context of residents' perceptions and attitudes towards tourism literature.



### **3.2.3. *Weber's Theory of Formal Substantive Rationality***

WTFSR offers critical insights into understanding residents' support for or opposition to tourism development. This theory, articulated by sociologist Max Weber, distinguishes between formal (extrinsic) and substantive (intrinsic) rationality, providing a framework for analyzing how residents relate to tourism (Mody et al., 2020). Weber's exploration of these rationalities, especially in the context of Eastern cultures, reveals their interplay with political and economic systems (Kalberg, 1980; McGehee, 2007). In tourism research, WTFSR has been instrumental in examining how the blend of formal and substantive rationalities influences residents' decisions regarding tourism (Santos et al., 2024).

Formal rationality focuses on decisions grounded in economic reasoning (Mody et al., 2020). Residents who perceive economic empowerment through tourism, recognizing its potential to enhance their living standards, create employment opportunities, and secure family income, are more inclined to support it (Santos et al., 2024). This economic stability contributes significantly to the sustainable development of the sector (Lee, 2013). However, if economic benefits are disproportionately distributed, favoring multinational corporations and elites within an economic imperialism framework, residents may withdraw their support for tourism, feeling marginalized and exploited.

Substantive rationality encompasses human values, beliefs, and ideologies and how they shape engagement in economic activities (Kalberg, 1980; Li et al., 2022b). It is evident in aspects like psychological, political, social, and environmental empowerment (Boley et al., 2014). For instance, residents who feel a sense of pride in their culture being appreciated by tourists, who feel they have a voice in tourism-related matters, and who perceive tourism as contributing positively to community cohesion and environmental conservation, are more likely to support sustainable tourism development. Conversely, if tourism development promotes cultural and political imperialism, neglecting residents' culture, identity, and traditions, support for tourism may decline. This scenario often leads to a sense of disempowerment and alienation among the local community. In this sense, the WTFSR provides a nuanced lens to understand residents' perceptions of economic, environmental, psychological, social, and political empowerment in tourism. By

leveraging the WTFSR to dissect the complex interplay of these factors, this study aims to deepen our understanding of how residents in a tourism-dependent community perceive and react to the different dimensions of empowerment, and their overall attitude towards sustainable tourism development.

#### 3.2.4. *Residents' perception of empowerment*

The tourism ecosystem is a complex network involving multiple stakeholders – residents, tourists, and tourism brokers (Boley et al., 2014). Governed by intricate power relations and political dynamics (Nunkoo & Ramkissoon, 2012), these networks are succinctly described by Nunkoo and Gursoy (2016, p. 514) as “specific relationships where actors are positioned within a network of power relations.” Within this framework, the empowerment of residents is identified as a critical factor in maintaining these relationships and is recognized as a pathway towards sustainable development (Pécot et al., 2024).

*Psychological empowerment* corresponds to the pride and self-esteem residents gain when visitors appreciate their culture, traditions, and community (Scheyvens, 1999). It is manifested through cultural exchanges and local knowledge sharing, where residents' welcome foreigners to their communities (Boley & McGehee, 2014). Gautam & Bhalla (2024) discovered that psychological empowerment is a strong predictor of residents' quality-of-life and support for tourism.

*Social empowerment* is evidenced when tourism contributes to uniting the community, fostering collaborative efforts among residents and enhancing social stability (Boley & McGehee, 2014; Scheyvens & Van der Watt, 2021). Recent studies confirmed that socially promoted programs aimed to empower local women and encourage entrepreneurship contribute significantly to the sustainable development of tourism (Pécot et al., 2024).

*Political empowerment* occurs when residents actively participate in decision-making processes concerning tourism development (Scheyvens & Van der Watt, 2021). This form of empowerment allows residents to express concerns related to tourism

through established platforms (Boley & McGehee, 2014). Studies have shown diverse outcomes, with political empowerment sometimes not correlating with support for tourism initiatives like Airbnb (Mody et al., 2020) or short-term vacation rentals (Yeager et al., 2020), while in other contexts, such as festival tourism in Victoria Falls, it has been positively received (Eluwole et al., 2022).

*Environmental empowerment* provides residents with the power to manage their natural resources and engage in environmentally sustainable tourism activities (Ramos & Prideaux, 2014). A recently developed empowerment scale suggests that environmentally empowered residents are aware of the obligation to protect their natural surroundings and promote environmentally friendly initiatives (Santos et al., 2024). Studies in destinations like Kashan and Tabriz have highlighted a significant relationship between environmental attitudes and tourism support (Gannon et al., 2021).

*Economic Empowerment*, though not extensively explored, is pivotal for the equitable distribution of tourism benefits among community members (Scheyvens, 1999). Economically empowered residents benefit long-term from tourism while improving their standard of living (Santos et al., 2024), which in turn contributes to pro-poor tourism income distribution (Pang et al., 2024).

Offering a nuanced understanding of the complexity of tourism development in low-income countries, the blend of institutional theory and WTF SR elucidates how tangible and intangible components of tourism shape social beliefs, values, and norms through regulatory and normative policies (Gannon et al., 2021; Nunkoo & Gursoy, 2016). The values and beliefs underpinning Weber's substantive rationality have been instrumental in several studies that explore residents' feelings of pride when visitors express interest in their culture and community, a key aspect of psychological empowerment (Santos et al., 2024). Such sentiments are evidenced in the cognitive mechanisms embedded in institutional theory. These theoretical orientations aid in understanding residents' political engagement with tourism policies that are implemented through tourism institutions aimed to regulate and govern the sector.

Hence, the interplay between residents' perceptions of political, economic, and cultural imperialism and perceptions of various forms of empowerment has remained voiceless in the literature. Under the conditions of an imperialistic tourism development

model, which often favors external investors, residents' sentiments of empowerment are typically absent or diminished (Pang et al., 2024). Investigating these dynamics is crucial for understanding the power relations and political-economic structures within sustainable tourism development (Higgins-Desbiolles et al., 2023). Based on the above discussion, the study proposes the following hypotheses:

H1: Residents' perception of political imperialism has a negative effect on perception of economic (H<sub>1a</sub>), environmental (H<sub>1b</sub>), psychological (H<sub>1c</sub>), social (H<sub>1d</sub>), and political empowerment (H<sub>1e</sub>).

H2: Residents' perception of economic imperialism has a negative effect on perception of economic (H<sub>2a</sub>), environmental (H<sub>2b</sub>), psychological (H<sub>2c</sub>), social (H<sub>2d</sub>), and political empowerment (H<sub>2e</sub>).

H3: Residents' perception of cultural imperialism has a negative effect on perception of economic (H<sub>3a</sub>), environmental (H<sub>3b</sub>), psychological (H<sub>3c</sub>), social (H<sub>3d</sub>), and political empowerment (H<sub>3e</sub>).

### ***3.2.5. Residents' support for sustainable tourism development***

Despite the critiques surrounding the SET, economic focus, it has significantly shaped our understanding of residents' perceptions and attitudes towards tourism development through a cost-benefit analysis framework (Andereck et al., 2005; Gursoy et al., 2002; Vargas-Sánchez et al., 2015). SET posits that residents evaluate tourism development based on the perceived benefits and costs it brings to their community. However, recognizing that residents' attitudes towards tourism encompass more than just economic factors, the WTFSR provides a broader perspective. This theory helps to explain residents' support for or opposition to tourism development based on a combination of economic and non-economic factors (Kalberg, 1980; McGehee, 2007). WTFSR considers the intricate balance between residents' material benefits from tourism and their cultural, social, and political values.

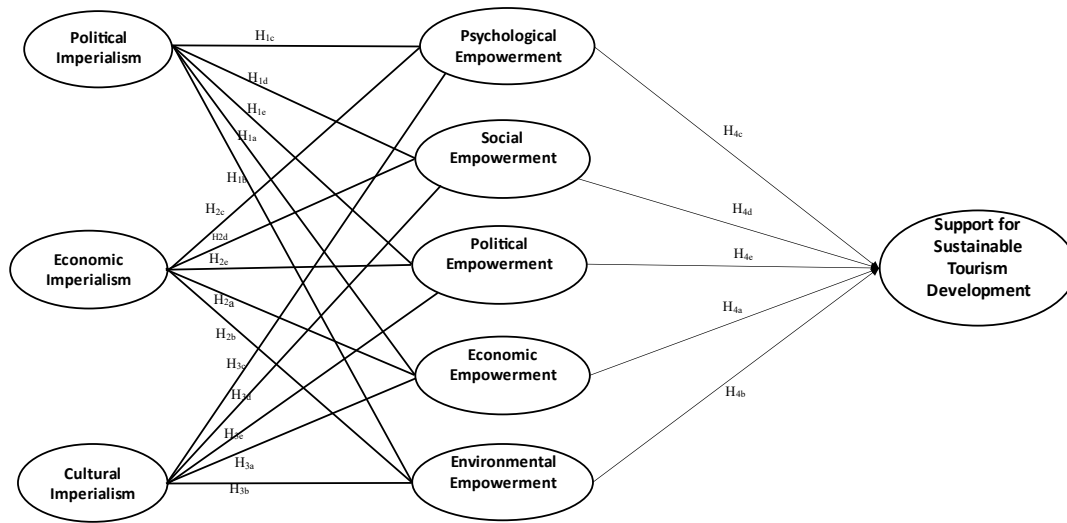
Utilizing WTFSR, Mody et al. (2020) found that perceptions of psychological, social, and political empowerment were significantly related to non-hosting residents'

support for tourism. Similarly, Yeager et al. (2020) used WTFSR to establish a significant relationship between psychological and social empowerment and support for Short-Term Vacation Rentals (STVR), though they found that political empowerment did not significantly influence support. More recently, Li et al. (2022a) employed WTFSR to reveal a significant link between social and psychological empowerment and support for both gaming and cultural tourism. However, their study also noted that the proposed relationships between social empowerment and support for cultural tourism, as well as political empowerment and support for mass and alternative tourism, were not substantiated in their model.

Given these inconsistencies in the existing literature, this study aims to further examine the relationship between residents' perceptions of empowerment and their support for sustainable tourism development. The theoretical model (Figure 1) will be scrutinized to understand how different dimensions of empowerment influence residents' attitudes towards sustainable tourism initiatives. Accordingly, the following hypotheses propose that:

H4: Residents' perception of economic ( $H_{4a}$ ), environmental ( $H_{4b}$ ), psychological ( $H_{4c}$ ), social ( $H_{4d}$ ), and political empowerment ( $H_{4e}$ ) have a positive effect on resident support for sustainable tourism development.

**FIGURE 3.1: THEORETICAL MODEL TO TEST THE RELATIONSHIPS AMONG CONSTRUCTS**



### 3.3. Methodology

#### 3.3.1. Study setting

The methodology for testing the 20 hypotheses relating to the relationship between imperialism, empowerment, and support for tourism involved survey data collected from residents on the island of Sal in Cape Verde. Throughout its history, the Republic of Cape Verde has undergone significant transformations, evolving from a "trading post to slave dungeon to colonial administrative headquarters" (Teye et al., 2002, p. 672) and eventually becoming one of the most popular tourism destinations in the Sub-Saharan West African region (Santos, 2014). During its struggle for independence, the nation's hero, Amilcar Cabral, famously stated, "What we must do is to modify, to radically transform, the political, economic, social, and cultural conditions of our people" (Cabral, 1972, p. 22). Tourism has been in the last 30 years a pivotal element in this transformation. Presently, the majority of the country's tourism activities are concentrated on the islands of Sal and Boa Vista, predominantly offered through all-inclusive models by multinational brands. According to the 2021 National Census, Sal's population is

33,347 inhabitants (53.5% male and 46.5% female), with 52.9% (pre-COVID-19 pandemic) employed in tourism-related activities (INE, 2021; TradeInvest, 2019).

This island is the bedrock of the tourism industry in Cape Verde, which strategically positioned Sal (and the country) in the Africa-Americas-Europe route, triggering mass tourism during the early 1960s (Santos, 2014). International arrivals in Cape Verde accounted for 835,945 in 2022, of which 61.8% of total arrivals were in Sal (INE, 2023). Of the 34 accommodations available on the island, 21 are four and five-star hotel resorts covering a total of 17,490 rooms (during high season), and 12,903 rooms (during low season) (INE, 2023). As highlighted above, most visitors arrive on the island through the all-inclusive tourism package offered by multinationals such as Riu, Melia, TUI, Hilton, Marriott, and Oasis.

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

Data were collected during July, August, and October of 2022 at the most touristic points (Santa Maria, Murdeira, Palmeira) on the island of Sal. Using a random route method combined with a systemic sampling approach, a self-administered, door-to-door, paper-and-pencil questionnaire was adopted for data collection (Boley & McGehee, 2014). This sampling scheme enabled the researchers to obtain a representative sample of the population in terms of gender, reduce non-sampling errors, increase the response rate, and minimize measurement errors (Lohr, 2022). The data collection team, consisting of two undergraduate students and the leading author, used the information from the country's census tracts as a guide. It should be noted that the leading author is a native of Cape Verde, which allowed him to have a unique understanding of tourism from a resident perspective. It also allowed him to easily build rapport with residents since they found him to be a fellow countryman. One questionnaire was distributed to each household. If the household members were unable to complete the questionnaire immediately, a copy was left in a sealed envelope for later completion and collected either at the end of the day or the following day by the fieldwork team. The interviewers informed all household members that filling in the questionnaire was regarded as their consent to participate in the study. The informed consent was also included in the

introduction of the questionnaire. Respondents who agreed to participate were provided with detailed information about the research objectives and definitions of terms for clarification. Of the 836 questionnaires distributed, 543 (65%) were returned. After undergoing data cleaning and screening procedures, 341 (40.8%) questionnaires were validated for this study.

### **3.3.3. Questionnaire design**

This study used previously tested and validated scales to obtain information regarding residents' perception on imperialism, empowerment, and support for tourism on Sal, the most touristic island of Cape Verde. Resident perceptions of empowerment were measured using the extended 15-item Resident Empowerment through Tourism Scale (RETS 2.0) borrowed from Santos et al. (2024). The perception of imperialism was measured using a reduced 19-item scale adapted from Sinclair-Maragh and Gursoy (2015). Additionally, residents' support for sustainable tourism development was measured using 7-item scale adapted from Lee (2013) and Man Cheng et al. (2021). All scales were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire also inquired about sociodemographic characteristics.

Considering that the original scales were developed in English, a back-translation method was conducted, involving translation from English to Portuguese and then back to English. This ensure that the items were functionally and conceptually equivalent in the Cape Verdean context (Malhotra et al., 1996). After confirming the translational and linguistic equivalence, the items were incorporated into the survey questionnaire. Prior to the initial data collection, a pre-test was conducted with fifteen residents provided their insights regarding suitability of the questions and its applicability in the study context (Hair et al., 2010).



#### 3.3.4. *Analytical strategy*

To ensure the rigor of the collected data and mitigate Common Method Bias (CMB), several measures were implemented, following the guidelines of Podsakoff et al. (2003). Prior to the data collection, first, the questionnaire was meticulously crafted and ensured proper wording of items, for clarity, neutrality and simplicity to reduce any ambiguity and accurately capture the intended information. Second, during data collection, participants were assured of the confidentiality of their responses. After the data collection, firstly to assess the presence of CMB, Harman's single-factor test was conducted. The 41 items were all loaded onto a single unrotated Exploratory Factor Analysis (EFA). The results revealed that the variance accounted for by a single factor was 31.10%, suggesting the absence of CMB in the data (Podsakoff et al., 2003). Third, a further check of CMB was conducted using the marker variable approach, which also indicated no CMB in the data. The data were also subject to a normality test assessed via skewness and kurtosis values. SPSS outputs revealed that both skewness and kurtosis were both below the recommended threshold of 3.0 and 7.0, respectively (Hair et al., 2010) indicating that non-normality was not an issue for further analysis. Lastly, the study employed IBM Amos v28 software to test a theoretical model using the maximum likelihood estimation (ML) method (Hair et al., 2010). Confirmatory factor analysis (CFA) of the measurement model. The following cut-off values for fit indices were used: Root Mean Square Error of Approximation (RMSEA<0.08), Standardized Root Mean Square Residual (SRMR<0.08), Tucker-Lewis Index (TLI>0.90), and Comparative Fit Index (CFI>0.90) (Hair et al., 2010). Structural equation modeling (SEM) was then used to test the structural model of the proposed hypotheses through path analysis.

### 3.4. Results

#### 3.4.1. *Demographic profile*

Data on residents' sociodemographic characteristics were collected following the census-guided scheme. As detailed in Table 1, the sample comprised 44.6% male and 55.4% female respondents. Participants spanned all age groups, ranging from 18-24

(7.6%) to 65+ (1.2%), with the largest group being those aged 25-36 years. The majority of respondents possessed a high school diploma (43.1%). Additionally, 74.8% of participants were employed by the public-private sector (mostly tourism-related: 62.2%) and 34.6% lived on the Island of Sal for more than 20 years. Marital status indicated that 68.3% of respondents were single while 23.5% were married. Approximately one-third of families (34.9%) reported an average income between €362.76– €544.13, and 50.4% of the families derived their income from the tourism sector.

**TABLE 3.1: SOCIODEMOGRAPHIC PROFILE (N=341)**

| Variables                        | Category              | Percentage |
|----------------------------------|-----------------------|------------|
| Gender                           | Male                  | 44.6       |
|                                  | Female                | 55.4       |
| Age (years)                      | 18-24                 | 7.6        |
|                                  | 25-36                 | 49.3       |
|                                  | 37-46                 | 34.3       |
|                                  | 47-56                 | 3.8        |
|                                  | 57-64                 | 3.8        |
|                                  | >=65                  | 1.2        |
| Marital status                   | Single                | 68.3       |
|                                  | Married               | 23.5       |
|                                  | Divorced              | 7.5        |
|                                  | Widow                 | 0.9        |
| Education                        | Primary School        | 7.6        |
|                                  | Secondary School      | 43.1       |
|                                  | Technical Training    | 22.6       |
|                                  | University            | 26.5       |
| Occupation                       | Self-employed         | 17.6       |
|                                  | Public-private sector | 74.8       |
|                                  | Student               | 1.5        |
|                                  | Unemployed            | 4.1        |
|                                  | Maid                  | 2.1        |
| Monthly family income (euros)    | <€181.38              | 9.4        |
|                                  | €181.39-€362.75       | 25.5       |
|                                  | €362.76-€544.13       | 34.9       |
|                                  | €544.14-€725.52       | 13.5       |
|                                  | >€725.53              | 16.7       |
| Length of residence (years)      | 1-5                   | 7.9        |
|                                  | 6-10                  | 24.0       |
|                                  | 11-15                 | 17.6       |
|                                  | 16-20                 | 15.8       |
|                                  | >20                   | 34.6       |
| Primary income come from tourism | Yes                   | 50.4       |

|                       |             |      |
|-----------------------|-------------|------|
|                       | No          | 49.6 |
| Work in tourism       | Yes         | 62.2 |
|                       | No          | 37.8 |
| Work in tourism as... | Employer    | 13.2 |
|                       | Employee    | 47.5 |
|                       | No response | 39.3 |

Note: Missing data related to the question: “*Do you work in tourism?*”, if participants did not work in tourism, the question was left blank, corresponding to missing data.

### 3.4.2. Testing the measurement model

To evaluate the fit and construct validity of the measurement model, CFA was conducted using AMOS v28. Results from the first round of CFA indicated that several items in the imperialism scale had a factor loading below the recommended threshold, therefore were removed from the model. These items were as follows: Economic (2 item removed), Cultural (4 items removed), and Political (3 items removed) Imperialism. After the elimination of nine items, the retained 19 items of the imperialism scale were ready for further analysis. The results indicate a satisfactory overall model fit with the following metrics:  $\chi^2=1106.12$ ,  $df=743$ ,  $p<0.001$ , CFI=0.95, TLI=0.95, RMSEA=0.04, SRMR=0.04. The measurement model's further assessment, which encompassed reliability and construct validity (both convergent and discriminant validity), was also conducted. As presented in Table 3, construct reliability and convergent validity were achieved for all the measured constructs, surpassing the 0.70 threshold for Composite Reliability (CR) and 0.50 for Average Variance Extracted (AVE). The factor loadings were all significant at  $p<0.001$  and ranged from 0.66 to 0.91, which is higher than the recommended threshold of 0.50 (Hair et al., 2010). Additionally, Cronbach Alpha values exceeded the recommended threshold of 0.70, affirming the convergent validity of the measurement model.

Discriminant validity, which tests the distinctiveness between constructs, was assessed by comparing the square root of the AVE with the correlations among the constructs of the model (Fornell & Larcker, 1981). According to the data presented in Table 3 the square root of each AVE (values on the diagonal) was greater than the correlations between each construct and the others (values off the diagonal). The square

root of AVE ranged from 0.74 to 0.83, fitting well within the recommended criteria outlined in the literature (Fornell & Larcker, 1981).

**TABLE 3.2: MEASUREMENT MODEL, RELIABILITY AND CONVERGENT VALIDITY RESULTS (CFA)**

| Constructs and items                                                                                    | Means | Factor Loading | t-statistics |
|---------------------------------------------------------------------------------------------------------|-------|----------------|--------------|
| <b>Political Imperialism (CR=0.89; AVE=0.57)</b>                                                        |       |                |              |
| Foreign investors and business elites are very dominant in the making of tourism policies.              | 3.40  | 0.70           | 13.71***     |
| The resort-type accommodations are mostly constructed on prime agricultural lands or on the coasts.     | 3.18  | 0.74           | 14.67***     |
| Foreign investors and business elites benefit from tax and import duty incentives.                      | 3.29  | 0.73           | 14.30***     |
| The environmental laws are relaxed to facilitate tourism development.                                   | 3.47  | 0.82           | 16.74***     |
| Foreign investors can withdraw from the country at any time.                                            | 3.47  | 0.78           | 15.74***     |
| The government is pressured by international organizations to develop the tourism industry              | 3.43  | 0.81           | N/A          |
| <b>Economic Imperialism (CR=0.91; AVE=0.55)</b>                                                         |       |                |              |
| Foreign tourism investors have businesses here because of reduced operating cost.                       | 3.33  | 0.68           | 13.27***     |
| The majority of profit made by the foreign companies is sent back to their home country.                | 3.41  | 0.67           | 12.87***     |
| Only a small number of residents benefit from tourism.                                                  | 3.57  | 0.80           | N/A          |
| Expatriate workers get better paying jobs, benefits and allowances.                                     | 3.50  | 0.77           | 15.32***     |
| Tourism does not provide that much economic benefit to the country as publicized.                       | 3.45  | 0.80           | 16.10***     |
| Tourists in the all-inclusive hotels do not spend money in the community.                               | 3.60  | 0.79           | 15.91***     |
| The community supplies the hotels with agricultural produce.                                            | 3.40  | 0.73           | 14.46***     |
| Residents are unable to afford the high prices charged for tourism facilities.                          | 3.66  | 0.66           | 12.78***     |
| <b>Cultural Imperialism (CR=0.86; AVE=0.56)</b>                                                         |       |                |              |
| The local culture has been changed because of foreign-owned tourism/ hospitality businesses             | 3.79  | 0.70           | 13.28***     |
| The culture of the tourists is transmitted to the local community.                                      | 3.87  | 0.73           | 13.83***     |
| The culture of foreign companies is transmitted to the local community.                                 | 3.87  | 0.74           | 14.08***     |
| The local culture is used as a show and becomes another commodity.                                      | 3.95  | 0.82           | 14.19***     |
| There are moral issues such as prostitution and criminal activities because of tourism.                 | 3.82  | 0.74           | N/A          |
| <b>Environmental Empowerment (CR=0.84; AVE=0.64)</b>                                                    |       |                |              |
| Reminds me that I have the obligation to protect my natural surroundings                                | 3.25  | 0.81           | 15.24***     |
| Provides ways for me to promote environmentally friendly initiatives                                    | 3.38  | 0.79           | 14.81***     |
| Makes me feel I can contribute to my community's wellbeing through preservation of physical surrounding | 3.30  | 0.80           | N/A          |
| <b>Economic Empowerment (CR=0.85; AVE=0.65)</b>                                                         |       |                |              |
| Makes me feel I can benefit economically long-term                                                      | 3.43  | 0.78           | N/A          |
| Provides ways for me to support my family                                                               | 3.30  | 0.84           | 15.33***     |

|                                                                                                                                                               |      |      |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|----------|
| Makes me feel I can improve my standard of living                                                                                                             | 3.43 | 0.79 | 14.58*** |
| <b>Psychological Empowerment (CR=0.86; AVE=0.67)</b>                                                                                                          |      |      |          |
| Makes me feel special because people travel to see my country's unique feature                                                                                | 3.79 | 0.75 | 15.84*** |
| Reminds me that I have a unique culture to share with visitors                                                                                                | 3.87 | 0.80 | 17.19*** |
| Makes me want to work to keep Sal special                                                                                                                     | 3.82 | 0.90 | N/A      |
| <b>Social Empowerment (CR=0.84; AVE=0.64)</b>                                                                                                                 |      |      |          |
| Makes me feel more connected to my community                                                                                                                  | 3.31 | 0.81 | 14.97*** |
| Fosters the sense of community spirit within me                                                                                                               | 3.31 | 0.80 | 15.44*** |
| Provides ways for me to get involved in my community                                                                                                          | 3.23 | 0.78 | N/A      |
| <b>Political Empowerment (CR=0.87; AVE=0.69)</b>                                                                                                              |      |      |          |
| I have a voice in Sal tourism development decisions                                                                                                           | 2.43 | 0.88 | N/A      |
| I have access to the decision-making process when it comes to tourism in Sal                                                                                  | 2.48 | 0.91 | 20.54*** |
| I have an outlet to share my concerns about tourism development in Sal                                                                                        | 2.95 | 0.68 | 14.15*** |
| <b>Support for Sustainable Tourism Development (CR=0.92; AVE=0.62)</b>                                                                                        |      |      |          |
| I would support the development of sustainable tourism initiatives                                                                                            | 4.05 | 0.71 | 14.04*** |
| I would participate in sustainable tourism-related plans and development                                                                                      | 3.93 | 0.80 | N/A      |
| I would participate in cultural exchanges between local residents and visitors                                                                                | 3.87 | 0.78 | 15.81*** |
| I would cooperate with tourism planning and development initiatives                                                                                           | 3.88 | 0.84 | 17.46*** |
| I would participate in the promotion of environmental education and conservation                                                                              | 4.02 | 0.82 | 16.82*** |
| I would cooperate with regulatory environmental standards to reduce the negative impacts of tourism                                                           | 3.96 | 0.79 | 16.15*** |
| Overall, I would support sustainable tourism development that aims to bring positive experiences for local people, tourism companies, and tourists themselves | 3.94 | 0.75 | 14.99*** |

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

**TABLE 3: DISCRIMINANT VALIDITY TEST BASED ON FORNELL-LARCKER CRITERION**

|            | 1           | 2           | 3           | 4           | 5           | 6           | 7           | 8           | 9           |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. SSTD    | <b>0.79</b> |             |             |             |             |             |             |             |             |
| 2. POL_IMP | -0.03       | <b>0.77</b> |             |             |             |             |             |             |             |
| 3. ECO_IMP | 0.00        | 0.09        | <b>0.74</b> |             |             |             |             |             |             |
| 4. CUL_IMP | 0.02        | -0.09       | -0.11       | <b>0.75</b> |             |             |             |             |             |
| 5. ECO_EMP | 0.32        | -0.00       | 0.04        | -0.04       | <b>0.81</b> |             |             |             |             |
| 6. ENV_EMP | 0.37        | 0.09        | 0.02        | 0.00        | 0.65        | <b>0.80</b> |             |             |             |
| 7. PSY_EMP | 0.57        | 0.02        | 0.09        | -0.04       | 0.42        | 0.51        | <b>0.82</b> |             |             |
| 8. SOC_EMP | 0.26        | 0.08        | 0.14        | -0.05       | 0.51        | 0.66        | 0.55        | <b>0.79</b> |             |
| 9. POL_EMP | -0.12       | -0.03       | 0.10        | -0.04       | 0.42        | 0.41        | -0.04       | 0.53        | <b>0.83</b> |

Note: The bold diagonal elements are the squared root of the AVE; interconstruct correlations is shown off-diagonal. POL\_IMP=Political Imperialism; ECO\_IMP=Economic Imperialism; CUL\_IMP=Cultural Imperialism; ECO\_EMP=Economic Empowerment; ENV\_EMP=Environmental Empowerment; PSY\_EMP=Psychological Empowerment; SOC\_EMP=Social Empowerment; POL\_EMP=Political Empowerment; SSTD=Support for Sustainable Tourism Development.

### 3.4.3. Testing the structural model

After assessing the quality of the measurement model, the study evaluated a structural model to test the proposed hypotheses. Model fit for the SEM indicated satisfactory results, yielding the following:  $\chi^2_{(749)}=248.63$ ,  $p<0.001$ ,  $\chi^2/df=1.67$ , CFI=0.93, TLI=0.93, RMSEA=0.04, SRMR=0.076. Results presented in Table 4 reveal that seventeen of the twenty proposed hypotheses were rejected in the model. Support for sustainable tourism development explained 34% of the total variance. Specifically, the direct effect of political imperialism on economic ( $\beta=-0.01$ ,  $p=0.89$ ), environmental ( $\beta=0.09$ ,  $p=0.17$ ), psychological ( $\beta=0.00$ ,  $p=0.96$ ), social ( $\beta=0.07$ ,  $p=0.28$ ), and political empowerment ( $\beta=-0.04$ ,  $p=0.47$ ) were found to be insignificant, rejecting H<sub>1a</sub>, H<sub>1b</sub>, H<sub>1c</sub>, H<sub>1d</sub> and H<sub>1e</sub>. Similarly, the effect of economic imperialism on economic ( $\beta=0.04$ ,  $p=0.52$ ), environmental ( $\beta=0.01$ ,  $p=0.89$ ), psychological ( $\beta=0.09$ ,  $p=0.13$ ) and political empowerment ( $\beta=0.10$ ,  $p=0.11$ ), were not confirmed by our data, rejecting H<sub>2a</sub>, H<sub>2b</sub>, H<sub>2c</sub> and H<sub>2e</sub>. A significant and direct relationship between economic imperialism and social empowerment ( $\beta=0.13$ ,  $p=0.03$ ) was found, but since it was positive, H<sub>2d</sub> was rejected. The effects of cultural imperialism on economic ( $\beta=-0.03$ ,  $p=0.61$ ), environmental ( $\beta=0.01$ ,  $p=0.94$ ), psychological ( $\beta=-0.03$ ,  $p=0.62$ ), social ( $\beta=-0.03$ ,  $p=0.64$ ) and political empowerment ( $\beta=-0.04$ ,  $p=0.54$ ) were also found to be not significant, rejecting H<sub>3a</sub>, H<sub>3b</sub>, H<sub>3c</sub>, H<sub>3d</sub> and H<sub>3e</sub>. Finally, a significant and direct relationship between economic empowerment and support for sustainable tourism development ( $\beta=0.15$ ,  $p=0.05$ ), environmental empowerment and support for sustainable tourism development ( $\beta=0.19$ ,  $p=0.01$ ), and psychological empowerment and support for sustainable tourism development ( $\beta=0.45$ ,  $p=0.01$ ) was confirmed, supporting H<sub>4a</sub>, H<sub>4b</sub>, and H<sub>4c</sub>. However, the effect of social empowerment on support for sustainable tourism development ( $\beta=-0.08$ ,  $p=0.22$ ) was insignificant and the effect of political empowerment on support for sustainable tourism development ( $\beta=-0.20$ ,  $p=0.05$ ) was significant but negative, thus rejecting H<sub>4d</sub> and H<sub>4e</sub>.

**TABLE 3.4: HYPOTHESES RELATIONSHIPS AND OBSERVED RELATIONSHIPS FROM THE SEM**

| Hypotheses      | Paths                                               | Std.<br>Regression<br>Weights | p-<br>Value | Results   |
|-----------------|-----------------------------------------------------|-------------------------------|-------------|-----------|
| H <sub>1a</sub> | Political Imperialism→ Economic Empowerment         | -0.01                         | 0.89        | Rejected  |
| H <sub>1b</sub> | Political Imperialism→ Environmental<br>Empowerment | 0.09                          | 0.17        | Rejected  |
| H <sub>1c</sub> | Political Imperialism→ Psychological<br>Empowerment | 0.00                          | 0.96        | Rejected  |
| H <sub>1d</sub> | Political Imperialism→ Social Empowerment           | 0.07                          | 0.28        | Rejected  |
| H <sub>1e</sub> | Political Imperialism→ Political Empowerment        | -0.04                         | 0.47        | Rejected  |
| H <sub>2a</sub> | Economic Imperialism→ Economic<br>Empowerment       | 0.04                          | 0.52        | Rejected  |
| H <sub>2b</sub> | Economic Imperialism→ Environmental<br>Empowerment  | 0.01                          | 0.89        | Rejected  |
| H <sub>2c</sub> | Economic Imperialism→ Psychological<br>Empowerment  | 0.09                          | 0.13        | Rejected  |
| H <sub>2d</sub> | Economic Imperialism→ Social Empowerment            | 0.13                          | 0.03        | Rejected  |
| H <sub>2e</sub> | Economic Imperialism→ Political Empowerment         | 0.10                          | 0.11        | Rejected  |
| H <sub>3a</sub> | Cultural Imperialism→ Economic Empowerment          | -0.03                         | 0.61        | Rejected  |
| H <sub>3b</sub> | Cultural Imperialism→ Environmental<br>Empowerment  | 0.01                          | 0.94        | Rejected  |
| H <sub>3c</sub> | Cultural Imperialism→ Psychological<br>Empowerment  | -0.03                         | 0.62        | Rejected  |
| H <sub>3d</sub> | Cultural Imperialism→ Social Empowerment            | -0.03                         | 0.64        | Rejected  |
| H <sub>3e</sub> | Cultural Imperialism→ Political Empowerment         | -0.04                         | 0.54        | Rejected  |
| H <sub>4a</sub> | Economic Empowerment→ SSTD                          | 0.15                          | 0.05        | Supported |
| H <sub>4b</sub> | Environmental Empowerment→ SSTD                     | 0.19                          | 0.01        | Supported |
| H <sub>4c</sub> | Psychological Empowerment→ SSTD                     | 0.45                          | 0.01        | Supported |
| H <sub>4d</sub> | Social Empowerment→ SSTD                            | -0.08                         | 0.22        | Rejected  |
| H <sub>4e</sub> | Political Empowerment→ SSTD                         | -0.20                         | 0.05        | Rejected  |

Note: SSTD=Support for Sustainable Tourism Development.

### 3.5.Discussion and conclusion

This study aimed to address concerns pertaining to the balance of power, the ongoingness of imperialism, and high-income and low-income countries' relations within a vulnerable tourism destination (Higgins-Desbiolles, 2022; Nash, 1989; Sinclair-Maragh & Gursoy, 2015), exploring the case of Cape Verde. In an attempt to advance our knowledge surrounding such concerns, the study intended to better understand how actions that are often justified by economic and political agenda and policies that are fueled by the urgency to actuate national consumption and congregate standard of living ambitious in the high-income countries, continue to hamper growth in the low-income countries. Within such conditions, the proposed theoretical framework using WTF SR,

and institutional theory assessed the relationship between imperialism and empowerment. Moreover, empowerment is important for destinations seeking to achieve support for sustainable tourism development.

Despite the prevailing notion that imperialistic tourism development disempowers residents through its neo-colonial structure, our results suggest the imperialistic tourism development has no influence over resident perceptions of being empowered by tourism. This finding of no relation between imperialism and empowerment offers a greater understanding of the terms and conditions of tourism development as well as the relationships between residents, governments, and foreigners. Further, the effects of perceptions of empowerment on residents' support for sustainable tourism development, provide critical insight into residents' attitudes toward tourism. By investigating these effects, the study seeks to make a novel contribution to the residents' perception and attitude scholarship.

#### *3.5.1. Theoretical implications*

The key findings of this study significantly contribute to the overarching principles of sustainable tourism development by exploring the potential linkages among empowerment, imperialism, and support for sustainable tourism. This exploration, conducted within a cohesive theoretical framework, yields several novel contributions to the existing body of literature. Firstly, the study's integration of WTFSR and institutional theory offers a novel perspective in understanding how residents' support for tourism development is shaped by a complex interplay of economic and non-economic factors at individual, community, and institutional levels. This perspective extends WTFSR by demonstrating that, within a neoliberalism context where imperialism practice flourish there is a low level of empowerment among residents, as demonstrated in our study. In line with institutional theory, our findings suggest that these formal structures are not just economic constructs but are deeply embedded in the socio-political fabric of the community. This insight deepens the discourse on sustainable tourism development, particularly in the context of political and economic imperialism, and aligns with the observations made by Gursoy et al. (2010) and MacNeill (2017).



Secondly, the study's exploration of the impact of economic imperialism on empowerment reflects the nuanced interplay between WTFSR and institutional theory. While WTFSR helps in understanding the formal economic structures that drive imperialism, institutional theory offers insights into how these structures are interpreted and navigated by local communities. Our study results in Table 2 (the means) show low/moderate levels of empowerment in all dimensions (no items reached 4 or a higher mean value). So, the fact that foreign investors dominate tourism policies and exert pressure on local government could be an explanation for this low sense of empowerment. This lack of empowerment can be attributed to the inequitable distribution of tourism benefits and limited opportunities for residents to express their concerns about tourism-related activities. These observations extend previous research by Gursoy et al. (2010) and Sinclair-Maragh & Gursoy (2015), which did not establish a significant relationship between political imperialism and tourism impacts.

Third, our findings on cultural imperialism also challenge the theoretical assumptions of both WTFSR and institutional theory. While one would predict that formal cultural structures in tourism would lead to empowerment, our study shows that this is not the case. Similarly, institutional theory, which focuses on institutional norms and values, would suggest a positive impact of cultural exchange on empowerment. Our study results in Table 2 (means) show low/moderate levels of empowerment in all dimensions (no items reach 4 or higher values). Therefore, the commodification of local culture and imposition of foreign customs, often driven by formal institutional decisions, can be a possible reason for this low sense of empowerment. This contradiction with theoretical expectations calls for a re-evaluation of how cultural aspects within WTFSR and institutional theory frameworks are understood and integrated in the context of tourism development. This finding aligns with the observations of MacNeill (2017) and Yoon et al. (2001), suggesting a gap in existing literature regarding the impact of cultural imperialism on resident empowerment.

Lastly, the study confirms a positive relationship between residents' perceptions of empowerment (economic, environmental, and psychological) and their support for sustainable tourism development. It should be noted that a negative path coefficient for the relationship between political empowerment and support for sustainable tourism development was found, but the *p*-value was almost not significant, as Yeager et al.

(2020) found. The correlation between community pride, self-esteem from tourism development, and support for sustainable tourism development echoes findings by Strzelecka et al. (2017). Moreover, residents' commitment to environmental conservation aligns with findings by Eluwole et al. (2022), indicating a broader pattern of environmental concerns influencing support for tourism. Additionally, our findings corroborate those of Li et al. (2022a) and Mody et al. (2020) in identifying economic empowerment as a crucial factor, although our study focuses on long-term economic benefits rather than short-term gains. In line with Boley et al. (2014) and Mody et al. (2020), our study also observes a lack of a significant direct relationship between social and political empowerment and support for tourism, possibly due to lack of cohesion and unity in the community when residents engage with tourism. This aspect was particularly impacted by the COVID-19 pandemic, which disrupted community unity and led to more individualized behaviors, influencing the relationships examined in our study.

### *3.5.2. Practical implications*

Considering that residents embrace tourism as a tool for economic, social, and cultural well-being as well as a path toward empowerment, our findings provide practical implications for stakeholders. First, our findings highlight that, although imperialistic tourism models are deeply rooted in Cape Verde and is known to contribute to national GDP as well as attract FDI, the importance of engaging residents in tourism development should not be overlooked. Cape Verde's unique settings (emerging tourism destination with colonial history) present many challenges for managers and policymakers in prioritizing community engagement and promoting inclusivity. These types of initiatives involve establishing forums for resident involvement in decision-making processes and ensuring that their voices are heard and acted upon. Strategic partnerships should be formed between residents, policymakers, and multinational companies, focusing on sustainable practices that offer real empowerment opportunities. These partnerships can facilitate knowledge transfer and skill development, particularly in managerial roles, helping to bridge the gap between foreign investment and local empowerment. Synergies between various ministries and sectors (culture, tourism, agriculture, environment, local

planning and development, and health) are crucial for creating a holistic approach to sustainable tourism that benefits both the economy and the community.

Second, in response to the pressing challenges of climate change and economic instability, factors that are extremely sensitive to Cape Verde's socio-economic development, the imperative of empowering residents in environmental conservation and economic participation is paramount. As Higgins-Desbiolles (2022) suggests, grassroots projects that educate and actively involve locals in environmental stewardship are crucial in fostering a deeper understanding of and commitment to sustainable tourism practices. Furthering this approach, Scheyvens and Van der Watt (2021) advocate for training programs that equip residents to become environmental advocates, thereby enhancing their role in sustainable tourism. Additionally, considering Cape Verde's mass body of ocean, harboring a diverse marine life (abundance coral reef, humpback whales, manta rays, and endangered turtle species), initiatives addressing coastal development concerns (construction of multinational resorts near the coastline) must give priority to marine fauna and flora protection and advocate for sustainable land use practices. To ensure a fair distribution of economic benefits from tourism, revenue generated from tourism taxes and visa entry in Cape Verde, managed through Ministry of Tourism Agency: Tourism Fund, it is essential to channel such funds back into the local economy through structural programs aimed to support entrepreneurship and strengthen local businesses. The promotion of local culture, encompassing arts (distinct West African sculptures and paintings, various religious festivals, Carnaval of São Vicente), music (*Morna*: UNESCO World Heritage, the captivating voice of *Cesária Évora*, (the bare-foot diva), *Coladeira*, *Funana*), and cuisine (diverse seafood dishes, *Catxupa*; national dish introduced during colonial era with beans and corn from Brazil, banana sweet potato from West Africa, and meat from Portuguese), not only stimulates local economic growth but also, as emphasized by Higgins-Desbiolles (2022) and Scheyvens and Van der Watt (2021), provides a pathway to access national and international markets. Such exposure to cultural products can significantly diversify and enhance the local economic landscape, contributing to empowering the local communities and a more resilient and sustainable tourism sector.

Third, gaining resident support for sustainable tourism development in an imperialistic context requires a focused approach to economic, environmental, and

psychological empowerment. Although such sentiments were overshadowed by neoliberalism practices that foster imperialism model in Cape Verde, residents' relationship with tourism (economic dependency for livelihood) demonstrate their willingness to accept (mechanism of survival) such conditions. Transparent community programs that advocate for the equitable distribution of tourism wealth can strengthen local support for sustainable tourism development. Policies designed to mitigate negative environmental impacts are also critical in securing resident support. Creating platforms for residents to express their tourism-related concerns is essential for fostering a sense of ownership and involvement in tourism development. While sustainable tourism can exist within an imperialistic model, as Clarke (1997) suggests, it is vital to recognize that true empowerment comes from beyond just economic gains. Policies and practices need to be reoriented to prioritize resident empowerment and sustainable development holistically.

### *3.5.3. Limitations and future research*

Although attempts were made to fill an important gap in literature, a few limitations are worth noting in this study. The data for this study was collected before the return of the high tourist season post-COVID-19 pandemic. During the pandemic, many residents experienced layoffs from multinational brands, leading to significant economic hardship. This context likely influenced respondents' perceptions of imperialism and empowerment, as the importance of economic tourism activity on the island of Sal might have been viewed with heightened sensitivity. As suggested by Higgins-Desbiolles (2022), perceptions during crises can significantly differ from those in normal circumstances. Therefore, future research should consider data collection during periods of economic stability, such as high tourist seasons, to assess if and how residents' perceptions change when employment and economic conditions are normalized.

Second, institutional theory, as highlighted by Scheyvens and Van der Watt (2021), emphasizes the role of local, regional, and national authorities in governing institutions responsible for safeguarding residents' well-being. The limitations imposed by the pandemic might have influenced residents' perceptions of these institutions. Future studies should adopt a longitudinal approach to monitor and compare residents'

perceptions over time, particularly as authorities adapt and respond to crises. This approach will provide a more comprehensive understanding of how institutional actions during different phases of a crisis impact resident perceptions and attitudes.

Lastly, this study's data collection was confined to one island, which may limit the generalizability of its findings. Insights from a broader geographical scope, encompassing both national and international perspectives, could offer a more nuanced understanding of local population perceptions and attitudes within the broader context of tourism development. Future studies should consider expanding the geographical scope to include multiple small island destinations. Furthermore, as Clarke (1997) points out, the role of multinational corporations in tourism development is critical. Investigating residents' perceptions of imperialism concerning all-inclusive resorts and trust in local government will further enrich the tourism attitude literature, particularly in small island contexts where such corporate involvement is prevalent.

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## CHAPTER FOUR

### STUDY 3: RESIDENT EMPOWERMENT IN ALL-INCLUSIVE CONTEXT: COST-BENEFIT PERCEPTION AND SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT IN A SMALL ISLAND DESTINATION<sup>3</sup>

#### Abstract

This study examines the relationships among resident empowerment, perceptions of tourism costs and benefits, and support for sustainable tourism development (SSTD) in a small island destination dominated by all-inclusive resorts. Using survey data from 341 residents in Cape Verde and employing PLS-SEM analysis, results reveal significant relationships between empowerment, benefits, and SSTD. Perception of all-inclusive resorts' positive impacts moderates the relationship between empowerment and SSTD, while perception of all-inclusive resorts' costs does not moderate any relationships. The study contributes to understanding how all-inclusive tourism development influences resident attitudes and support for sustainability in small island contexts. Findings underscore the importance of empowering residents and managing perceptions of tourism impacts to foster SSTD. Practical implications include the need for policies that promote local empowerment, equitable benefit distribution, and mitigation of negative impacts to ensure long-term sustainability of small island destinations and beyond.

*Keywords: support for sustainable tourism development, resident empowerment, benefits and costs of tourism, all-inclusive tourism, Cape Verde*

#### 4.1. Introduction

The intrapsychic realm of social interactions emphasizes empowerment's ability to strengthen individual's and community's capabilities to participate in social, political, cultural, economic, justice, and environmental matters (Santos, Pereira, Pinto, & Boley,

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<sup>3</sup> This paper was presented at INC 2024 (Tourism, Hospitality, and Events International Conference) – Technology Enabled Competitiveness and Experiences in Tourism, Hospitality, and Events, Hotelschool The Hague – Amsterdam, The Netherlands (June 05-07, 2024). The paper is under revision in the Journal of Destination Marketing and Management.

2024a). By prioritizing the needs of local communities, empowerment challenges the entrenched power dynamics within the tourism industry, contributing to a fairer and more equitable sector (Pang et al., 2024). Within the context of tourism, empowerment is a multifaceted and context-specific process that grants greater autonomy, liberty, and well-being to individuals, organizations, and communities (Aghazamani & Hunt, 2017). Due to its pronounced recognition in tourism communities, empowerment has sparked discussion related to pro-poor tourism income distribution and women entrepreneurship (Pang et al., 2024; Pécot et al., 2024). It has also been linked to quality-of-life, tourism engagement, and both positive and negative impacts of tourism (Gautam & Bhalla, 2024; Li et al., 2022a; Mody et al., 2020). While the terms ‘cost’ and ‘benefit’ in tourism are often used interchangeably to describe positive and negative impacts, the interplay between these factors and the outcomes of empowerment in SSTD remains an area with limited understanding.

The concept of empowerment in tourism communities has gained significant attention in recent years. It encompasses psychological, social, political, and economic dimensions that influence residents' attitudes and behaviors towards tourism development (Castillo-Vizuite et al., 2024; Santos et al., 2024a). In small island destinations, the relationship between costs and benefits is intimately linked to a specific type of tourism development – an all-inclusive tourism development model – which provides local governments access to revenue that supports economic development and leverages public finance (Sharpley, 2022). Marketed as a safe, exclusive, and affordable holiday choice, all-inclusive resorts have become one of the world’s most popular tourism products among vacationers (Naidoo & Sharpley, 2016).

However, the all-inclusive model has faced criticism for its potential to create economic leakage and limit local participation in the tourism value chain, raising concerns regarding its impact on sustainability. Criticism surrounding such development emphasizes the emergence of this approach as being implemented in the form of “internal capitalism” with a strong presence of Western ideology and practices (Mbaiwa, 2005). The monothematic nature of all-inclusive characterized by isolation, exclusiveness, and remoteness, raises questions about its impact on small economies, residents’ well-being, and community empowerment (Peterson et al., 2020). Despite these concerns, little attention has been given in the literature to explore how the all-inclusive tourism

development model moderates the relationship between empowerment, cost-benefit dynamics, and SST. This study aims to address this research gap.

To explore the complex relationships among empowerment, costs, benefits, SST, and the moderating effects of the all-inclusive tourism development model, this study employs Social Exchange Theory (SET) and Weber's Theory of Formal Substantive Rationality (WFSR). This integrated approach provides a comprehensive lens through which to examine the multifaceted dynamics of resident perceptions and attitudes in tourism-dependent communities. SET has been instrumental in the evaluative process at play when residents interact with tourism-related activities and determine how the costs and benefits of tourism affect their daily lives (Andereck et al., 2005). Originating in sociology and psychology, SET posits that social behavior is the result of an exchange process aimed at maximizing benefits and minimizing costs (Ward & Berno, 2011). Applied to tourism contexts since the 1980s and 1990s (Ap, 1992; Perdue et al., 1987), this theory has helped elucidate the fundamental reasons for how residents' decision-making processes are influenced by their perception of costs and benefits of tourism (Látková & Vogt, 2012).

However, SET's underpinnings may not fully capture the complexities of resident attitudes, particularly in the context of power dynamics and intangible factors. To address this limitation, SET's framework is hybridized with WFSR (Yeager et al., 2020). WFSR introduces the concepts of formal and substantive rationality, providing a nuanced understanding of how residents navigate both economic and value-based considerations in their interactions with tourism. WFSR formal and substantive rationality has been prominent in explaining residents' interaction with the political and economic systems and how they decide to support or oppose tourism development (Kalberg, 1980; McGehee, 2007). Formal rationality focuses on means-end calculations based on rules and regulations, while substantive rationality considers value-oriented action based on ethical, political, or religious beliefs.

While the examination and application of these two theoretical underpinnings vary in the literature (Eluwole et al., 2022; Yeager et al., 2020), their integration offers a more holistic framework for understanding resident attitudes. By using this blended framework of SET and WFSR, the study seeks to underscore the interaction between

the sentiments of empowerment, perceptions of cost-benefits, and SSTD, providing a more comprehensive understanding of resident perception in the context of all-inclusive tourism development in small island destinations.

This study makes several key contributions to tourism literature and practice. By examining the interplay between empowerment, cost-benefit perceptions, and SSTD through the lenses of SET and WTF SR, we provide insights into the complex dynamics of tourism development in small island destinations. Our research offers a more comprehensive understanding of how residents evaluate both economic and non-economic factors in their support for sustainable tourism (Santos et al., 2024a). Moreover, by investigating the moderating role of all-inclusive tourism on these relationships, we address a critical gap in understanding how this dominant model in small island destinations impacts long-term destination sustainability. This study's findings have important implications for policymakers and tourism planners, particularly in developing strategies that promote local empowerment, equitable benefit distribution, and mitigation of negative impacts (Higgins-Desbiolles & Bigby, 2021; Scheyvens et al., 2021). Ultimately, this research contributes to a more comprehensive framework for sustainable tourism management in small island contexts, especially relevant in an era of global uncertainties and evolving tourism paradigms.

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

### ***4.2.1. Weber's Theory of Formal Substantive Rationality***

When sociologist Max Weber developed the WTF SR he sought to illuminate how different cultures interact with the political and economic systems (Kalberg, 1980). With a keen focus on the formal (extrinsic) and substantive (intrinsic) rationalities, this theory has assisted tourism researchers understand the tangible and intangible factors that shape the development of tourism (Mody et al., 2020).

Decisions that arrive from an economic perspective are explained in Weber's formal rationality (Kalberg, 1980). For instance, when residents engage with tourism and embrace it in their communities, they do so with an understanding that the sector will

enhance their standard of living by providing employment opportunities, and secure family income, which in turn can secure their support. Economic stability and improved community well-being has been found to contribute to the sustainable development of the sector (Lee, 2013). Conversely, if the distribution of economic benefits is unbalanced, benefiting the minority (multinational corporations and elites), support for the sector is likely to be withdrawn. This occurs because substantive rationality (values, beliefs, and ideology) plays a major role in residents' decision-making process (Li et al., 2022b).

Values and beliefs are associated with the empowerment dimensions of psychological, political, social, and environmental (McGehee, 2007). For example, the appreciation residents demonstrate when foreigners visit their communities, value their culture, are actively engaged in tourism-related activities and are allowed to protect and conserve their natural environment are manifestations of empowerment. These sentiments of empowerment can translate into support for a more sustainable sector (Santos et al., 2024a). Nevertheless, when tourism development projects (all-inclusive tourism) that do not cater to locals' needs and aspirations and fail to empower them, the decision to support further development may be limited (Higgins-Desbiolles et al., 2023).

#### *4.2.2. Residents' perception of empowerment*

In the resident perception and attitude literature, empowerment emerges as an essential component delineated under the premise of sustainable development (Perren et al., 2024). Advocates have emphasized that through a participatory mechanism, individuals engage in tourism to acquire knowledge regarding the opportunities that can be triggered to influence their surroundings (e.g., empowerment) (Pécot et al., 2024). Therefore, the examination of resident sentiments of empowerment is a necessary barometer in the quest to resolve the psychological, social, political, economic, and environmental issues rooted in vulnerable tourism destinations (Santos et al., 2024a).

Psychological empowerment corresponds to sentiments of self-esteem and pride residents feel when their culture and tradition are valued by the tourists who visit their community (Scheyvens, 1999). This dimension of empowerment was found to influence



residents' travel decision-making and intention to travel in England (Kim et al., 2024). Results from India also yield similar findings confirming the effects of psychological empowerment on quality-of-life (Gautam & Bhalla, 2024). Recently, Santos et al. (2024a) found that psychological empowerment had a significant relationship with SSTD.

Social empowerment manifests through community cohesiveness and unity established when tourism contributes to social stability (Boley & McGehee, 2014). Although Santos, Pereira, Pinto, Boley, and Ribeiro (2024b) confirmed a negative relation between social empowerment and SSTD, results from other studies demonstrated that social empowerment predicted residents' SSTD in a small island destination context (e.g., Santos et al., 2024a).

Political empowerment occurs when residents in tourism communities are involved in the decision-making process regarding the sector's development (Scheyvens & Van der Watt, 2021). While studies from two different contexts (Airbnb and short-term vacation) did not establish a positive relationship between political empowerment and support for tourism (Mody et al., 2020; Yeager et al., 2020), other findings revealed that critically political aware residents demonstrated their support for tourism (Eluwole et al., 2022).

Environmental empowerment provides residents with the opportunity and power to manage their natural resources and engage in tourism-related activities that are environmentally friendly for the destination and community (Ramos & Prideaux, 2014). Gannon et al. (2021) uncovered that residents' who adopted environmental-friendly behavior also displayed support for tourism. Examined through the lenses of political, economic, and cultural imperialistic tourism development models, Santos et al. (2024b) discovered that, although this type of tourism development hinders growth, environmental empowerment had a significant effect on SSTD.

Economic empowerment enables an equal distribution of benefits through tourism among community members (Santos et al., 2024a). When residents benefit economically through tourism, they can ensure family income and improve their living standards (Scheyvens & Van der Watt, 2021). Recent finding from Santos et al. (2024a) revealed that economic empowerment is a strong predictor of residents' SSTD.

#### **4.2.3. *Social Exchange Theory***

SET has emerged as one of the most prominent frameworks (in the fields of sociology, psychology, community development, and tourism), that explain the underlying reason individuals reach a decision based on interaction with different sets of activities (Emerson, 1976). This framework postulates that human behavior and social interaction are influenced by the exchange based on a primary motive: obtaining a reward (Homans, 1961). Although rewards are weighted through cost-benefit analysis, studies have hinted that when certain risk factors are at play (inequality, exclusion), beneficial rewards overshadow costs (Strzelecka & Wicks, 2015).

The popularity of SET in tourism is due to its capacity to identify the diverse features and perspectives of locals in tourism communities (Nunkoo, 2016). Gursoy's et al. (2019) meta-analysis study examined how SET has aided researchers in understanding how residents' perception of the economic, cultural, and environmental impact of tourism determines their support or opposition to tourism development. A test of three different models in the study concluded that in the predominant two-dimensional model (perceived costs and benefits) perceptions of positive tourism impact overshadowed negative impact, which was recognized as a stronger predictor of resident's attitude (Gursoy et al., 2019). In a post-communist context, although the relationship between social and environmental impact and support for tourism lines were blurred, economic impact positively predicted support for tourism (Çalışkan & Özer, 2020).

#### **4.2.4. *Benefits and costs of tourism development***

Previous studies have found that while tourism provides benefits to local communities, it also creates cost-related burdens for residents (Higgins-Desbiolles, 2022; MacNeill, 2017). If residents perceive that, within such conditions, they bear most of the tourism costs while external investors reap the benefits, they are more likely to express negative behavior towards the industry and withdraw their support for further development (Zheng et al., 2021). Although the negative impact of tourism generates

more costs, due to future prospective and development associated with benefits, residents may be willing to accept the changes (Látková & Vogt, 2012).

Studies have also investigated power and empowerment effect on the costs and benefits of tourism development (Boley et al., 2014; Nunkoo and Ramkissoon, 2012). Results from Nunkoo and Ramkissoon, (2012) found a direct relationship between residents' power to influence tourism development and perceived benefits and a negative relationship between residents' power to influence tourism development and perceptions of tourism costs. Boley et al. (2014) discovered that residents' perceptions of psychological, social, and political empowerment had a positive (negative) and significant effect on positive (negative) impacts of tourism. More recently, Mody et al. (2020) obtained empirical evidence that residents' perception of Airbnb's positive (benefits) impacts of Airbnb is enhanced by psychological and social empowerment. The authors also confirmed that a stronger sense of psychological empowerment reduces the perception of Airbnb's negative (costs) impacts, but politically empowered residents perceived greater negative (costs) impacts of Airbnb. With this evidence, this study proposes the following:

H1: Residents' perception of empowerment has a positive effect on perception about the benefits of tourism.

H2: Residents' perception of empowerment has a negative effect on perception about the costs of tourism.

#### *4.2.5. Support for sustainable tourism development*

Offering a nuanced understanding of how residents weigh the costs and benefits, SET's orientations highlight that if participatory actions such as entrepreneurship or environmental conservation are displayed, support for further development increases (Weaver et al., 2021). Wang et al. (2020) employed SET to illuminate how feelings of wellbeing affect residents' support towards tourism. Other studies discovered that community attachment, costs and benefits, and quality-of-life had a direct and significant

effect on support for tourism (Vinerean et al., 2021). Recently, Santos et al. (2024a, 2024b) confirmed that residents' empowerment is a relevant predictor of SSTD.

Although SET's original rationality was delineated under the premise of mutually contingent and mutually rewarding, which include transactions and exchange between visitors and locals, criticism surrounding this theory has generated numerous debates in the literature, its inclination toward economic factors being the most salient (Mody et al., 2020). For this reason, as advocated in literature (Látková & Vogt, 2012), SET's orientations are aligned with WTFSR's to better understand the intangible motives that drive individuals to demonstrate their support for or opposite towards the development of tourism. These underpinnings present a holistic understanding of the intersection between different formal rationality (economic factors) and substantive rationality (non-economic factors) that influence residents' decision-making (Li et al., 2022b). Using SET and WTFSR, Gannon et al. (2021) confirmed that community attachment, environmental attitudes, and economic gains had a significant effect on support for tourism. Various studies have confirmed the role of empowerment on support for tourism as well as different types of tourism development (Mody et al., 2020; Strzelecka et al., 2017). Eluwole et al. (2022) found that residents' empowerment directly affects their support for festival tourism. Recently, Santos et al. (2024b) confirmed a significant relationship between various dimensions of empowerment and SSTD.

Lee (2013) established that, while a positive relationship was found between perceived benefits of tourism impact and SSTD, a negative relationship between perceived costs of tourism impact and SSTD was found. Residents' perception of rural tourism benefits was found to have the same positive effect on SSTD (Bajrami et al., 2020). In other instances, when modelled with emotional solidarity, stakeholder commitment, perceptions of economic benefits also predicted residents' SSTD (Wu et al., 2023). In the same study, the relationship between costs of tourism and SSTD, also proposed as negative, was not statistically significant (Wu et al., 2023). Following the literature presented above, we propose that:

H3: Residents' perception of empowerment has a positive effect on support for sustainable tourism development.

H4: Residents' perception of benefits of tourism has a positive effect on support for sustainable tourism development.

H5: Residents' perception of costs has a negative effect on support for sustainable tourism development.

#### 4.2.6. *The moderating role of all-inclusive tourism development model*

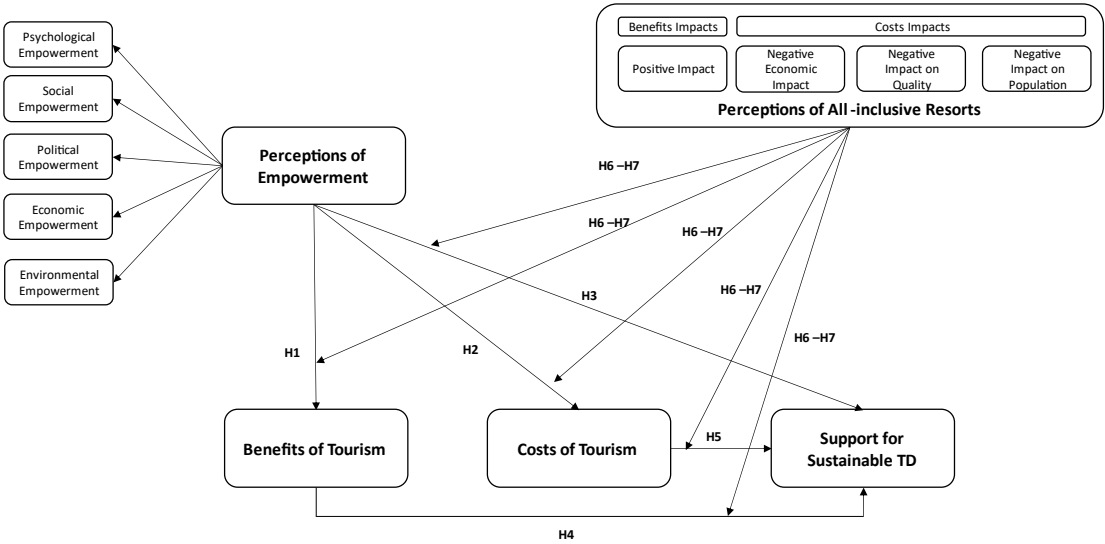
Sheldon and Mak (1987, p. 13) define all-inclusive as a “trip planned and pre-paid with a single price, which covers a broad range of items from transport and accommodation to meals and sightseeing.” Several studies have investigated residents' perception of the all-inclusive tourism model and its intersection with the industry (Heung & Chu, 2000; Moreira Gregori et al., 2022). While the interplay between all-inclusive tourism and SSTD is lacking in literature, findings from Woosnam and Erul (2017) suggest a wider application of the Perception of All-inclusive Resort scale (PAIR) in other contexts to fully understand the mechanisms of all-inclusive and potential contribution to sustainability as well as better comprehension of residents' SSTD. Local communities benefit from all-inclusive tourism when they can secure steady income and increase their standard of living (Manuel-Navarrete, 2016). Governments, keen to push their country towards economic growth also benefit from all-inclusive in various ways (e.g., the property and local tax, increased GDP, and improved infrastructure) (Naidoo & Sharpley, 2016). Perceptions of such benefits can influence residents to demonstrate SSTD. However, perceptions of costs, such as community isolation, local economic leakage, and inequality may drive residents to withdraw their SSTD (Saarinen, 2017). Other costs related to all-inclusive tourism have been linked to increased poverty in developing countries (Oviedo-García et al., 2019), questioning the sector's ability to contribute to the local economy and secure support for further development (Sharpley, 2022). Based on the above, we propose the following hypotheses:

H6: Perception of the benefits of all-inclusive tourism development model moderates the relationships proposed in H1 to H5.

H7: Perception of the costs of all-inclusive tourism development model moderates the relationships proposed in H1 to H5.

Considering that the all-inclusive tourism model is the ultimate approach for tourism development in this context, the study also tested the moderating effect of resident Perception of All-inclusive Resorts (PAIR) on the relationships mentioned above (Figure 1). Figure 1 presents the proposed theoretical framework to test the relationship among constructs.

**FIGURE 4.1: THEORETICAL FRAMEWORK AND HYPOTHESES**



### 4.3. Methodology

#### 4.3.2. Study setting

The methodology for testing the proposed model and the research hypotheses first involved collecting survey data from residents on the island of Sal, Cape Verde. Over the years big chain hotel resorts have sought this small island nation for its exquisite shorelines and exceptionally warm tropical climate for the implementation of tourism projects. Currently, most tourism activities in Cape Verde are centered on the island of

Sal, primarily facilitated by multinational brands through all-inclusive models. According to the 2021 National Census, Sal's population stands at 33,347 inhabitants, with 52.9% employed in tourism-related before the COVID-19 pandemic (INE, 2021). Sal island plays a pivotal role in Cape Verde's tourism industry, strategically positioned along the Africa-America-Europe route, which led to a surge in mass tourism during the early 1960s (Santos, 2014). In 2022, Cape Verde received a total of 835,945 international arrivals, with 61.8% of them landing in Sal (INE, 2023). The island boasts 34 accommodations, including 21 four and five-star hotel resorts, offering a total of 17,490 rooms during the high season and 12,903 rooms during low season (TradeInvest, 2021). Notably, with approximately 10 all-inclusive hotel resorts on the island, most visitors opt for this type of tourism package, which is provided by multinationals like Riu, Melia, Marriot, and Oasis.

#### *4.3.3. Sampling and data collection*

Data were collected during July, August, and October of 2022 at the tourist points (Santa Maria, Murdeira, Palmeira) on the island of Sal. Using a random route method with a systemic sampling approach, a self-administered, door-to-door, paper-and-pencil questionnaire was adopted to collect the data (Boley & McGehee, 2014). This sampling scheme allowed the researchers to gather a representative sample of the population in terms of gender, reduce non-sampling errors, increase response rate, and minimize measurement error. Respondents that agreed to participate in the study were provided with further details related to the research – objective and definition of terms for clarification. Of the 836 questionnaires distributed, 543 were collected. After data cleaning and screening procedures 341 questionnaires (63% of those collected) were validated by the research team. Following a census-guided approach, the final dataset included 44.6% males and 55.4% females, as indicated in Table 1.

#### *4.3.4. Questionnaire design*

This study used previously tested and validated scales to obtain information regarding residents' perceptions and attitude toward tourism in Cape Verde. Resident perceptions of empowerment were measured using the 15-item Resident Empowerment through Tourism Scale (RETS 2.0) borrowed from Santos et al. (2024a). Residents' perception of all-inclusive was measured using the reduced Perception of All-inclusive Resort (PAIR) 10-item scale, borrowed from Woosnam and Erul (2017). This scale included four sub-dimensions for measuring residents' PAIR (Positive Impact, Negative Economic Impact, Negative Impact on Quality, and Negative Impact on Population). Residents' attitude toward SSTD was measured using the 7-item scale borrowed from Lee (2013) and Man Cheng et al. (2021). Residents' perception of tourism costs (4-item) and benefits (3-item) was measured using the scale from Nunkoo & Ramkissoon (2011, 2012). The questionnaire also included questions about the sociodemographic characteristics of residents.

#### *4.3.5. Analytical approach and statistical verification*

Following Podsakoff et al. (2003) recommendations, several measures were taken to mitigate Common Method Bias (CMB) in the data. Before data collection, first, the questionnaire was carefully designed with proper wording to ensure that appropriate information was captured. Participants were assured that their responses were strictly used for academic purposes and confidentiality was secured during data collection. Second, to identify a potential CMB, the researchers conducted Harman's single-factor test through Exploratory Factor Analysis (EFA) using SPSS v29. In this analysis, all items were loaded into a single common factor (Fuller et al., 2016). As maintained in the literature, more than 50% of the variance in a single factor, is an indication of CMB. In our study, EFA generated a factorial structure where the first factor explained 29.69% of the variance, well within the recommended threshold. Additionally, the Harman test was complemented with the full collinearity test, which is more suitable for assessing CMB in partial least square structural equation modeling (PLS-SEM) (Hair et al., 2021). CMB



is detected if the variance inflation factor (VIF) for the exogenous latent variable exceeds 3.3, which was not the case in our study.

SmartPLS 4 software was used to test the theoretical model (Ringle et al., 2024). Perceptions of empowerment were treated as a second-order construct in the proposed model (Sarstedt et al., 2019). Bollen (1989) and Sarstedt et al. (2019) maintain that the second-order model is more suitable than the first-order because it allows for covariation between first-order dimensions, which identifies common errors found in first-order models. To test the moderating effect of PAIR on the proposed relationships, PLS-SEM multigroup analysis (PLS-MGA) was conducted. In this analysis, the aggregated scores of the PAIR costs (measured by the aforementioned dimensions of Negative Economic Impact, Negative Impact on Quality, and Negative Impact on Population) and PAIR benefits (measured by Positive Impact) were computed for each participant in the study (named PAIR Benefits and PAIR Costs, respectively). Subsequently, binary variables were computed for each of these composite variables using their medians to form two groups. Regarding PAIR Costs, group 1 are residents who perceive less the negative impacts of AIR, and group 2 are those who perceive these impacts strongly. Concerning PAIR Benefits, group 1 represents residents who perceive less the positive impacts of AIR, and group 2 those who perceive more of the positive impacts of AIR. To test the moderating effect of PAIR on the proposed relationships, PLS-MGA evaluated if there were statistically significant differences in the path coefficient between the two groups of each binary variable (Hair et al., 2021).

## **4.4. Results**

### *4.4.2. Demographic profile*

The sample consisted of interviewees across various age groups, ranging from 18 to 24 years (7.6%) up to those aged 65 and older (1.2%). Notably, the largest group fell within the 25-36-year-old category. Regarding marital status, 68.3% of respondents were single, while 23.5% were married. A significant proportion of respondents held a high school diploma (43.1%). Furthermore, 74.8% of participants were employed in the public-private sector, with a majority working in tourism-related fields (62.2%).

Additionally, 34.6% of residents had lived on the Island of Sal for more than 20 years. Approximately one-third of families reported an average income between €362.72 and €544.13, with half of them deriving their income from the tourism industry (50.4%).

**TABLE 4.1: SOCIODEMOGRAPHIC PROFILE (N = 341)**

| Variables                        | Category              | Frequency | Percentage |
|----------------------------------|-----------------------|-----------|------------|
| Gender                           | Male                  | 152       | 44.6       |
|                                  | Female                | 189       | 55.4       |
| Age (years)                      | 18-24                 | 26        | 7.6        |
|                                  | 25-36                 | 168       | 49.3       |
|                                  | 37-46                 | 117       | 34.3       |
|                                  | 47-56                 | 13        | 3.8        |
|                                  | 57-64                 | 13        | 3.8        |
|                                  | >65                   | 4         | 1.2        |
| Marital status                   | Single                | 233       | 68.3       |
|                                  | Married               | 80        | 23.5       |
|                                  | Divorced              | 25        | 7.5        |
|                                  | Widow                 | 3         | 0.9        |
| Education                        | Primary School        | 26        | 7.6        |
|                                  | Secondary School      | 147       | 43.1       |
|                                  | Technical Training    | 77        | 22.6       |
|                                  | University            | 91        | 26.5       |
| Occupation                       | Self-employed         | 60        | 17.6       |
|                                  | Public-private sector | 255       | 74.8       |
|                                  | Student               | 5         | 1.5        |
|                                  | Unemployed            | 14        | 4.1        |
|                                  | Maid                  | 7         | 2.1        |
| Family income (euros)            | <€181.38              | 32        | 9.4        |
|                                  | €181.39-€362.75       | 87        | 25.5       |
|                                  | €362.76-€544.13       | 119       | 34.9       |
|                                  | €544.14-€725.52       | 46        | 13.5       |
|                                  | >€725.53              | 57        | 16.7       |
| Length of residence (years)      | 1-5                   | 27        | 7.9        |
|                                  | 6-10                  | 82        | 24.0       |
|                                  | 11-15                 | 60        | 17.6       |
|                                  | 16-20                 | 54        | 15.8       |
|                                  | >20                   | 118       | 34.6       |
| Primary income come from tourism | Yes                   | 172       | 50.4       |
|                                  | No                    | 169       | 49.6       |
| Work in tourism                  | Yes                   | 212       | 62.2       |
|                                  | No                    | 129       | 37.8       |
| Work in tourism as...            | Employer              | 45        | 13.2       |

|          |     |      |
|----------|-----|------|
| Employee | 162 | 47.5 |
| Missing  | 134 | 39.3 |

Note: Missing data related to the question: “*Do you work in tourism?*”, if participants did not work in tourism, the question was left blank, corresponding to missing data.

#### 4.4.3. *Measurement model test and higher-order construct validation*

Two statistical analysis procedures using structural equation modeling were considered: measurement model and structural model analysis. Measurement model analysis evaluated constructs’ reliability and validity. A two-stage method approach was utilized to measure the second-order construct (Empowerment) (Sarstedt et al., 2019). First, the latent variable scores for the five first-order dimensions of Empowerment were obtained and saved to create a new dataset. Then, these latent variable scores were used as indicators of Empowerment, as a second order construct. As observed in Table 2, with an exception of the second-order latent variable scores of “political empowerment” (0.4) most of the indicator values exceeded the recommended threshold of 0.70 (Hair et al., 2021). Nonetheless, considering that deleting the referred dimension would not improve the model, the researchers decided to keep it in the model. This decision was also taken, considering the theoretical implications of maintaining all of the variables in the five-dimensional scale of empowerment. Table 2 also shows some descriptive statistics about the items measuring each construct. As can be observed, residents feel reasonable psychological empowerment (mean=3.84) but report low levels of empowerment in the remaining dimensions, mainly political empowerment (mean=2.58). Overall, participants in the study are supportive for Sustainable Tourism Development (mean=3.90). Moreover, they are more aware of Costs of Tourism (mean=3.90) than of Benefits of Tourism (mean=3.37).

Convergent validity was assessed using the composite reliability coefficient (CR), average variance extracted (AVE), and Cronbach Alpha of each construct in the proposed model. As observed in Table 3 CR for all constructs were above the threshold of 0.70. In the proposed model, all AVE values exceeded the 0.50 threshold (Hair et al., 2017). Similarly, Cronbach Alpha scores for each construct all exceed 0.70.

Discriminant validity assessment used first the Fornell and Larcker (1981) criterion technique to verify the square root for each AVE. The aim of this technique is to evaluate the correlations between each construct and the other constructs. Table 3 shows that all AVE square root values were greater than the values below. Next, Heterotrait-Monotrait Ratio (HTMT) was utilized to further assess the discriminant validity. Results show that, as desirable, all HTMT scores were lower than 0.85 (Henseler et al., 2015).

**TABLE 4.2: MEASUREMENT MODEL, RELIABILITY AND CONVERGENT VALIDITY RESULTS**

| Constructs and Items                                                                                                                                         | Means | Factor Loading | t-statistics |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------|--------------|
| <b><i>Second-order construct</i></b>                                                                                                                         |       |                |              |
| <b>Economic Empowerment (<math>\alpha=0.843</math>)</b>                                                                                                      | 3.29  | 0.745          | 22.231***    |
| <b>Environmental Empowerment (<math>\alpha=0.843</math>)</b>                                                                                                 | 3.38  | 0.797          | 24.231***    |
| <b>Psychological Empowerment (<math>\alpha=0.855</math>)</b>                                                                                                 | 3.84  | 0.758          | 30.339***    |
| <b>Social Empowerment (<math>\alpha=0.850</math>)</b>                                                                                                        | 3.28  | 0.787          | 19.006***    |
| <b>Political Empowerment (<math>\alpha=0.859</math>)</b>                                                                                                     | 2.58  | 0.372          | 4.855***     |
| <b><i>First-order constructs</i></b>                                                                                                                         |       |                |              |
| <b>Support for Sustainable Tourism Development (<math>\alpha=9.22</math>)</b>                                                                                | 3.94  |                |              |
| Overall, I would support sustainable tourism development that aims to bring positive experience for local people; tourism companies; and tourists themselves | 3.95  | 0.828          | 46.522***    |
| I would support the development of sustainable tourism initiatives                                                                                           | 4.04  | 0.787          | 31.126***    |
| I would participate in sustainable tourism-related plans and development                                                                                     | 3.91  | 0.831          | 42.648***    |
| I would participate in cultural exchanges between local residents and visitors                                                                               | 3.86  | 0.807          | 36.506***    |
| I would cooperate with tourism planning and development initiatives                                                                                          | 3.87  | 0.856          | 49.33***     |
| I would participate in the promotion of environmental education and conservation                                                                             | 3.99  | 0.840          | 50.448***    |
| I would cooperate with regulatory environmental standards to reduce the negative impacts of tourism                                                          | 3.96  | 0.822          | 37.76***     |
| <b>Benefits of Tourism (<math>\alpha=0.754</math>)</b>                                                                                                       | 3.67  |                |              |
| Tourism in Sal offers employment opportunities for the local population                                                                                      | 3.69  | 0.781          | 21.635***    |
| Tourism in Sal offers business opportunities for the local population                                                                                        | 3.79  | 0.834          | 34.077***    |
| Tourism in Sal attracts more investments and expenses                                                                                                        | 3.56  | 0.837          | 39.252***    |
| <b>Costs of Tourism (<math>\alpha=0.836</math>)</b>                                                                                                          | 3.90  |                |              |
| Tourism in Sal increases environmental pollution                                                                                                             | 3.85  | 0.865          | 39.325***    |

|                                                      |      |       |           |
|------------------------------------------------------|------|-------|-----------|
| Tourism in Sal increases alcoholism and prostitution | 3.76 | 0.798 | 36.218*** |
| Tourism in Sal increases price of goods and services | 4.07 | 0.851 | 39.277*** |
| Tourism in Sal increases living expenses             | 3.93 | 0.754 | 22.766*** |

Note:  $\alpha$  = Cronbach Alpha; \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$

**TABLE 4.3: DISCRIMINANT VALIDITY TEST BASED ON FORNELL-LARCKER CRITERION AND HETEROTRAIT-MONOTRIAT RATIO (HTMT)**

|                       | Means | SD    | CR    | AVE   | 1             | 2             | 3             | 4             |
|-----------------------|-------|-------|-------|-------|---------------|---------------|---------------|---------------|
| <b>1. BNFT</b>        | 3.676 | 0.804 | 0.858 | 0.669 | <b>0.818§</b> |               |               |               |
| <b>2. COST</b>        | 3.903 | 0.839 | 0.890 | 0.670 | 0.498 0.609‡  | <b>0.818§</b> |               |               |
| <b>3. Empowerment</b> | 3.274 | 0.705 | 0.828 | 0.504 | 0.527 0.621‡  | 0.359 0.398‡  | <b>0.710§</b> |               |
| <b>4. SSTD</b>        | 3.940 | 0.780 | 0.937 | 0.680 | 0.439 0.513‡  | 0.502 0.558‡  | 0.467 0.465‡  | <b>0.825§</b> |

Note: §Fornell-Larcker Criterion; ‡Heterotrait-Monotriat Ratio (HTMT); SSTD=Support for Sustainable Tourism Development; BNFT=Benefits of Tourism; COST=Costs of Tourism.

#### 4.4.4. Structural model and hypotheses testing

The structural model assessment involves evaluating the signal, the magnitude, and the significance of the path coefficient in the structural model, indicating how the relationship between constructs behaves in the model. Before testing the research hypotheses, the study examined the exploratory and predictive power assessing the coefficient of determination, size effect, and the predictive relevance ( $R^2$ ,  $f^2$ , and  $Q^2$ , respectively) for the endogenous constructs.  $R^2$  results were as follows: SSTD=0.356; COST=0.129, and BNFT=0.284, indicating a moderate to weak proportion of variance explained by the predictors of the model. As seen in Table 4, all  $f^2$  effect sizes reveal a small to medium effect on the  $R^2$  if the construct “empowerment” is removed: “benefits” (0.384); “costs” (0.148); and “SSTD” (0.087). The final stage evaluated the predictive relevance of the model through  $Q^2$  values. Hair et al. (2021) maintains that a rule of thumb for  $Q^2$  values should be 0; 0.25; and 0.50, representing small, medium, and large predictive relevance. In our model, the  $Q^2$  scores for the endogenous constructs were as follows: BNFT: 0.269, COST: 0.119, and SSTD: 0.208, indicating small and medium predictive relevance in the model.

**TABLE 4.4: STRUCTURAL MODEL ANALYSIS**

| Hypotheses                         | $\beta$ | t statistics | p-value | Results       |
|------------------------------------|---------|--------------|---------|---------------|
| H1: Empowerment $\rightarrow$ BNFT | 0.527   | 14.379       | <0.001  | Supported     |
| H2: Empowerment $\rightarrow$ COST | 0.359   | 7.435        | <0.001  | Not Supported |
| H3: Empowerment $\rightarrow$ SSTD | 0.281   | 4.618        | 0.002   | Supported     |
| H4: BNFT $\rightarrow$ SSTD        | 0.121   | 1.959        | 0.025   | Supported     |
| H5: COST $\rightarrow$ SSTD        | 0.341   | 6.401        | <0.001  | Not Supported |
| $f^2$                              | BNFT    | COST         | SSTD    |               |
| Empowerment                        | 0.384   | 0.148        | 0.087   |               |

Note: SSTD=Support for Sustainable Tourism Development; BNFT=Benefits of Tourism; COST=Costs of Tourism.

The direct effect of perceptions of empowerment on benefits of tourism ( $\beta=0.527$ ,  $p<0.001$ ) was found to be positive and significant, supporting H1. Although relationship between empowerment and costs of tourism ( $\beta=0.359$ ,  $p<0.001$ ) was significantly, coefficient value was positive at structural level, rejecting H2. Empowerment effect on SSTD ( $\beta=0.281$ ,  $p=0.002$ ), was found to be positive and statistically significant, thus, supporting H3. The path coefficient connecting benefits to SSTD ( $\beta=0.121$ ,  $p=0.025$ ), is positive and statistically significant, lending support to H4. However, the effect of costs on SSTD ( $\beta=0.341$ ,  $p<0.001$ ), was found to be positive, rejecting H5.

#### 4.4.5. Testing measurement and structural invariance

Before testing the moderating effect of PAIR (H6 and H7), an assessment of the measurement invariance was performed using measurement invariance of composite models (MICOM) (Henseler et al., 2016) to test the stability of the factor loadings for the constructs' items in each pair of groups defined by the binary variables that indicate PAIR Benefits and PAIR Costs. Descriptive statistical data of the PAIR scale is provided in Appendix 1, which includes the means, composite reliability (CR), and average extracted variance (AVE). As evident, residents were more sensitive to AIR's negative impacts on population (means=3.53). Moreover, they are well aware of AIR's negative

economic impact on local businesses (mean=3.35) and AIR's negative impacts on quality (mean=3.40), but also appreciate AIR's positive impacts (mean=3.41). As measurement invariance was demonstrated, multigroup analysis was conducted to test H6 and H7.

To test the moderating effect of PAIR Costs, group 1 are residents who perceive less the negative impacts of AIR, and group 2 those who perceive these impacts strongly. As Table 5 highlights, there are no significant differences between the two groups. Thus, the H7 is not supported.

In turn, to test the moderating effect of PAIR Benefits, group 1 represents residents who perceive less the positive impacts of AIR and group 2 those who perceive more the positive impacts of AIR. As shown in Table 5 there are no significant differences between the two groups in most of the model's relationships. However, there is a significant difference in one relationship, the one between Empowerment and SSTD. Therefore, H6 is partially supported. Table 5 also shows that the relationship between Empowerment and SSTD is stronger among residents who strongly perceive the benefits of AIR than among the other group of residents. In other words, within residents who are more receptive towards tourism development model based on AIR, the residents that feel more empowered are willing to show more their SSTD.

**TABLE 4.5: TEST FOR STRUCTURAL INVARIANCE (MULTI-GROUP ANALYSIS)**

|                        | Group 1           | Group 2           | Difference        | 2-tailed (Group1 vs Group2) |
|------------------------|-------------------|-------------------|-------------------|-----------------------------|
| <b>PAIR_Costs</b>      | $\beta$ (p-value) | $\beta$ (p-value) | (Group1 - Group2) | p- value                    |
| H1: Empowerment → BNFT | 0.537<br>(<0.001) | 0.430<br>(<0.001) | 0.107             | 0.094                       |
| H2: Empowerment → COST | 0.359<br>(<0.001) | 0.344<br>(<0.001) | 0.015             | 0.443                       |
| H3: Empowerment → SSTD | 0.162<br>(0.033)  | 0.203<br>(0.009)  | -0.041            | 0.369                       |
| H4: BNFT → SSTD        | 0.120<br>(0.130)  | 0.246<br>(0.001)  | -0.126            | 0.171                       |
| H5: COST → SSTD        | 0.373<br>(<0.001) | 0.289<br>(<0.001) | 0.084             | 0.238                       |
| <b>PAIR_Benefits</b>   |                   |                   |                   |                             |
|                        | Group 1           | Group 2           | Difference        | 2-tailed (Group1 vs Group2) |
|                        | $\beta$ (p-value) | $\beta$ (p-value) | (Group1 - Group2) | p-value                     |
| H1: Empowerment → BNFT | 0.513<br>(<0.001) | 0.440<br>(<0.001) | 0.073             | 0.180                       |
| H2: Empowerment → COST | 0.404<br>(<0.001) | 0.257<br>(<0.001) | 0.147             | 0.089                       |

|                        |                   |                   |        |       |
|------------------------|-------------------|-------------------|--------|-------|
| H3: Empowerment → SSTD | 0.053<br>(0.256)  | 0.335<br>(<0.001) | -0.282 | 0.010 |
| H4: BNFT → SSTD        | 0.229<br>(0.007)  | 0.147<br>(0.023)  | 0.082  | 0.244 |
| H5: COST → SSTD        | 0.342<br>(<0.001) | 0.340<br>(<0.001) | 0.002  | 0.487 |

Note: SSTD=Support for Sustainable Tourism Development; BNFT=Benefits of Tourism; COS =Costs of Tourism.

#### 4.5. Discussion and conclusion

In an attempt to explore tourism's contribution to small-size economies, particularly the case of Sal, Cape Verde, this study investigated how implemented policies, economic landscape, and social-cultural factors shape the trajectory of sustainability within this destination and beyond. As tourism continues to grow in the region, understanding the factors that contribute to residents' perception of benefits and costs, and the level of SSTD is vital. In addition, understanding the moderating effect of all-inclusive resorts' impact (PAIR Benefits, PAIR Costs) on the proposed model is equally critical. Findings underscore that residents' empowerment influences their perception of benefits of tourism, which in turn demonstrated that perceptions of benefits have a positive effect on SSTD. However, within the context of Cape Verde where tourism is dominated by multinational corporations, results show that the more residents recognize the costs of this type of tourism model, the more they tend to support alternative form of tourism, such as sustainable tourism development. Moreover, the study also elucidates that the positive impact of the all-inclusive tourism model moderated the relationship between empowerment and support for tourism, suggesting the need to implement sustainable policies aimed at mitigating negative effects. With these findings in mind, the study seeks to make several novel contributions to the body of knowledge.



#### 4.5.2. *Theoretical implications*

By investigating the interplay between empowerment, costs, benefits, and SSTD in an all-inclusive tourism development, this study aimed to enhance our understanding of how the dynamics of these constructs behave in a context where the all-inclusive model is dominant. Firstly, the hybridization of SET and WTFSR sheds new light on the intricacy between tangible and intangible elements present in tourism communities. In this study, WTFSR's substantive rationality illuminates that sentiments of empowerment generate SSTD when certain traits of formal rationality benefit the community, an aspect that aligns with SET's orientations. This finding corroborates with Santos, et al. (2024a; 2024b), who found that various dimensions of empowerment predicted residents' SSTD. In vulnerable destinations, decisions to demonstrate support for tourism are leveraged by the intent to obtain tangible and intangible rewards for the exchange, features emphasized in SET and WTFSR. As suggested in Nunkoo and Gursoy (2016) tourism policies should be designed to cater to local's needs and aspirations, (e.g., empower them to take up important decisions).

Secondly, the combined theoretical viewpoints of social exchange and Weber's theory illuminates the assessment residents undertake when engaging with tourism in their community, particularly the advantages they receive. In the context of SET, this study discovered that economic benefits arise from local business ventures and employment opportunities. This is attributed to the weight placed on WTFSR formal rationality, where residents embrace tourism in their community, with the expectation of obtaining economic retribution for their engagement. Additionally, the values, beliefs, and customs found in WTFSR's substantive rationality, explicitly explained how sentiments of pride, collective effort, and active engagement, play an important role in ensuring sustainable development in tourism communities. These findings are echoed by Mody et al. (2020) and Yeager et al. (2020) who found a direct and indirect relationship between empowerment and the positive impact of tourism (benefits).

Thirdly, examined through the tenets of two theoretical frameworks, the operationalization of costs demonstrates the evaluative process that shape residents' perceptions and attitudes when they interact with the economic and non-economic elements of tourism. Considering that all-inclusive projects are usually coupled with

degradation of the environment, exclusiveness, and local community isolation, policies that mitigate such costs are essential for a destination's pursuit of sustainability. Our study confirmed that although tourism may bring costs to the community (e.g., implementation of policies that do not fully cater to residents' needs and aspirations), the intention to support a different model of tourism development (sustainable) increases. Specifically, this reveals that when residents perceive the costs of tourism, they support the alternative form of development shown. Therefore, their SSTD is a rejection of the all-inclusive tourism model. In particular, although these costs are associated with environmental pollution, alcoholism, prostitution, and increased living expenses (aspects that may affect substantive rationality), residents are willing to engage in tourism by expressing their support, if a sustainable approach to tourism development is adopted.

Finally, all-inclusive tourism development model is considered a key business proposition for economic development in small size economies (Naidoo & Sharpley, 2016). Government efforts towards economic growth (Pratt et al., 2016) has been implemented through this type of tourism model (Naidoo & Sharpley, 2016). Findings show that PAIR Benefits moderate relationship between empowerment and SSTD. This is because, although there are negative impacts associated with all-inclusive project (e.g., Woosnam & Erul, 2017), within WTFSR's tangible and intangible elements and SET underpinnings, if residents feel that this type of tourism development contributes to family income, reminds them that they have a unique culture, makes them feel connected to the community, and offers outlet to voice their opinion, support for further development is demonstrated. Nevertheless, when negative impacts (significantly affecting residents' substantive rationality), PAIR Costs, increase prostitution, causes environmental degradation, and provides short-term income, this moderation is non-existent.

#### *4.5.3. Practical implications*

The specific context of the Island of Sal provides a unique opportunity to examine how different dynamics of empowerment, costs, and benefits behave within an all-inclusive tourism model. By identifying the challenges associated with implemented all-

inclusive projects, the research aimed to contribute to the existing knowledge on sustainable tourism development and offer new insights for policymakers, practitioners, and stakeholders. First, with the application of RETS 2.0 (Santos et al., 2024a), a more complete measurement of perception of empowerment, this research expands our understanding of the political and economic structure of small island developing states as well as the important role of all-inclusive in the economic development of low-income destinations. Considering that all-inclusive resorts are a key employer in Cape Verde (more than ten thousand employees), strategies that enhance residents' sense of empowerment, such as equal distribution of benefits, and long-term economic gains, are vital for the implementation of sustainable practice. In turn, as advocated in literature, this pro-poor tourism approach gives the beneficiaries (residents) access to education, healthcare, and social service programs aimed to promote community wellbeing and quality-of-life (Pang et al., 2024). Other initiatives such as implementation of tourism projects in unpopular areas (fishing village of *Palmeira*, *Vivero Botanical Garden* and *Zoo di Terra*, and formal commercial center of the island, *Salinas de Pedra de Lume*, known for its natural salt pool) can contribute positively to tourism development (promote local businesses, local souvenir purchases, and encourage visitors to explore the unique culture, attractions, and traditions of the island).

Second, evidence from our study highlights that local authorities' efforts to economic growth, particularly in the context of Sal, has been towards attracting FDI through the implementation of all-inclusive projects. While this initiative is highly recognized (employment generation, contribution to GDP), policies that promote local business and national and international trade should be considered for future development. It is imperative that rational economic planning that drive development be aligned with local resident aspiration and needs (Biddulph & Scheyvens, 2018). As advocated in Scheyvens and Biddulph (2018) tourism should be inclusive and engage multiple stakeholders in the process toward achieving sustainable outcomes and ensure long-term economic stability, which is crucial for developing a more sustainable sector.

Third, our findings provide valuable insight into the challenges of gaining local support where the all-inclusive tourism development model dominates. Considering the backlash experienced in many European countries regarding mass tourism, programs aimed at mitigating the negative effects of all-inclusive (degradation of environment,

increased living expenses and price of goods and services), are important in securing local support for future development. Moreover, demographics statistics from our study reveal that 50.4% of residents' income derive from tourism related activities. This evidence emphasizes how community initiatives designed to promote transparency and provide equal distribution of benefits from tourism is crucial in ensuring local support for a sustainable sector (Higgins-Desbiolles & Bigby, 2021). Policies implemented at educating the locals of the importance of tourism in their community and the benefits it provides should also be a priority (Scheyvens et al., 2021). Legal mechanisms aimed to promote community-based tourism, foster entrepreneurship initiatives, and protect local businesses can contribute to the inclusiveness of residents in the operation of tourism as well as gain their support for future development (Melubo & Doering, 2022).

#### *4.5.4. Limitation and future research*

This study sought to address an important gap in the literature regarding the development of tourism in small island destinations, however, the limitations of the findings are worth noting. First, although the employment of WTFSR and SET shed light on the economic and non-economic elements that are embedded in tourism and influence residents to demonstrate their support for tourism, other theoretical orientations, such as Theory of Planned Behavior (TPB) (Ajzen, 1985) or Power-Dependence Theory (PDT) (Emerson, 1962), may provide a deeper understanding of the intersection of tourism policy and economic objectives within vulnerable destinations. While TPB extend our perspectives of perceived behavioral control and how these behaviors are influenced by behavioral intention and subjective norms (Shen & Shen, 2021), PDT brings to light the mechanisms that govern tourism. Therefore, future research should apply these theoretical backgrounds to better understand these dynamics.

Second, using quantitative assessment to obtain residents' perceptions of tourism, this study confirmed a significant and direct effect of perceptions of empowerment on costs and benefits of tourism. Although quantitative studies allow researchers to gain a wider understand of specific tourism phenomena, qualitative insights (through structured interview, observation or focus group) could provide complementary inputs of how

residents perceive tourism development in their communities. Future studies should consider collecting qualitative data from different demographic groups (employees and non-employees) in all-inclusive. An experimental study with a test group (employee of all-inclusive) and a controlled group (non-employees of all-inclusive) could also reveal interesting findings. Further, other future studies should adopt a longitudinal approach to monitor and compare residents' perceptions over time, particularly as authorities adapt and implement policies that promote sustainability.

Lastly, this study's data collection was confined to one island, which may limit the generalizability of its findings. Insights from a broader geographical scope, encompassing both national and international perspectives, could offer a more nuanced understanding of local population perceptions and attitudes within the broader context of tourism development. Future studies should consider expanding the geographical scope to include multiple small island destinations. Furthermore, as Clarke (1997) points out, the role of multinational corporations in tourism development is critical. Investigating residents' perceptions of all-inclusive tourism and its relationship with other types of tourism development, such as ecotourism or rural tourism could enrich the tourism attitude literature, particularly in small island contexts where such corporate involvement is prevalent.

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## APPENDIX 1:

### RESIDENT PERCEPTION OF ALL-INCLUSIVE RESORTS (PAIR) SCALE

|                                                                                     | Means | CR    | AVE   |
|-------------------------------------------------------------------------------------|-------|-------|-------|
| <b>AIRs negative economic impact on local business (<math>\alpha = 0.74</math>)</b> | 3.35  | 0.885 | 0.793 |
| AIRs reduce profitability of local businesses                                       | 3.40  |       |       |
| AIR reduces the number of customers in local businesses                             | 3.18  |       |       |
| <b>AIRs positive impacts (<math>\alpha = 0.85</math>)</b>                           | 3.41  | 0.911 | 0.774 |
| AIRs contribute positively to tourism in Sal                                        | 3.47  |       |       |
| AIRs should be applied everywhere tourism exists                                    | 3.47  |       |       |
| AIRs increase occupancy rates in hotels and businesses                              | 3.43  |       |       |
| <b>AIRs negative impacts on quality (<math>\alpha = 0.72</math>)</b>                | 3.40  | 0.880 | 0.785 |
| AIRs discourage higher middle-class tourists from visiting Sal                      | 3.33  |       |       |
| AIRs are a short-term marketing strategy in the industry                            | 3.41  |       |       |
| <b>AIRs negative impacts on population (<math>\alpha = 0.77</math>)</b>             | 3.53  | 0.897 | 0.813 |
| AIRs have lessened the number of staff members in local businesses                  | 3.57  |       |       |
| The number of tourists will increase once AIRs system is abolished                  | 3.50  |       |       |

Note: AIR = All-inclusive Resorts;  $\alpha$  = Cronbach Alpha.

## **CHAPTER FIVE**

### **GENERAL CONCLUSION**

#### **5.1. Conclusion**

This chapter provides a comprehensive analysis of the research findings, detailing their theoretical significance and practical implications. A summary of the conclusions for each individual study, followed by an overall assessment of the research contribution, highlighting their implications and directions for future research is also presented. The general objective of this thesis is to gain a better understanding of the factors that affect residents' SSTD within a small island developing state (SIDS), Cape Verde. This objective is supported by several theoretical underpinnings, including Empowerment Theory (Zimmerman, 2000), WTFSR (Weber, 1978), SET (Emerson, 1976), and Institutional Theory (Scott, 1995). Particularly, the primary purposes of this thesis were (1) to develop and validate a new version of the Resident Empowerment through Tourism Scale: RETS 2.0; (2) to examine the relationship between perception of imperialism, empowerment, and SSTD, and to analyze if residents are able to become empowered through an imperialistic tourism development model, and finally; (3) to develop a framework to better understand of the effects residents' empowerment on costs and benefits of tourism, and SSTD in the context of all-inclusive. Hence, the study underscores that resident empowerment plays a major role in the sustainability of vulnerable tourist destinations, particularly in the case of SIDS.

Offering important theoretical and practical implications, findings reveal that the proposed five-dimensional scale of residents' perception of empowerment measurement (RETS 2.0) provides a holistic understanding of the tangible and intangible factors that drive residents to demonstrate SSTD – a crucial aspect for vulnerable destinations pursuing sustainable development (study 1). Other discoveries highlight that within an imperialistic tourism development model, residents' perception of imperialism had no effect on empowerment (study 2). Moreover, while statistical evidence revealed that residents' empowerment had an effect on their perceived benefits of tourism impact and SSTD, relationship between residents' empowerment and perceived costs of tourism impact was not supported within an all-inclusive tourism development model. Notably,

within two distinct groups, the relationship between residents' empowerment and SSTD was moderated by PAIR Benefits, while PAIR Costs did not moderate any of the proposed relationships (study 3).

## **5.2. Contributions and implications**

### **5.2.1. Theoretical contributions and implications**

This section offers an in-depth analysis of the theoretical implications derived from studies 1, 2, and 3. Grounded on existing literature, this implication attempts to enhance our understanding of residents' perception and attitude and how these factors influence SSTD within small island destinations and beyond.

Study 1: Resident empowerment serves as a tool that challenges the imbalanced structure within tourism communities by facilitating power transfer, ultimately aiming to foster a more sustainable tourism sector. This study contributes to the theoretical foundations of Empowerment Theory by enhancing our collective understanding of residents' attitudes toward tourism in sustainable development. Drawing from Foucault's (1980) conceptualization of power and Zimmerman's (2000) Empowerment Theory, the research highlights power's fluidity and its role in capacity building, positioning residents at the core of development efforts (Zimmerman & Warschausky, 1998). Additionally, it underscores the significance of complex tourism network relations and advocates viewing residents as influential agents of change. Recognizing residents' pivotal role, power permeates their actions, attitudes, discourse, learning processes, and daily lives, reinforcing its intrinsic connection to tourism development and community empowerment (Cheong & Miller, 2000).

Residents' pride in their culture and community when visitors take an interest in their community and culture (psychological empowerment), their motivation to engage politically in tourism policies (political empowerment), and the cohesion of collective efforts within the community (social empowerment) form the basis for individual, organizational, and community structures according to Empowerment Theory (Zimmerman, 2000). Nevertheless, this study highlights that residents' perception of

environmental empowerment – such as protecting natural surroundings, practicing eco-friendly behavior, and conserving resources – and economic empowerment – improving living standards, ensuring family income, and fostering long-term prosperity – also significantly impact this process (Strzelecka et al., 2017). These factors serve as the grassroots for essential social change and justice in tourism destinations, positioning residents as active agents in planning and development rather than mere beneficiaries or passive bystanders (Higgins-Desbiolles et al., 2023).

Over the past decade, research on residents' perception of empowerment has primarily focused on psychological, social, and political aspects (Boley et al., 2014). However, while these intangible elements provide a limited view in understanding residents' role in tourism development, as demonstrated in our study, a wider spectrum including other intangible (environment empowerment) and tangible (economic empowerment) dimensions are vital to fully engage them in this process. This is important because economically empowered residents have the ability to achieve financial mastery and long-term economic stability. Furthermore, as discovered in the current study, environmentally empowered residents play a significant role in sustainability of tourism – protecting their natural surroundings, promoting environmentally friendly initiative, and contributing to community wellbeing through preservation of physical surroundings. Additionally, the process of empowerment encourages residents to SSTD, fostering a balanced power dynamic through community engagement (Scheyvens & Van der Watt, 2021). By operationalizing a new empowerment measurement, the study strengthens the connection between theoretical frameworks of empowerment and sustainable tourism development.

Study 2: The significant findings of this study contribute to the principles of sustainable tourism development by examining the connections between residents' perception of imperialism, empowerment (RETS 2.0), and their SSTD. Within a coherent theoretical framework, the study introduces novel insights. By integrating WTF SR and Institutional Theory, the study sheds light on how residents' SSTD is influenced by a complex interplay of economic and non-economic factors at individual, community, and institutional levels. Our study reveals that, within a neoliberal context where imperialism thrives, residents' perception of imperialism has no effect on empowerment. This perspective enriches discussions on sustainable tourism development, especially in the

context of political and economic imperialism, aligning with observations made by Gursoy et al. (2010) and MacNeill (2017).

Exploring the impact of economic imperialism on empowerment, our study delves into the intricate interplay between WTFSR and Institutional Theory. While WTFSR explains the formal economic structures driving imperialism, Institutional Theory provides insight into how these structures are perceived and interpreted by local communities. The dominance of foreign investors in shaping tourism policies and their influence on local governments may explain the limited sense of empowerment felt at community level. Unequal distribution of tourism benefits and restricted avenues for residents to voice concerns about tourism activities also contributed to this lack of relationship between imperialism and empowerment. These findings build upon prior research by Gursoy et al. (2010) and Sinclair-Maragh and Gursoy (2015), which did not establish a significant link between political imperialism and tourism impacts.

Our study's findings challenge the assumptions of both WTFSR and Institutional Theory regarding cultural imperialism. While one might expect that formal cultural structures in tourism lead to empowerment, our research reveals otherwise. Similarly, Institutional Theory, which emphasizes norms and values, would predict a positive impact of cultural exchange on empowerment. The commodification of local culture and the imposition of foreign customs – often driven by formal institutional decisions – may explain this lack of empowerment. This contradiction with theoretical expectations highlights the need to reevaluate how cultural aspects are understood and integrated within the frameworks of WTFSR and Institutional Theory in the context of tourism development. Our findings resonate with observations by MacNeill (2017) and Yoon et al. (2001), revealing a gap in existing literature regarding the impact of cultural imperialism on resident empowerment.

Our study also confirms that residents' perceptions of empowerment (economic, environmental, and psychological) are positively related to their SSTD. The correlation between psychological empowerment resulting from tourism development, and support for tourism aligns with findings by Strzelecka et al. (2017). Additionally, residents' commitment to environmental conservation echoes Eluwole's et al. (2022) research, highlighting the broader impact of environmental concerns on tourism support. Our study



also concurs with Li et al. (2022) and Mody et al. (2020) in emphasizing economic empowerment as a critical factor for economic independence, focusing on long-term benefits rather than short-term gains. However, we observe a lack of significant relationships between social and political empowerment and SSTD, possibly due to community fragmentation while engaging with tourism.

Study 3: This study aimed to explore the interplay between residents' empowerment (RETS 2.0), their perception of costs and benefits of tourism, and SSTD within an all-inclusive tourism context. Firstly, by combining SET and WTFSR, we gain insights into the intricate balance between tangible and intangible elements in tourism communities. Our findings reveal that sentiments of empowerment contribute to SSTD when specific formal rationality traits benefit the community, aligning with SET principles. In vulnerable destinations, decisions to endorse tourism are driven by the desire for tangible and intangible rewards, emphasizing features from both SET and WTFSR. As suggested by Nunkoo and Gursoy (2016), tourism policies should cater to local needs and aspirations, empowering residents to participate in important decisions.

The combined perspectives of SET and WTFSR shed light on residents' assessments when engaging with tourism, particularly the advantages they receive from the sector. Within the SET theory, our study reveals that, although PAIR Benefits bring opportunity to the community, such as employment opportunities and income generation, this moderation of PAIR Benefits is low. This aligns with WTFSR's formal rationality, where residents embrace tourism with the expectation of gaining economic retribution for their participation. Additionally, WTFSR's substantive rationality – expressed through pride, collective effort, and active engagement – plays a crucial role in ensuring sustainable development in tourism communities. These findings also resonate with Mody et al. (2020) and Yeager et al. (2020), who identified direct and indirect relationships between empowerment and positive tourism impacts.

When examined through the two theoretical lenses, empowered residents are more acutely aware of negative impact (costs) of tourism within an all-inclusive development model. This heightened sensitivity arises because such projects frequently lead to environmental degradation, exclusivity, and community isolation. Policies that mitigate these negative impacts are crucial for sustainable destinations. Our study found that

despite the costs associated with tourism (such as policies not fully meeting residents' needs), residents express support for further development. This is explained by the economic contributions to family income, GDP, and employment generation, which drives their willingness to engage in tourism related activities. These findings align with Mody et al. (2020), who also observed a positive effect of empowerment on costs and support for Airbnb.

The all-inclusive tourism development model is a key proposition for economic development in small economies (Naidoo & Sharpley, 2016). Government efforts toward growth often involve implementing this type of tourism (Pratt et al., 2016). Our findings indicate that PAIR Benefits moderate the relationship between empowerment and SSTD. When residents perceive economic benefits, cultural uniqueness, community connection, and opportunities to express their views within the all-inclusive model, they demonstrate support for further development. However, when negative impacts (PAIR Costs) increase – such as prostitution, environmental degradation, and short-term income – this moderation effect is insignificant.

### **5.2.2. Practical contributions and implications**

Practical contributions and implication of this study sought to provide decision-makers and managers with a comprehensive view and insights regarding the engagement of residents in sustainable practices. Study 1: Sustainable tourism development poses significant challenges for policymakers and destination organizations. One effective solution is local community empowerment, which allows residents to leverage their power by sharing local knowledge, participating in community affairs, and achieving financial stability through tourism related activities. These initiatives also contribute to sustainable tourism planning and development. The newly proposed empowerment scale, RETS 2.0, can be used to assist destination managers in advancing the United Nations Sustainable Development Goals (UNSDG) through the measurement of the level of empowerment, which can support decision-making during the implementation and creation of policies. By establishing pathways for community engagement in tourism, local governments can empower residents to exercise their psychological, social,

political, economic, and environmental empowerment. This becomes especially crucial in light of lessons from the COVID-19 pandemic. Implementing radical economic and political changes, guided by community empowerment, paves the way for sustainable tourism development as well as address ongoing future uncertainties. With the RETS 2.0, managers can break away from traditional top-down approaches and drive positive transformative change to vulnerable communities. This transformation takes into account the acceleration of climate change and continued economic uncertainties by providing a comprehensive outlook of effective ways to involve residents in the early stages of tourism development projects. This scale also aids researchers in the evaluation of the five dimensions of empowerment and better understand how residents demonstrate their SSTD. Gaining local support is crucial for managers, as residents hold the power to impact tourism plans. With a more holistic measurement, the RETS 2.0 also equips managers with guidelines to engage residents in diverse tourism activities – such as festivals, mega events, and various tourism projects – to foster support and create sustainable empowerment cycles.

Study 2 emphasizes that despite the deep-rooted nature of imperialistic tourism development models in Cape Verde – contributing to the national GDP and FDI – engaging residents in tourism development remains crucial. Cape Verde's unique context, as an emerging tourism destination with colonial history, presents challenges for managers and policymakers. Prioritizing community engagement and promoting inclusivity involves establishing forums for resident participation in decision-making processes, ensuring their voices are heard and acted upon. Strategic partnerships between residents, policymakers, and multinational companies should focus on sustainable practices that empower local communities. These partnerships can facilitate knowledge transfer and skill development, bridging the gap between foreign investment and local empowerment.

Given the challenges posed by climate change and economic instability, which significantly impact Cape Verde's socio-economic development, empowering residents in environmental conservation and economic participation becomes crucial. Higgins-Desbiolles (2022) highlights the importance of grassroots projects that educate and involve locals in environmentally-friendly projects, encouraging local commitment in

sustainable tourism practices. Furthermore, considering Cape Verde's extensive ocean teeming with diverse marine life, initiatives addressing coastal development must prioritize marine fauna and flora protection and advocate for sustainable land use. From an economic perspective, to ensure equitable distribution of tourism benefits, revenue from tourism taxes and visa entry should be reinvested in the local economy through programs supporting entrepreneurship and strengthening local businesses. Promoting local culture – such as West African sculptures, religious festivals, and traditional cuisine – stimulates economic growth and provides a pathway to national and international markets. This exposure to cultural products enhances the local economic landscape, empowering communities and fostering a more resilient and sustainable tourism sector.

In an imperialistic context, securing resident SSTD necessitates targeted efforts toward economic, environmental, and psychological empowerment. Despite the dominance of neoliberalism practices that align with the imperialism model in Cape Verde, residents' reliance on tourism for their livelihoods underscores their acceptance. Transparent community programs advocating for equitable distribution of tourism benefits can bolster local support for sustainable development. As highlighted above, policies addressing negative environmental impacts play a crucial role in gaining resident SSTD. Additionally, providing platforms for residents to voice tourism related concerns fosters ownership and involvement. While sustainable tourism can coexist with imperialism, as Clarke (1997) suggests, genuine empowerment transcends mere economic gains. Reorienting policies and practices to prioritize resident empowerment and holistic sustainable development is essential.

Study 3: The Island of Sal presents a unique context to explore the residents' empowerment, using the newly proposed RETS 2.0, effect on costs and benefits of tourism, and SSTD within an all-inclusive tourism model. AIR, which employ over ten thousand people in Cape Verde, play a crucial role in economic development of this small island nation. Strategies that promote residents' empowerment – such as equitable benefit distribution and long-term economic gains – are essential for sustainable practices. This pro-poor approach also grants residents access to education, healthcare, and social services (Pang et al., 2024). Although not fully explored, considering the dominate position of multinational corporations, our understanding of tourism development on the

island of Sal is mostly implemented through all-inclusive projects. While this approach is recognized for its employment generation and GDP contribution, future development should also consider policies that support local businesses and encourage national and international trade. Aligning rational economic planning with residents' aspirations and needs is crucial during this process (Biddulph & Scheyvens, 2018). As advocated by Scheyvens and Biddulph (2018), tourism should be inclusive, involving multiple stakeholders to achieve sustainable outcomes and ensure long-term economic stability.

Findings shed light on the challenges of gaining local support in contexts dominated by all-inclusive tourism. Programs addressing negative effects (such as environmental degradation and increased living expenses) are essential for securing local support. Community engagement promoting transparency and equitable benefit distribution are also crucial for ensuring sustainable initiatives (Higgins-Desbiolles & Bigby, 2021). Educating locals about tourism's importance and benefits should also be prioritized (Scheyvens et al., 2021). Furthermore, legal mechanisms supporting community-based tourism, fostering entrepreneurship, and protecting local businesses enhance residents' involvement and support for future development (Melubo & Lovelock, 2019).

### **5.3. Limitations**

While addressing Boley and McGehee's (2014) and Strzelecka et al. (2017) calls to test the scale in developing countries and integrate new dimensions in the RETS, the study successfully validated the comprehensive five-dimensional psychometric properties of RETS 2.0 in a small island destination context. However, several limitations are worth noting. Firstly, while the use of WTFSR, SET, and Institutional Theory sheds light on economic and non-economic elements influencing residents' support for tourism, other theoretical frameworks such as the Theory of Planned Behavior (TPB) or Power-Dependence Theory (PDT) could provide deeper insights by focusing on perceived behavioral control, behavioral intention, and subjective norms (TPB), as well as exploring the mechanisms that govern tourism (PDT). Secondly, the data collection occurred before

the high tourist season's return post-COVID-19 pandemic. The pandemic led to layoffs for many residents, causing economic hardship. This context likely influenced respondents' views on imperialism and empowerment, given the heightened sensitivity toward economic tourism activity on Sal Island. Thirdly, our study used quantitative assessment to understand residents' perceptions of tourism, revealing a significant effect of empowerment on costs and benefits. However, qualitative insights (gathered through observations and focus groups) could complement this understanding by providing rich insights pertaining to participants' thoughts, feelings and behaviors. Additionally, open-end discussion can uncover nuanced perspectives, underlying motivation, and unexpected insights. Finally, data collection was limited to one country (Cape Verde) and on two islands – Boa Vista and Sal. This could potentially have affected the generalizability of findings.

#### **5.4. Direction for future research**

The development of RETS 2.0 considered Kock's et al. (2019) recommendation to assess the scale's ability to explain residents' perceptions and attitude within the nomological network of sustainable tourism development. Beyond this, exploring other nomological networks – such as emotional solidarity, pro-poor tourism, colonialism, trust in tourism institutions, and community attachment – within power dynamics, economic structures, and political contexts would further position RETS 2.0 in sustainable tourism development discourse. Researchers should also explore cross-cultural contexts to compare psychometric outcomes of the RETS 2.0. Insights from a broader geographical scope, including national and international perspectives, would extend our understanding of local community attitudes within the context of sustainable tourism development.

Longitudinal studies conducted periodically (e.g., annually), using RETS 2.0 is crucial to assess resident perceptions of empowerment through tourism, serving as a baseline for future comparative studies, especially during crises, where researchers can gain a more comprehensive understanding of how institutional actions impact resident attitudes. Additionally, investigating residents' perceptions of imperialism related to all-inclusive resorts and trust in local government would further our understanding of residents' attitude towards tourism, particularly in small island contexts with significant

international corporate involvement. Expanding the study to include other tourism destination as well as multiple small island destinations and investigating the role of multinational corporations in tourism development would enhance the literature on residents' attitudes toward different tourism models. Furthermore, collecting qualitative data from different demographic groups (both employees and non-employees of all-inclusive resorts) could yield valuable insights.

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## **Appendices**

## Appendix 1: Questionnaire

Este questionário foi elaborado no âmbito de uma tese de doutoramento em Turismo desenvolvida no Centro de Investigação em Turismo, Sustentabilidade e Bem-estar (CinTurs) da Faculdade de Economia da Universidade do Algarve, Portugal, com apoio financeiro da Fundação para Ciência e a Tecnologia (FCT). O objetivo é compreender a perceção e atitude dos residentes em relação ao desenvolvimento do turismo sustentável em Cabo Verde. Agradecemos antecipadamente a sua colaboração e garantir que as informações fornecidas serão apenas para tratamento estatístico e permanecerão confidenciais.

A escala varia de 1 = “Discordo totalmente” a 5 = “Concordo totalmente”. (Circule um número por declaração)

| <b>1. Perceção de empoderamento económico. O desenvolvimento do turismo na ilha de Sal...</b>              | Discordo totalmente | Discordo | Não discordo | Concordo | Concordo totalmente |
|------------------------------------------------------------------------------------------------------------|---------------------|----------|--------------|----------|---------------------|
| Oferece-me benefícios para a saúde                                                                         | 1                   | 2        | 3            | 4        | 5                   |
| Oferece-me benefícios educacionais                                                                         | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que posso beneficiar de oportunidades de emprego                                             | 1                   | 2        | 3            | 4        | 5                   |
| Proporciona maneiras de eu ganhar uma renda estável no setor complementar (ex. Pesca, agricultura e artes) | 1                   | 2        | 3            | 4        | 5                   |
| Fornecer maneiras de eu usar os fundos alocados do turismo para melhorar a minha comunidade                | 1                   | 2        | 3            | 4        | 5                   |
| Dá-me meios para controlar a minha renda disponível                                                        | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que posso beneficiar economicamente do turismo, a longo prazo                                | 1                   | 2        | 3            | 4        | 5                   |
| Fornecer-me meios económicos para eu sustentar a minha família                                             | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que posso melhorar o meu padrão de vida                                                      | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que posso beneficiar do turismo mesmo que não esteja empregado no setor                      | 1                   | 2        | 3            | 4        | 5                   |
| <b>2. Perceção de empoderamento ambiental. O desenvolvimento do turismo na ilha de Sal...</b>              |                     |          |              |          |                     |
| Promove um comportamento ecológico em mim                                                                  | 1                   | 2        | 3            | 4        | 5                   |
| Fornecer meios para que eu adquira conhecimento ambiental local                                            | 1                   | 2        | 3            | 4        | 5                   |
| Lembra-me que tenho a obrigação de proteger o meu ambiente                                                 | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me querer adotar práticas de reutilização e reciclagem                                                 | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que tenho a obrigação de gerir recursos escassos (água)                                      | 1                   | 2        | 3            | 4        | 5                   |
| Fornecer maneiras para que eu promova iniciativas amigas do ambiente                                       | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me querer proteger a biodiversidade de Cabo Verde                                                      | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que tenho acesso ao uso tradicional dos recursos naturais                                    | 1                   | 2        | 3            | 4        | 5                   |
| Lembra-me que tenho a obrigação de preservar o nosso património natural                                    | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que tenho a capacidade de mitigar os efeitos ambientais negativos                            | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me sentir que posso contribuir para o bem-estar da minha comunidade através da preservação do ambiente | 1                   | 2        | 3            | 4        | 5                   |
| Faz-me querer participar na criação de regulamentos ambientais                                             | 1                   | 2        | 3            | 4        | 5                   |
| <b>3. Perceção de empoderamento psicológico. O desenvolvimento do turismo na ilha de Sal...</b>            |                     |          |              |          |                     |
| Dá-me orgulho em ser residente do Sal                                                                      | 1                   | 2        | 3            | 4        | 5                   |

|                                                                                                                                                                            |   |   |   |   |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Faz-me sentir especial porque as pessoas viajam para ver as características singulares do meu país                                                                         | 1 | 2 | 3 | 4 | 5 |
| Dá-me vontade de contar aos outros sobre o que temos de diferente para lhes oferecer no Sal                                                                                | 1 | 2 | 3 | 4 | 5 |
| Lembra-me que tenho uma cultura única para partilhar com os visitantes                                                                                                     | 1 | 2 | 3 | 4 | 5 |
| Dá-me vontade de trabalhar para manter o Sal sempre especiais                                                                                                              | 1 | 2 | 3 | 4 | 5 |
| <b>4. Perceção de empoderamento social. O desenvolvimento do turismo na ilha de Sal...</b>                                                                                 |   |   |   |   |   |
| Faz-me sentir inteiramente ligado à minha comunidade                                                                                                                       | 1 | 2 | 3 | 4 | 5 |
| Promove o senso de espírito comunitário em mim                                                                                                                             | 1 | 2 | 3 | 4 | 5 |
| Oferece maneiras para eu me envolver mais na minha comunidade                                                                                                              | 1 | 2 | 3 | 4 | 5 |
| <b>5. Perceção de empoderamento política. Eu sinto que ...</b>                                                                                                             |   |   |   |   |   |
| Tenho voz nas decisões de desenvolvimento turístico no Sal                                                                                                                 | 1 | 2 | 3 | 4 | 5 |
| Tenho acesso ao processo de tomada de decisão quando se trata de turismo no Sal                                                                                            | 1 | 2 | 3 | 4 | 5 |
| O meu voto faz a diferença na forma como se desenvolve o turismo no Sal                                                                                                    | 1 | 2 | 3 | 4 | 5 |
| Tenho meios para partilhar as minhas preocupações sobre o desenvolvimento do turismo no Sal                                                                                | 1 | 2 | 3 | 4 | 5 |
| <b>6. Apoio ao desenvolvimento sustentável do turismo na Sal. Eu sinto que...</b>                                                                                          |   |   |   |   |   |
| No geral, eu apoiaria o desenvolvimento do turismo sustentável que visa trazer experiências positivas para a população local; empresas de turismo; e aos próprios turistas | 1 | 2 | 3 | 4 | 5 |
| Eu apoiaria o desenvolvimento de iniciativas de turismo sustentável                                                                                                        | 1 | 2 | 3 | 4 | 5 |
| Eu participaria nos planos de desenvolvimento relacionados ao turismo sustentável                                                                                          | 1 | 2 | 3 | 4 | 5 |
| Eu participaria em intercâmbios culturais entre residentes e visitantes                                                                                                    | 1 | 2 | 3 | 4 | 5 |
| Eu colaboraria no planeamento do turismo e iniciativas de desenvolvimento                                                                                                  | 1 | 2 | 3 | 4 | 5 |
| Eu participaria na promoção da educação e conservação ambiental                                                                                                            | 1 | 2 | 3 | 4 | 5 |
| Eu colaboraria com as normas ambientais regulatórias para reduzir os impactos negativos do turismo                                                                         | 1 | 2 | 3 | 4 | 5 |
| <b>7. Perceção sobre o imperialismo político</b>                                                                                                                           |   |   |   |   |   |
| O governo é pressionado por organizações internacionais para desenvolver a indústria do turismo                                                                            | 1 | 2 | 3 | 4 | 5 |
| Os investidores estrangeiros e as elites empresariais são preponderantes na elaboração das políticas de turismo.                                                           | 1 | 2 | 3 | 4 | 5 |
| O governo fornecerá a infraestrutura e as comodidades necessárias para apoiar a indústria do turismo.                                                                      | 1 | 2 | 3 | 4 | 5 |
| Investidores estrangeiros contribuem para o desenvolvimento de infraestrutura e comodidades                                                                                | 1 | 2 | 3 | 4 | 5 |
| As acomodações do tipo resort são construídas principalmente em terras agrícolas de primeira ou nas costas.                                                                | 1 | 2 | 3 | 4 | 5 |
| Investidores estrangeiros e elites empresariais beneficiam-se de incentivos fiscais e de impostos de importação.                                                           | 1 | 2 | 3 | 4 | 5 |
| As leis ambientais são flexibilizadas para facilitar o desenvolvimento do turismo                                                                                          | 1 | 2 | 3 | 4 | 5 |
| Os investidores estrangeiros podem retirar-se do país a qualquer momento.                                                                                                  | 1 | 2 | 3 | 4 | 5 |

|                                                                                                     |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------------|---|---|---|---|---|
| As políticas de turismo têm levado os moradores em consideração.                                    | 1 | 2 | 3 | 4 | 5 |
| <b>8. Percepção sobre o imperialismo económico</b>                                                  |   |   |   |   |   |
| Empresas de turismo estrangeiras têm negócios aqui devidos aos altos retornos e lucros esperados    | 1 | 2 | 3 | 4 | 5 |
| Os investidores estrangeiros em turismo têm negócios aqui devido ao custo operacional reduzido.     | 1 | 2 | 3 | 4 | 5 |
| A maior parte do lucro obtido pelas empresas estrangeiras é enviada de volta ao seu país de origem. | 1 | 2 | 3 | 4 | 5 |
| Apenas um pequeno número de moradores se beneficia do turismo.                                      | 1 | 2 | 3 | 4 | 5 |
| Os trabalhadores expatriados obtêm empregos, benefícios e subsídios mais bem pagos.                 | 1 | 2 | 3 | 4 | 5 |
| Os moradores não têm condições de arcar com os altos preços cobrados pelas instalações turísticas.  | 1 | 2 | 3 | 4 | 5 |
| O turismo não oferece tantos benefícios económicos para o país como divulgado.                      | 1 | 2 | 3 | 4 | 5 |
| Os turistas nos hotéis com tudo incluído não gastam dinheiro na comunidade.                         | 1 | 2 | 3 | 4 | 5 |
| A comunidade abastece os hotéis com produtos agrícolas.                                             | 1 | 2 | 3 | 4 | 5 |
| A comunidade abastece os hotéis com produtos manufaturados.                                         | 1 | 2 | 3 | 4 | 5 |
| <b>9. Percepção sobre o imperialismo cultural</b>                                                   |   |   |   |   |   |
| A cultura das empresas estrangeiras é transmitida para a comunidade local.                          | 1 | 2 | 3 | 4 | 5 |
| A cultura dos turistas é transmitida para a comunidade local.                                       | 1 | 2 | 3 | 4 | 5 |
| A cultura local é usada como espetáculo e se torna mais uma mercadoria.                             | 1 | 2 | 3 | 4 | 5 |
| A cultura local - tem sofrido mudanças devido às empresas estrangeiras de turismo/hotelaria         | 1 | 2 | 3 | 4 | 5 |
| O turismo ajudará a preservar a cultura local                                                       | 1 | 2 | 3 | 4 | 5 |
| O turismo ajudará a construir orgulho e identidade entre os moradores.                              | 1 | 2 | 3 | 4 | 5 |
| Existem questões morais, como prostituição e atividades criminosas devido ao turismo.               | 1 | 2 | 3 | 4 | 5 |
| Sinto como se tivesse perdido meu senso de lugar.                                                   | 1 | 2 | 3 | 4 | 5 |
| A integração de pessoas de diferentes origens culturais resultará na paz mundial.                   | 1 | 2 | 3 | 4 | 5 |
| <b>10. Percepção sobre os benefícios do turismo. O desenvolvimento do turismo na ilha de Sal...</b> |   |   |   |   |   |
| Oferece oportunidades de emprego para a população local                                             | 1 | 2 | 3 | 4 | 5 |
| Oferece mais oportunidades de negócios para a população local                                       | 1 | 2 | 3 | 4 | 5 |
| Atrai mais investimentos e gastos                                                                   | 1 | 2 | 3 | 4 | 5 |
| Melhor infraestrutura                                                                               | 1 | 2 | 3 | 4 | 5 |
| Aumento do padrão de vida                                                                           | 1 | 2 | 3 | 4 | 5 |
| Oportunidades de investimento                                                                       | 1 | 2 | 3 | 4 | 5 |
| Intercâmbio cultural                                                                                | 1 | 2 | 3 | 4 | 5 |
| <b>11. Percepção sobre os custos do turismo. O desenvolvimento do turismo na ilha de Sal...</b>     |   |   |   |   |   |
| Aumento da poluição ambiental                                                                       | 1 | 2 | 3 | 4 | 5 |
| Aumento do alcoolismo e da prostituição                                                             | 1 | 2 | 3 | 4 | 5 |
| Aumento de preços de bens e serviços                                                                | 1 | 2 | 3 | 4 | 5 |
| Provoca mudanças em nossa cultura tradicional                                                       | 1 | 2 | 3 | 4 | 5 |
| Reduz a qualidade de vida dos moradores como resultado de morar em uma área turística               | 1 | 2 | 3 | 4 | 5 |
| Resulta em praias desagradavelmente lotadas, parques, locais                                        | 1 | 2 | 3 | 4 | 5 |

|                                                                                            |   |   |   |   |   |
|--------------------------------------------------------------------------------------------|---|---|---|---|---|
| para piquenique,<br>etc.                                                                   |   |   |   |   |   |
| Aumenta muito o congestionamento do tráfego, o ruído e a poluição                          | 1 | 2 | 3 | 4 | 5 |
| Aumenta o custo de vida                                                                    | 1 | 2 | 3 | 4 | 5 |
| Beneficia pequeno grupo de moradores                                                       | 1 | 2 | 3 | 4 | 5 |
| <b>12. Perceção sobre os impactos dos All-Inclusive Resorts (AIR) na Ilha do Sal.</b>      | 1 | 2 | 3 | 4 | 5 |
| AIRs causam queda nas vendas das empresas locais                                           | 1 | 2 | 3 | 4 | 5 |
| AIRs reduzem o lucro dos negócios locais                                                   | 1 | 2 | 3 | 4 | 5 |
| AIRs enfraquecem o poder competitivo dos empresários locais                                | 1 | 2 | 3 | 4 | 5 |
| AIRs afetam negativamente os empresários locais                                            | 1 | 2 | 3 | 4 | 5 |
| AIRs reduzem o número de clientes em negócios locais                                       | 1 | 2 | 3 | 4 | 5 |
| AIRs devem ser aplicados em regiões de turismo pouco atraentes como estratégia alternativa | 1 | 2 | 3 | 4 | 5 |
| AIRs contribuem positivamente para o turismo no Sal                                        | 1 | 2 | 3 | 4 | 5 |
| AIRs devem ser aplicados em todos os lugares onde o turismo existe                         | 1 | 2 | 3 | 4 | 5 |
| AIRs aumentam as taxas de ocupação nos hotéis e empresas                                   | 1 | 2 | 3 | 4 | 5 |
| AIRs prejudicam a qualidade do turismo e do serviço                                        | 1 | 2 | 3 | 4 | 5 |
| AIRs desencorajam turistas de classe média alta de visitar                                 | 1 | 2 | 3 | 4 | 5 |
| AIRs é uma estratégia de marketing de curto prazo na indústria                             | 1 | 2 | 3 | 4 | 5 |

### 13. Características Sociodemográfica dos residentes.

#### 1. Género

☐ Masculino ☐ Feminino

#### 1.1. Idade \_\_\_\_\_

#### 2. Estado Civil

☐ Solteiro (a) ☐ Casado (a) ☐ Divorciado (a) ☐ Viúvo (a)

#### 3. Nível de escolaridade

☐ Ensino Básico ☐ Ensino Secundário ☐ Formação Técnico Superior ☐ Ensino Superior

#### 4. Qual é a sua atividade profissional?

☐ Trabalhador por conta própria ☐ Funcionário publico/privado ☐ Estudante ☐ Desempregado ☐ Doméstica

#### 5. Qual é o rendimento mensal líquido do seu agregado familiar?

☐ Menos de 20,000 ☐ 20,000-39,999 ☐ 40,000-59,999 ☐ 60,000-79,999 ☐ 80,000-ou mais

Euro equivalente: < €181.38; €181.38 – €362.75; €362.76 – €544.13; €544.14 – €725.52; > €725.53

#### 6. Há quantos anos vive na sua ilha?

☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 20 ou mais

#### 7. O turismo é a principal fonte de rendimento do seu agregado familiar?

☐ Sim ☐ Não

#### 8. Trabalha no setor do turismo?

☐ Sim ☐ Não

#### 7.1. Se sim, como?

Empregado (a)

☐ Empresário (a)

☐

**MUITO OBRIGADO PELA SUA CONTRIBUIÇÃO**

## Appendix 2: Book Chapter<sup>4</sup>

### RESIDENTS AND TOURISM COVID-19 Evidence, Cape Verde

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**Abstract:** This chapter investigates residents' perception of tourism development on the small tourist island of Santiago, Cape Verde during the crisis caused by the COVID-19 pandemic. Specifically, this study shows how the pandemic situation is affecting residents' economic, social-cultural, and environmental perceptions of tourism impacts, their quality of life and support for tourism development. Data were collected during December and January 2020-2021. Partial Least Square Structural Equation Model (PLS-SEM) was used to analyze and assess interrelations among constructs. The chapter contributes to the literature by extending the understanding of residents' perception, quality of life and support for tourism development within the current COVID-19 pandemic context. Results demonstrate that residents' support for tourism was positively influenced by their quality of life.

**Keywords:** residents' perception, support for tourism, quality of life, COVID-19, Cape Verde

### INTRODUCTION

In 2019, there were 1.4 billion international arrivals globally (+5% from 2018), generating USD 1.7 trillion (+4% from 2018) in exports (UNWTO, 2020b). However, exponential growth in global tourism came to a halt due to the novel SARS-COV2, a respiratory disease responsible for COVID-19 pandemic crisis (Uğur & Akbıyık, 2020).

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<sup>4</sup> Santos, E., Pinto, P., & Pereira, L. N. (2024). Residents and Tourism: COVID-19 Evidence, Cape Verde. In N. Scott, M. Guerreiro, & P. Pinto (Eds.), *Managing Destinations: From Theories to Practices* (Vol. 14, pp. 127–139). Emerald Publishing Limited. <https://doi.org/10.1108/S2042-144320240000014010>

Previous studies that investigated global pandemics and their ripple effects on international tourism industry provide insight into the economic, social and health repercussions caused by deadly disease outbreaks (Tisdell, 2020). The effects of the current pandemic have devastated developing economies (Gössling, Scott & Hall, 2020), especially vulnerable small islands highly dependent on external revenue from tourism-related activities such as Cape Verde (Ribeiro, Woosman & Megeirhi, 2020). In 2019, tourism contributed 37.2% (direct, indirect, induced) to Cape Verde's GDP and 39.3% to employment (WTTC, 2020). However, due to the closure of the country's leading tourism markets (European countries), Cape Verde's tourism sector has been seriously impaired by the pandemic.

The economic, social, cultural, and health consequences from COVID-19 have affected residents' wellbeing and quality of life (QoL) in several tourist destinations (Ramkissoon, 2020b). The local community's QoL is important because it has the potential to influence residents' attitude and consequently their support for tourism development (Nunkoo & Ramkissoon, 2010b). In addition, there is evidence that residents satisfied with their QoL are more likely to support tourism development (Uysal, Sirgy, Woo, & Kim, 2016). Therefore, it is important to understand residents' wellbeing and QoL in a crisis situation (Ramkissoon, 2020b).

Although the studies mentioned above have contributed significantly to the body of knowledge of residents' perception, QoL and support for tourism, studies examining these constructs within the current pandemic situation are limited. To address this gap in the literature, this chapter aims to investigate how the current COVID-19 pandemic has affected residents' perception of economic, social-cultural and environmental impacts of tourism, and how this influences their QoL and consequently their support for tourism development. Using Social Exchange Theory (SET) as the theoretical base, this study measured these constructs within a small island developing tourist destination context.

## **LITERATURE REVIEW**

### *Residents' support for tourism*

Resident support for tourism is an important factor to consider for the development of sustainable tourism (Gursoy, Ouyang, Nunkoo & Wei, 2019; Yu, Cole & Chancellor, 2018). Understanding the antecedents of residents' support for tourism development is



vital for the success of a destination (Gursoy & Rutherford, 2004). Several studies presented in the literature have been developed under the SET framework to explain residents' perception of tourism impact as the primary predictor that influences them to support tourism development (Nunkoo & Gursoy, 2012; Nunkoo & So, 2016; Stylidis, Biran, Sit & Szivas, 2014). Based on the SET framework, Nunkoo and Ramkissoon (2011) proposed a model that investigated how residents' perceived benefits, costs and overall community satisfaction are influenced by trust in tourism institutions, power to influence tourism, neighbourhood conditions and consequently contribute to their support for development. Nunkoo and Gursoy (2012) examined identity through the lens of resource-based occupation, environment and gender, in a island community, and how these constructs influenced residents' support for tourism development. Later, social-cultural, environmental, and economic perceptions were considered to explain residents' support for tourism development in Stylidis et al. (2014).

Within a tourism community context, residents' QoL has also been considered a significant predictive factor of support for tourism development (Campon-Cerro, Folgado-Fernandez & Manuel, 2017; Eslami, Khalifah, Mardani & Dalia, 2019; Nunkoo & So, 2016). Nunkoo and So (2016) developed a baseline model of residents' support for tourism and compared it with four competing models. Although their study found residents' perception of positive impact to predict support for tourism, they did not prove a relationship between residents' satisfaction with the QoL and support for tourism. Other studies demonstrated that residents' perception, community attachment, and overall QoL are significant predictors for residents' support for tourism development (Campon-Cerro et al., 2017). Eslami et al. (2019) measured community attachment within the triple-bottom-line (economic, social, and environmental) impact to examine how residents perceived their QoL and its influence on their support for tourism development. Despite these valuable contribution to the resident QoL and support for tourism development, studies that examine these constructs within a crisis situation are limited. Understanding how residents perceive their QoL in the context of the current COVID-19 pandemic is vital for destination managers who seek to implement strategies that influence residents' support for future tourism development. Based on the above discussion, the following hypothesis is proposed.

H<sub>1</sub>: Residents' QoL influences their support for tourism development.

### *Perceptions about tourism impact and quality of life*

Bearing in mind that the influx of tourism in a community may significantly affect all aspects of residents' lives (Woo, Uysal & Sirgy, 2018), it is important to take into account how residents' perceive the economic, social-cultural and environmental impacts of tourism development (Nunkoo & Ramkissoon, 2011). Early studies reported that residents favoured economic and cultural benefits while reluctant of the social and environmental impact of tourism development (Liu & Var, 1986). Using Butler's (1980) hypothesis theory, Akis et al. (1996) examined the social, economic and environmental status of the host community and the perceived impact of tourism development. They confirmed that residents who were more exposed to tourism demonstrated pro-tourism behaviour.

As a means to strengthen the residents' perception and support for tourism debate and to answer calls for theoretical support, scholars have adapted the SET to explain better these reactions within the tourism community (Ap, 1992; Gursoy, Ouyang, Nunkoo & Wei, 2019; Hadinejad, Moyle, Scott, Kralj & Nunkoo, 2019; Nunkoo Smith & Ramkissoon, 2013; Rasoolimanesh & Seyfi, 2020). The SET provides an understanding of residents' perception and attitude by explaining the relationship between the economic, social and environmental benefits and costs associated with tourism development (Perdue, Long & Allen 1987). Using SET, Jurowski, Uysal and Williams (1997) proposed a model to better understand residents' perception of economic, social and environmental impacts by examining how economic gains, resource use, community attachment, and attitude towards preservation of natural environment influence residents' reactions to tourism. The underlining principles of SET are grounded on human behaviour and social interaction within an exchange setting (Nunkoo, 2016). Favourable perception is revealed if individuals trust that benefits exceed costs in the exchange process (Látková & Vogt, 2012). Moreover, residents who perceive tourism development positively and are conscious of its contributions to their QoL, as a consequence of the social exchange, support further development (Andriotis & Vaughan, 2003).

Residents' perception of economic, social-cultural and environmental impacts from tourism can influence their QoL (Nunkoo & Ramkissoon, 2010a). Andereck, Valentine, Vogt and Knopf (2007) examined perceived negative impact, positive economic, social

and environmental impacts and their effect on residents' QoL. Other studies attempted to understand residents' economic, social, cultural and environmental perceptions of tourism impact and its influence on residents' wellbeing and QoL (Kim, Uysal & Sirgy, 2013). A recent study measured the economic, social and environment constructs as predictors of residents' QoL and support for sustainable tourism development (Eslami et al., 2019).

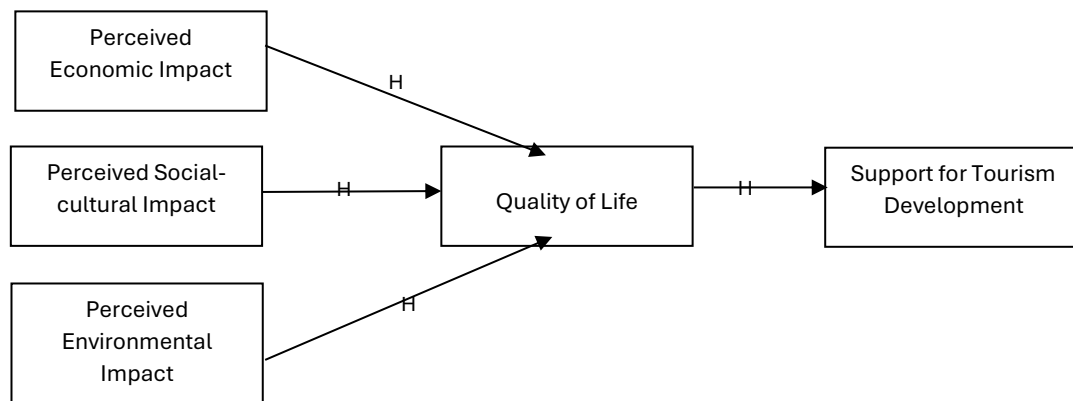
The centrality of studies has contributed to the understanding of residents' perception of tourism impacts and its effect on their QoL. However, studies that attempt to examine residents' perception and to what extent this influences their QoL within a pandemic context is limited. Based on the literature presented above, the authors propose the following hypotheses.

H<sub>2</sub>: Residents perceived economic impact of tourism influence their QoL.

H<sub>3</sub>: Residents perceived socio-cultural impact of tourism influence their QoL.

H<sub>4</sub>: Residents perceived environmental impact of tourism influence their QoL.

Figure 1 illustrates the conceptual model and shows the research hypotheses.



**Figure 2. Conceptual model and research hypotheses**

## METHODOLOGY

### *Research setting*

The research setting of this study is the Island of Santiago, Cape Verde. Cape Verde is a constellation of ten, nine inhabitant, small islands (*Boa Vista, Brava, Fogo, Maio, Sal, Santa Luzia, Santiago, Santo Antao, Sao Nicolau, Sao Vicente*) located about 500 km of

the West Coast of Africa, neighbouring Senegal, Gambia and Mauritania (Eusébio, Lopes, & Carneiro, 2016; Santos, 2014; Santos & Rodriguez-Campo, 2014). The majority of the population, about 88%, is concentrated on four islands – *Santiago* (55%), *Sao Vicente* (15%), *Santo Antao* (9%) and *Fogo* (8%) (WorldBank, 2018). About 28% of the population of the island of *Santiago* reside in the capital, Praia (WorldBank, 2018).

The country's geopolitical position plays a vital role in the socioeconomic and cultural development (Santos, 2014), thus, contributing significantly to its tourism development, which commenced in the early 1960s' (Santos & Rodriguez-Campo, 2014). The absence of political unrest, natural disaster and, religious and ethnic conflict make Cape Verde an attractive tourism destination (Lopes-Guzman et al., 2013). Over the years, tourism development has been positioned at the top of the political agenda as an engine for economic growth (Ribeiro et al., 2017). Although all of Cape Verde's nine inhabitant islands possess unique characteristics and are considered a tourism destination, most of the tourism activity concentrates on the islands of *Sal*, *Boa Vista*, *Sao Vicente* and *Santiago* (Mitchell & Li, 2016). Tourist accommodations on these islands represent 90.7% of the national total (*Sal*-45.4%, *Boa Vista*-30.4%, *Santiago*-8.8% and *Sao Vicente*-6.1%) (INE, 2020). Official data also reported that international tourism arrivals reached 819,308 (INE, 2020), with a total tourism receipt of USD502 million in 2019 (UNWTO, 2020b). World Travel and Tourism Council data reveal that tourism contributed 37.2% to the nation GDP and employed 39.3% of the population (1 of 3 jobs) in 2019 (WTTC, 2020).

### *Instrument*

As an attempt to better understand residents' support for tourism during the COVID-19 pandemic on the tourist island of Santiago, a survey instrument was designed to collect data. The survey was divided into three parts which gathered data regarding: residents' demographic background, residents' perception of QoL, and residents' support for tourism development. The demographic section of the questionnaire was intended to gain insight on residents' background information: age, gender, education, profession and so on. A five-point Likert scale (1=strongly disagree and 5=strongly agree) aimed to understand residents' perceptions of tourism impacts (economic, socio-cultural and environmental), while another five-point Likert scale (1=not affected and 5=very

affected) gathered data regarding residents' perception of QoL and support for tourism development. The items used to measure the constructs are listed in Table 2 and were chosen considering the studies of Eslami et al. (2019) and Kim et al. (2013). The questionnaire was administrated in English and Portuguese languages. Before applying the survey, a pre-test that included 20 residents on the Island of *Santiago* was conducted to understand question comprehension and clarity. Results from the pre-test confirmed that the level of comprehension was good.

#### *Sample and data collection*

To ensure familiarity with the change regarding economic, socio-cultural and environmental perception about tourism impact, the population included residents aged 18 years or older. The majority of data was collected in the capital Praia. Questionnaires were sent via social media and email platforms during December and January 2020-2021, of which, out of the 230 questionnaires distributed, 114 were returned and considered valid. In this study, the items used to measure residents' perception of tourism impacts and their QoL, as well as their support for tourism during a pandemic, did not follow a normal distribution (univariate tests of normality:  $p = 0.000$ ) (Hair, Risher, Sarstedt, & Ringle, 2019).

#### *Data analysis*

A descriptive analysis using the software IBM SPSS Statistics 26 was used to examine participants' profile. In addition, a Partial Least Square Structural Equation Modelling (PLS-SEM) was applied to evaluate the conceptual model using the statistical analysis software SmartPLS 3 (Ringle, Wende & Becker, 2015) to test the proposed model and hypotheses represented in Figure 1. Researchers have suggested that absence of the normality distribution assumption as an important reason for using PLS-SEM for construct measurement compared to the Covariance Based-SEM approach (do Valle & Assaker, 2016). Applying PLS-SEM, the measurement model was first assessed, followed by the evaluation of the structural model.

## RESULTS

### *Respondents' demographics*

The sample included (as seen in Table 1) female (58.8%) and male (41.2%) residents, age 18 or more, but with the majority of residents were in the age group 31-45 (47.4%) followed by 18-30 (34.2%). Single residents represented 68.4% of the sample, and were educated with undergraduate (48.2%), masters (28.1%) and PhD (19.3%) degrees respectively. Public sector workers corresponded to 65.8% of the sample, while only 6.1% worked for private enterprise and 3.5% were self-employed. The remainder 24.6% residents of the sample were students. Majority (58.8%) had a total household income of CVE80.000 (725.52€) or more, while 30.7% received a salary between CVE20.000-CVE40.000 (181.38€-362.76€). More than four-fifths of residents (81.6%) lived more than five years on the island of *Santiago*, while 18.4% lived there for 4-5 years.

**TABLE 3. DEMOGRAPHIC PROFILE OF THE SAMPLE.**

| Variables ( <i>n</i> = 114) |                       | <i>n</i> | Percentage |
|-----------------------------|-----------------------|----------|------------|
| <b>Gender</b>               |                       |          |            |
|                             | <b>Male</b>           | 41       | 41.2       |
|                             | <b>Female</b>         | 67       | 58.8       |
| <b>Age</b>                  |                       |          |            |
|                             | <b>18-30</b>          | 39       | 34.2       |
|                             | <b>31-45</b>          | 54       | 47.4       |
|                             | <b>46-50</b>          | 8        | 7.0        |
|                             | <b>&gt;50</b>         | 13       | 11.4       |
| <b>Marital status</b>       |                       |          |            |
|                             | <b>Single</b>         | 78       | 68.4       |
|                             | <b>Married</b>        | 36       | 31.6       |
| <b>Education</b>            |                       |          |            |
|                             | <b>High School</b>    | 5        | 4.4        |
|                             | <b>Undergraduate</b>  | 55       | 48.2       |
|                             | <b>Masters</b>        | 32       | 28.1       |
|                             | <b>PhD</b>            | 22       | 19.3       |
| <b>Occupation</b>           |                       |          |            |
|                             | <b>Student</b>        | 28       | 24.6       |
|                             | <b>Public sector</b>  | 75       | 65.8       |
|                             | <b>Private sector</b> | 7        | 6.1        |
|                             | <b>Self-Employed</b>  | 4        | 3.5        |

|                            |    |      |
|----------------------------|----|------|
| <b>Income</b>              |    |      |
| <b>CVE20.000-40.000</b>    | 35 | 30.7 |
| <b>CVE40.000-60.000</b>    | 5  | 4.4  |
| <b>CVE60.000-80.000</b>    | 7  | 6.1  |
| <b>&gt;CVE80.000</b>       | 67 | 58.8 |
| <b>Length of residence</b> |    |      |
| <b>4-5 years</b>           | 21 | 18.4 |
| <b>&gt;5 years</b>         | 93 | 81.6 |

### *Measurement model assessment*

The measurement model of the study examined the reliability and validity of each construct. As observed in Table 2, with the exception of two items (*‘Overall community life’*:  $\text{loading}=0.698$  and *‘Tourism contributes to social inclusion’*:  $\text{loading}=0.649$ ), all of the items included in the model have loadings above the recommended threshold of 0.70 (Chin, 2010). These results confirms that the individual reliability of each item to measure the latent constructs are well within the standardized loading factor, since Sarstedt, Ringle, Smith, Reams and Hair (2014) note that loadings that exceed 0.70 indicate explain over 50% of the indicator’s variance. With respect to the construct reliability, the composite reliability coefficients were considered. As shown in Table 2, the composite reliability values ranged from 0.809 (*‘Support for Tourism Development’*) to 0.933 (*‘Perceived QoL’*), both exceeding the recommended threshold of 0.70 (Hair et al., 2019). As observed by Ringle, Sarstedt, Mitchell and Gudergan (2020), the internal consistency reliability results should ensure values higher than 0.70 and below 0.95.

The next stage of model assessment consisted of the convergent and discriminant validity examination. Convergent validity was used to ‘measure the extent to which a construct converges in its indicators by explaining the items’ variance’ (Sarstedt et al., 2014, p. 108). This verification was done using the Average Variance Extracted (AVE). The values for AVE shown in Table 2, ranging from 0.516 to 0.823, indicate that the construct explains at least 50% of the item variance (Ringle et al., 2020). The discriminant validity, which followed Fornell and Larcker's (1981) criterion, sought to compare each construct’s AVE value with the squared inter-construct correlation (a measure of shared variance) of that construct with all other constructs in the structural model (Hair et al., 2019; Sarstedt et al., 2014). Table 2 shows that the square root of AVE of each construct

exceeds the recommended threshold. Discriminant analysis evaluation followed the Heterotrait-Monotrait Ratio (HTMT) examination to verify if the measured constructs are empirically distinct. As observed in Table 3, none of the HTMT values exceeds the 0.90 threshold, and therefore they are considered acceptable (Voorhees et al., 2016).

**TABLE 4. RESULTS OF MEASUREMENT MODEL.**

|                                                                    | Mean<br>s | Loadin<br>g | CR    | AVE   | t      | Significan<br>ce |
|--------------------------------------------------------------------|-----------|-------------|-------|-------|--------|------------------|
| <b>Perceived Economic Impact</b>                                   |           |             | 0.910 | 0.669 |        |                  |
| My monthly income                                                  | 0.742     | 0.759       |       |       | 9.080  | 0.000            |
| My current job                                                     | 0.770     | 0.789       |       |       | 9.312  | 0.000            |
| My employment opportunity                                          | 0.800     | 0.811       |       |       | 12.108 | 0.000            |
| My cost of living                                                  | 0.861     | 0.857       |       |       | 21.215 | 0.000            |
| My monthly budge                                                   | 0.868     | 0.867       |       |       | 24.270 | 0.000            |
| <b>Perceived Socio-cultural Impact</b>                             |           |             | 0.847 | 0.581 |        |                  |
| The people in the community                                        | 0.158     | 0.751       |       |       | 4.747  | 0.000            |
| Overall community life                                             | 0.165     | 0.698       |       |       | 4.243  | 0.000            |
| My leisure activities                                              | 0.081     | 0.830       |       |       | 10.222 | 0.000            |
| Cultural activities                                                | 0.107     | 0.765       |       |       | 7.154  | 0.000            |
| <b>Perceived Environmental Impact</b>                              |           |             | 0.822 | 0.698 |        |                  |
| Conditions of the community environment                            | 0.079     | 0.822       |       |       | 10.405 | 0.000            |
| Environment cleanliness                                            | 0.057     | 0.849       |       |       | 14.982 | 0.000            |
| <b>Perceived Quality-of-life</b>                                   |           |             | 0.933 | 0.823 |        |                  |
| My life as a whole                                                 | 0.012     | 0.945       |       |       | 78.725 | 0.000            |
| The way I spend my life                                            | 0.021     | 0.928       |       |       | 43.625 | 0.000            |
| The way I feel about life                                          | 0.040     | 0.845       |       |       | 21.013 | 0.000            |
| <b>Support for Tourism Development</b>                             |           |             | 0.809 | 0.516 |        |                  |
| Tourism development is very important for Cape Verde               | 0.111     | 0.745       |       |       | 6.732  | 0.000            |
| Tourism contributes to the disseminations of our cultural heritage | 0.160     | 0.712       |       |       | 4.465  | 0.000            |
| Tourism provides economic opportunities                            | 0.123     | 0.761       |       |       | 6.190  | 0.000            |
| Tourism contributes to social inclusion                            | 0.135     | 0.649       |       |       | 4.789  | 0.000            |

Note: CR = Composite Reliability; AVE = Average Variance Extracted.

**TABLE 3. CORRELATION AMONG LATENT VARIABLES.**

|                                     | (1)                | (2)                | (3)                | (4) | (5) |
|-------------------------------------|--------------------|--------------------|--------------------|-----|-----|
| (1) Perceived Socio-cultural Impact | <sup>a</sup> 0.762 |                    |                    |     |     |
| (2) Perceived Economic Impact       | 0.140 <sup>b</sup> | <sup>a</sup> 0.818 |                    |     |     |
| (3) Perceived Environmental Impact  | 0.522 <sup>b</sup> | 0.207 <sup>b</sup> | <sup>a</sup> 0.836 |     |     |
|                                     | 0.195              | 0.284              |                    |     |     |



|                                     |             |             |                          |                          |                    |
|-------------------------------------|-------------|-------------|--------------------------|--------------------------|--------------------|
| (4) Perceived Quality-of-life       | 0.383 0.400 | 0.374 0.389 | 0.415 0.584 <sup>b</sup> | <sup>a</sup> 0.907       |                    |
| (5) Support for Tourism Development | 0.236 0.377 | 0.101 0.123 | 0.129 0.215 <sup>b</sup> | 0.268 0.318 <sup>b</sup> | 0.718 <sup>a</sup> |

<sup>a</sup>Diagonal values correspond to the squared root value of AVE for each latent variable to assess the Fornell-Larcker criterion.

<sup>b</sup>HTMT values.

### Structural model

Upon satisfactory confirmation of the measurement model, the study proceeded to evaluate PLS-SEM results with the assessment of the structural model (Hair et al., 2019). This technique was used in this study as an attempt to find evidence that supports the theoretical model to assess the relationships between constructs (Avkiran, 2018) and empirically test the hypotheses model (Hair et al., 2011). As observed in Table 4, the study evaluated the relationship between residents' economic, socio-cultural and environmental perception and QoL and how this influenced residents' support for tourism during COVID-19 pandemic. Results in Table 4 show that the four hypotheses are supported because the corresponding path coefficients are statistically significant (all  $p < 0.05$ ). Moreover, the path estimates are all positive, meaning that the relations between the constructs are positive. The coefficients range from 0.216 (for H3, i.e., the relation between *Residents' Perceived Economic Impact and QoL*) and 0.294 (for H2, i.e., the relation between *Residents' Perceived Socio-Cultural Impact and QoL*).

The next step evaluated the  $R^2$  of each endogenous construct that measures the variance explained by the model and is thus a measure of the model's predictive accuracy (Sarstedt et al., 2014). As presented in the notes of Table 4 the values obtained for  $R^2$  were QoL=0.293 and STD=0.071, meaning that the model is better to explain QoL than STD. This assessment was followed by the evaluation of the  $Q^2$ , obtained by the blindfolding procedure. Scholars suggest that the smaller the difference between predicted and original values, the greater the  $Q^2$  and thus the model's predictive accuracy (Sarstedt et al., 2014). For adequate predictive accuracy, the  $Q^2$  values should be positive. The  $Q^2$  values obtained in this study are as follows: QoL=0.225 and STD=0.028.

**TABLE 4. HYPOTHESIS TESTING RESULTS.**

| Hypotheses                     | Path Coefficients | t Statistic | Significance | Results   |
|--------------------------------|-------------------|-------------|--------------|-----------|
| <b>Hypothesis 1</b> QoL -> STD | 0.268             | 3.194       | 0.001        | Supported |

|                     |             |       |       |       |           |
|---------------------|-------------|-------|-------|-------|-----------|
| <b>Hypothesis 2</b> | PEcI -> QoL | 0.294 | 4.036 | 0.000 | Supported |
| <b>Hypothesis 3</b> | PSCI -> QoL | 0.216 | 2.392 | 0.017 | Supported |
| <b>Hypothesis 4</b> | PEvI -> QoL | 0.242 | 2.238 | 0.025 | Supported |

Note: R<sup>2</sup> for QoL = 0.293; R<sup>2</sup> for STD = 0.072

Q<sup>2</sup> of Cross-Validity Redundancy: Q<sup>2</sup> for QoL = 0.225; Q<sup>2</sup> for STD = 0.028

## CONCLUSION

This study examined how residents perceived the economic, socio-cultural and environmental impact of tourism and its influence on their QoL and support for tourism development on the Island of *Santiago*, Cape Verde. Building on previous literature, the current study attempted to contribute to the body of knowledge by extending the understanding of residents' attitude to support tourism within a crisis situation in a small island context. Studies have proposed that research is needed to better understand the influence of residents' perception of QoL on their support for tourism development in different settings (Hanafiah et al., 2013). Results from Hypothesis 1 show that residents' support for tourism was positively influenced by QoL. This finding is in line with previous studies that found residents' QoL be to a significant predictor of support for tourism development (Campon-Cerro et al., 2017). Similar results were found by Woo, Kim and Uysal (2015) who considered residents' overall QoL an effective predictor for support for further tourism development.

Using SET as theoretical support, this study evaluated residents' economic, socio-cultural and environmental perception of tourism impact and influence of QoL and support for tourism. SET suggests that residents' perceive tourism development based on the exchange of benefits and cost associated with the economic, social and environmental impact of tourism (Nunkoo & So, 2016). 'By supporting the industry, residents try to equalize or ensure a balance in their exchange' (Nunkoo & Ramkissoon, 2012, p. 1011). Results in this study reveal that residents' perception about tourism impact positively influenced their QoL (Hypothesis 2-4). These results are consistent with Campon-Cerro et al. (2017) findings that reported positive relation of residents' economic, social and environmental benefits to enhance residents' QoL. Others also found that positive perception of socio-cultural impact positively affected residents QoL (Yu et al., 2018). More recently Eslami et al. (2019) confirmed that a positive and significant relationship

between residents' economic, social perception and tourism environmental impacts and QoL.

Similar to other studies, there are theoretical and practical implication worth mentioning. The research corroborates previous research demonstrating that residents' support for tourism development is influenced by their QoL. Economic, socio-cultural and environmental constructs have been examined in several settings to better understand their influence on residents' QoL and support for tourism. This study attempted to extend the literature to a small island context in a crisis situation, i.e., the current COVID-19 pandemic.

The research makes a contribution to the understanding within a small island tourism destination of the effects that the current COVID-19 pandemic had on residents' economic, social-cultural and environmental perception and how this influenced their QoL and support for tourism development. Likewise, the study also attempted to provide insight on how these aspects should be considered to reposition future tourism planning and development towards a more sustainable direction. Ramkissoon (2020a) note that a thoughtful approach of residents' concerns that governs proper management strategies to promote sustainable behaviors is fundamental for the future of tourism. As suggested in the literature residents' perception and attitude towards tourism are important for tourism destinations, especially those dependent on tourism. Therefore, it is important to address concerns pertaining to the local community and involve them in future planning.

With regards to the practical implication, while in 2019 Cape Verde was on course to accomplish its long-term goal of one million annual international tourists' arrivals, the pandemic brought the tourism sector to a halt. Eventually, travel restrictions will be lifted and the pandemic will fade away (Kock et al., 2020). Therefore, the responsibility lies on the decision-making of regional and local authorities to implement long-term strategies towards a more sustainable approach in the communities. Community engagement and collaboration between the private-public sector, community members and government are perhaps a path towards accomplishing the sustainable development goal. The current crisis has provided the opportunity to reflect on collective efforts that benefit all stakeholders and guide tourism communities in the direction of sustainability.

As the level of uncertainty increases, the long road to recovery is heavily hinged on effective decision-making and long-term sustainable strategies to maintain residents' support for tourism development in the community (Yeh, 2020). Therefore, an in-depth understanding of proper management approach that involves residents in tourism-related activities to adapt supportive behaviour is important for the future of tourism in Cape Verde. Furthermore, crises such as the novel COVID-19 pandemic provide an opportunity for the government of Cape Verde to create leadership programs across varying groups (family, community, private-public), aiming to coordinate and implement collective efforts towards a more sustainable approach for tourism development. Considering the importance of tourism to the socioeconomic development in this island nation, these efforts, which aim to benefit communities, will gain extra support from residents for future development. Additionally, dissemination of information guided by coordinated efforts between Cape Verde's authorities and international tour operators, is vital for the restart of tourism. Complementary efforts from managers and government should focus on the creation of mechanism to empower residents with proper guidelines to interact with tourists, i.e., safety behaviour norms, which can gain tourists' trust and make them feel secure during their visit to the islands (Kamata, 2021). Equally important, established guidelines for responsible tourist behaviour, inclusive management system and benefit-sharing, could also be adapted as standard approaches for tourism recovery (UNWTO, 2020a).

#### *Limitation and future research*

As with any study, there are important limitations worth mentioning. First, data for the study were collected in only one city (the Capital of Cape Verde, Praia). In order to gain a better understanding of residents' perception and attitude, it is suggested that data be collected on other regions and islands, especially the two most touristic islands of Cape Verde (*Sal* and *Boa Vista*). A second limitation is related to the sample size and profile. The sample size is small, and the majority of the participants consisted of high educated residents and students. Inputs from residents with diverse background and different demographics are recommended for future research.

Furthermore, the study proposed a model to examine residents' economic, socio-cultural and environmental perception as well as QoL as an antecedent for support for tourism

development. Further research should include other constructs in the model, such as community attachment, residents' empowerment and involvement in tourism activities. Finally, the current study collected data during the present COVID-19 pandemic. Studies that report resident perception and attitude before, during and after the pandemic would be interested. In addition, a longitudinal study that examines resident perception for a period of time would also contribute to a better understanding of the factors affecting residents support for tourism development.

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