

# The profile of nautical tourists in Cape Verde

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**ABSTRACT** Nautical tourism has been defined as a priority strategic area for the necessary tourism diversification in Cabo Verde. The nautical tourism demand study is a practically inexistent field in the country until now, for which it is considered a key aspect to redefine the conduct of this business. This research describes the profile of tourists travelling to Cabo Verde motivated by the practice of nautical-recreational activities. Trip planning and nautical consumer's main motivations and attitudes are some of the results obtained after surveying 153 nautical tourists during their stay in Cabo Verde in 2015. Having information of market characteristics and preferences is a relevant tool when designing a promotional strategy or making new and renewed investments regarding both centers and companies or infrastructures. The nautical tourist's perception about the attributes of this destination, their satisfaction with the visit, and the global and affective image of the place are another group of results that allow to identify the weaknesses in the current supply of nautical products and services in Cabo Verde.

**KEYWORDS** willingness, motivations, preferences, nautical tourism.

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## El perfil del turista náutico en el destino Cabo Verde

**RESUMEN** El turismo náutico se ha definido como un área estratégica prioritaria para la necesaria diversificación del turismo en Cabo Verde. El estudio de la demanda de turismo náutico es un campo de estudio prácticamente inexistente hasta el momento en este país, por lo que se considera un aspecto clave para replantear el desarrollo de la actividad. El presente artículo describe el perfil del turista que viaja a Cabo Verde motivado por la práctica de actividades náutico-recreativas. La planificación del viaje y las principales motivaciones y actitudes del consumidor náutico en el destino son algunos de los resultados obtenidos después de encuestar a 153 turistas náuticos en su paso por Cabo Verde durante 2015. El disponer de información sobre las características y preferencias del mercado constituye una importante herramienta a la hora de diseñar una estrategia promocional o de establecer nuevas y renovadas inversiones, tanto en lo concerniente a centros, como a empresas o a infraestructuras. La percepción del turista náutico sobre los atributos del destino, su satisfacción con la visita y la imagen global y afectiva percibida del destino constituyen otro grupo de resultados que permiten identificar debilidades en la actual oferta de productos y servicios náuticos de Cabo Verde.

**PALABRAS CLAVE** disposición, motivaciones, preferencias, turismo náutico.

## O perfil do turista náutico no destino Cabo Verde

**RESUMO** O turismo náutico se define como uma área estratégica prioritária para a necessária diversificação do turismo em Cabo Verde. O estudo da demanda de turismo náutico é um campo praticamente inexistente até o momento nesse país, razão pela qual se considera um aspecto-chave para repensar o desenvolvimento da atividade. A presente pesquisa descreve o perfil do turista que viaja a Cabo Verde motivado pela prática de atividades náutico-recreativas. O planejamento da viagem e das principais motivações e atitudes do consumidor náutico no destino são alguns dos resultados obtidos após serem entrevistados 153 turistas náuticos em sua passagem por Cabo Verde durante 2015. Dispor das informações sobre as características e preferências do mercado constitui uma importante ferramenta no momento de desenhar uma estratégia promocional ou de estabelecer novos e renovados investimentos, tanto no que concerne a centros quanto a empresas ou a infraestruturas. A percepção do turista náutico sobre os atributos do destino, sua satisfação com a visita e a imagem global e afetiva percebida do destino constituem outro grupo de resultados que permitem identificar debilidades na atual oferta de produtos e serviços náuticos de Cabo Verde.

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## Introduction

In Cape Verde, as in the majority of small islands that belong to developing countries (Small Island Developing States, SIDS), tourism is increasingly becoming a pillar of the economic structure (Lopez-Guzman, Borges, Hernandez-Merino & Cerezo, 2013). Cape Verde's natural potential for tourism development, characterized by a total absence of meteorological and social (ethnic or religious) phenomena, place the archipelago as a safe and attractive destination (Twining-Ward, 2010). These conditions have contributed to sustained growth and practically no seasonality of tourism in the country in the last decade (Lopez-Guzman, Borges & Cerezo Lopez, 2012). In addition, thanks to the significant change of its socio-economic model, Cape Verde stands out from the rest of sub-Saharan countries as a success story and an example of democracy, political stability, social inclusion, safety and progress (Braga de Macedo & Britos Pereira, 2010; Correia, Butler & Oliveira, 2008; Lopez-Guzman et al., 2013; McElroy & Hamma, 2010; Mitchell, 2008; Twining-Ward, 2010).

On the other hand, the Cape Verdean tourist economy, focused so far on the sun and beach product, shows both positive and negative aspects derived from its own insularity, the obsolescence of this tourism model and the increase of global tourism competition (Lopez-Guzman et al., 2013; Twining-Ward, 2010). For this reason, the need to renovate the destination based on diversification and specialization has been suggested for some years (Craigwell, 2007; Lopez-Guzman et al., 2013; Twining-Ward, 2010).

Some studies suggest that diversification of tourism in the country should consider the three segments with the best potential: nautical tourism, active tourism and event tourism, given the role of the weather, the sun, the sea and the beauty of the landscape within the preferences of tourist demand (Neves, 2012). In addition, its strategic position in the middle of the Atlantic, at the crossroads of the European and the American continents, becomes the archipelago's most remarkable strength, which allows the development of elite segments such as sport sailing and nautical charter (Artiles, 2013), so far emerging. In addition, sport has had a significant change of status in society, because nowadays it is not seen as a way to spend free time but rather as an indicator of social well-being and quality of life.

This stimulates the need to generate coastal renovation and facility redesign projects, tourist infrastructure and products or concepts based on sports, the coast and the sea. In response, the Strategic Plan for Tourism in Cape Verde has already been suggested as a first step for the development of the Cape Verde brand and the design of a development plan for cruise tourism. Even though the small size of the Cape Verdean economy facilitates coordination, still much remains to be done with regards to tourism renovation. There is a high degree of dependence on external capital and oligopolistic tourism, transport and import groups. For this reason, it is essential to have a change of concept besides a transition proposal that considers local resources and potentials and a proper link between local supply and tourist revenues, which offers a double socio-economic benefit for the country (Craigwell, 2007; Lopez-Guzman et al., 2013).

Given the lack of studies related to nautical tourism demand in Cape Verde, this article, which deals with the elements needed to understand consumers, their attitudes and motivations towards the destination and their perception on the offer, provides key tools to support the design of renovation and tourism promotion strategies.

## Literature Review

Most scientific studies on tourism in Cape Verde have focused so far on analyzing the evolution of this activity in the country and the socio-economic development associated to it (Braga de Macedo & Britos Pereira, 2010; Twining-Ward, 2010). The most recent literature reflects some growing attention to the challenges of sustainability, competitiveness and the role of the local community and its attitudes towards the evolution of the tourism sector in the archipelago (Craigwell, 2007; Canalejo, Guzman-Lopez, Soto & Lopez, 2011; Sarmiento, 2008; Ribeiro, Valle & Silva, 2013). The role of the new challenges of tourism, as well as the necessary diversification of the destination towards event and nautical tourism, have also been addressed at a general level (McElroy & Hamma, 2010; Neves, 2012).

Regarding tourism demand in Cape Verde, the literature shows some recent studies which describe the traveler as a tourist who is driven mainly by leisure, with a high level of education and a medium/high average stay of 5 days. Portugal is the

first issuing market of tourists to the archipelago, followed by the United Kingdom and Germany. Despite the many attractions available in Cape Verde, the literature indicates that the majority of tourists who choose this destination are motivated in particular by its natural resources such as sun and sea (Sarmiento, 2008; Neves, 2012). After sun and sea, other studies claim that people hospitality and accommodation are the best attributes of the destination, according to demand perceptions (Lopez-Guzman et al., 2012). The relationship between the destination's attributes and tourist satisfaction has been addressed by Lopez-Guzman (2012), whose study confirms that hospitality, the reputation of the place and the range of cultural activities and shows are the most influential attributes for tourist satisfaction in Cape Verde. Finally, the investigation by Lopez-Guzman, Alector, Orgaz-Agüera & Marmolejo (2015) focuses on analyzing the profiles of tourists who go to Cape Verde in an all-inclusive system (AIS).

Concerning the offer, the most recent studies indicate that four business activities stand out from the rest in Cape Verde (accommodation, catering, sports activities and tourist guides), dominated by foreign capital businesses. There is also evidence that despite the low use rate of the service portfolio offered by small and medium-sized businesses to tourists, its service quality is perceived as higher than that of foreign companies (Lopez-Guzman et al., 2012). Finally, according to Lopez-Guzman et al. (2012), some of the main disadvantages of the archipelago are the lack of qualified human resources in tourism companies, the poor quality of transportation and water infrastructure and the sanitary needs of the population.

With regards to nautical tourism in Cape Verde, studies from the point of view of supply and demand are almost nonexistent. Literature in general is quite limited about nautical tourism, despite the progress in the production of scientific knowledge related to tourism (Lukovic, 2013). However, some studies and cases have been used as a basis for this research. Conceptually, even when there is no consensus so far, the most widely used definition of nautical tourism refers to it as the segment of tourists motivated by leisure, recreation and sports activities in the sea (Lukovic, 2007; Carrasco, 2001).

Related to this, it has been seen that the nautical activity shows a great potential for growth and renovation of seaside destinations, as it is multi-functional and encompasses an increasing wide

range of activities related to the sea (Lukovic, 2007). Some studies argue that nautical activities have a highly multiplying effect on stable and qualified employment, easy complementarity with traditional tourism and a reduced seasonality effect of other services. In addition, it boosts qualification and diversification of coastal infrastructures and technological innovation (Carrasco, 2001). Likewise, the nautical-recreational offer is recognized by its highly adaptive capacity towards new trends of tourism demand and by its power to attract a demand segment of high socio-economic level and purchasing power, which in turn results in high potential profitability (Carrasco, 2001; Mateos, 2010).

Another aspect analyzed with growing attention within the scientific production of knowledge in the past years is nautical-recreational tourism or sports recreation at sea (sailing, rowing, underwater and sports fishing, skiing, surfing and related activities), as recently popular tourist activities for the diversification of tourist destinations, given the popularity that they are gaining in terms of global tourist preferences (Gomez, 2012; Besteiro, 2004; Carrasco, 2002; De la Muela, 1998).

Regarding the study of the demand for nautical tourism, the literature shows few references. In general, it is suggested that studying the nautical consumer is a key element for designing nautical-tourist products. This is precisely the main problem of many destinations, because their nautical offer is conceived from the point of view of business people or owners, and it is not based on the demand (Kovačić & Gržetić, 2008; Chapapría, 2000). The correct and varied combination of the offer of nautical products and services is an important variable that influences the experience and future motivations of the demand for nautical tourism, as well as the concerns over environmental and sustainable management of ports and marinas Chapapría, 2000; Carrasco, 2002; Jugović, Kovačić & Hadžić, 2011; Horak, 2013). Other studies mention that the combination of the offer of nautical sports, nautical-recreational activities (especially underwater activities and fishing, sailing and scuba diving), nautical charter and other services for tourists (for example, event hosting), are successful trends for some nautical destinations (Pereira, Mascarenhas, Flores & Pires, 2013; De Sousa, Fernandes & Carpinteiro, 2009; Carrasco, 2002).

In terms of the motivations of nautical tourists, the literature review shows that weather, culture and nature are the most influential elements for a tourist when it comes to choosing a nautical tourism destination (Carrasco, 2001). Other studies show that safety and environmental management of the marinas are important variables, because they have a direct influence on motivation and satisfaction of the demand for nautical tourism (Jugović et al., 2011; Horak, 2013). Finally, and most outstandingly, some authors reveal the factors that can discourage the demand for nautical tourism and encourage tourists not to choose a destination, some of which are, among others, the influence of social circles (Jovanovic, Dragin, Armenski, Pavic & Davidovic, 2013).

The study of perceptions, the analysis of the destination's attributes and the image perceived are practically non-existent research fields for nautical tourism. Moreover, literature on tourism states that the set of perceptions, experiences and opinions of tourists about the visited destination, which is known as the perceived image, has a decisive effect on the future intentions and behaviors that will define decision-making, choice and recommendation to visitors (Bigne, Sanchez & Sanchez, 2001; Beerli & Martin, 2004; Chen & Tsai, 2007; Kneesel, Baloglu & Millar, 2010; Papadimitriou, Apostolopoulou & Kaplanidou, 2013). For this reason, studying the image of the destination takes special relevance, given its usefulness to guide the development of marketing and destination positioning strategies (Beerli & Martin, 2004; Chi & Qu, 2008).

The topic developed in this article provides useful tools to support the development of future renovation and specialization strategies for the tourism sector in Cape Verde. The approach of this investigation allows the identification of: 1) the profile of today's consumers of nautical products at the destination, their main motivations, attitudes and preferences; 2) the weaknesses of the current nautical-tourist offer, which must be strengthened based on the expected specialization strategy, and 3) tools for promotional strategies for the destination and a more attractive nautical tourism offer for this market.

## Methodology and sampling

For sampling, surveys were conducted in areas of the archipelago which were ideal for

nautical-recreational sports, due to their natural characteristics and area of influence. Regarding the size of the sample, there are no segmented statistics about demand at the destination, so the number of tourists in the country in 2014, which was 379.000, was used. The target audience consisted of nautical tourists in general, without focusing on any specific sub-segment, that is, non-resident visitors who used the marinas (recreational navigation) or those motivated by the practice of nautical sports at the destination. The first question of the test served as a filter, so if the respondent had not practiced or did not plan to practice nautical sports, he or she would not be part of the sample and the interview was completed. Regarding information collection, a structured questionnaire was designed and it was used along with a personal interview to obtain information that was not directly observable.

Fieldwork was also conducted at clubs and sports centers, beaches and the main water sports rental shops on the islands of Sal and Mindelo, the main tourist centers of the region. The sample was finally composed of 153 nautical tourists (table 1). The groups of questions included in the questionnaire had the following structure: a) respondent's socio-demographic profile, b) trip characteristics and attitudes at the destination and c) evaluation of destination attributes, satisfaction and perceived image.

**TABLE 1.** Sample and fieldwork data sheet

ASPECTS	DESCRIPTION
Implementation	Direct and individual surveys
Universe	Tourists in Cape Verde with nautical interest
Location	Marina and its surroundings, beaches and nautical materials and equipment rental shops in Mindelo and Sal
Size of the sample	153 nautical tourists
Sampling error	< 5.00% with a 95% reliability coefficient
Fieldwork date	May to July, 2015

Source: Own elaboration

It is worth mentioning that the information contained in the surveys, as well as the interviewees' data, such as name, phone or e-mail, is confidential and belongs to Universidad de Las Palmas de Gran Canaria. Therefore, disclosing, copying or distributing that information to third

parties without prior written permission from Universidad de Las Palmas de Gran Canaria is forbidden under current legislation.

After coding, filtering and weighing the information, the the SPSS statistical program was used to process the database with 133 variables. The current development of multivariate analysis methods allows to adopt easily a global approach for the analysis of survey data. Statistical processing allowed the analysis of satisfaction, attitudes, preferences and perceived image of the destination.

**TABLE 2.** Sample size and respondents' socio-demographic profile

VARIABLES		FREQUENCY %
Sample size		n=153
Gender	Men	60,1
	Women	39,2
Age	Over 64	2,6
	55-64	8,5
	45-54	15,0
	35-44	21,6
	25-34	38,6
	16-24	13,7
Nationality	Portuguese	37,3
	French	15,0
	British	12,3
	German	13,1
Marital Status	Dutch	6,5
	Single	32,5
	Married	37,7
	Civil union	24,5
	Separated/divorced	4,6
Completed studies	Widow/widower	0,7
	None	1,3
	Primary school	6,0
	Secondary school	30,5
Profession	College	62,3
	Freelancer	15,4
	Entrepreneur	14,7
	Co-op worker	2,8
	Employee	44,8
	Worker	11,9
	Retired	5,6
Unemployed	3,5	

Source: Prepared by the authors

Descriptive analyses of frequency were conducted based on the nationality variable using crosstabs. For studying the image, cognitive attributes of the image of the ports and the destination were analyzed, using a Likert-type scale from 1 to 5. The affective image was also measured through a bipolar semantic scale with six aspects, which gave the study greater consistency. These methodologies were implemented by following the literature on tourism (Bigne et al., 2001; Hosany, Ekinci & Uysal, 2007; Kneesel et al., 2010). Table 2 presents the socio-demographic profile of respondents.

The final sample was composed mainly of men, who represented 60,1%. The scarce presence of women can be explained given that nautical activities are still conceived as a segment reserved for the male gender. The age range is quite variable, but tourists between 25 and 44 represent 60%. Most respondents, over 89%, are European and tourists from Portugal and France prevail. More than 60% of the respondents were married or had a couple when visiting Cape Verde. 62% of respondents had university studies and less than 10% were unemployed or retired.

### Attitudes and motivations of the nautical tourist in Cabo Verde

With regards to trip organization (table 3), the first question was about group composition. It could be noticed that most nautical tourists tend to travel with their couple or friends (71,9%). Concerning how the destination was discovered, travel agencies, the Internet and recommendations from friends are the most popular answers among respondents. Regarding loyalty, 76,2% of the respondents had never been to Cape Verde. With respect to the means of transportation used to get to the destination, most nautical tourists traveled by plane (87.5%), and their motivation towards nautical sports focused on nautical-recreational sports. In all cases, the group of tourists who arrived to Cape Verde by boat (12.5%) used their own (navigators sub-segment of the sample).

A segmented analysis by nationality enriches the results and allows us to distinguish clear profiles among tourists. As for the reason to go to the destination, most Portuguese traveled motivated by the recommendation of friends and family and German tourists were more influenced by advertising. British tourists, on the other hand,

chose the destination through TV advertisements. Portuguese tourists had visited the destination more frequently before, showing high loyalty with respect to the other nationalities (table 3).

Concerning the motivations of nautical consumers at the destination, they were asked multiple choice questions about their intention to do sports during the visit. The whole sample had practiced or wanted to practice more than one nautical sport. With regard to planned activities, a great variety is included in the sample, being diving, boat tours and catamaran rental the most popular sports. This fact confirms previous studies on the profile of nautical tourists and their preference for combining several nautical activities as their motivation to travel (Pereira et al., 2013; De Sousa et al. 2009; Carrasco 2002). Table 4 shows a list of nautical sports planned and practiced by tourists, according to nationality.

This type of closed question allows us to know tourist attitudes and assess the nautical offer at

the destination. Tourists were asked about planning and unavailability of services. In none of the cases was the number of tourists that planned to practice nautical sports equal to the number that could actually do it. Some tourists argued during the interviews that there is limited offer, as existing nautical companies are small, do not work all the time or have limited materials. The results indicate a limited offer of products and services, especially for surfing / windsurfing, jet skiing, skiing and underwater fishing. The analysis of the five main nationalities allowed the identification of market profiles, according to their preferences for a specific nautical sport (table 4).

### Satisfaction of the nautical tourist and perceived image of Cape Verde

Tourists were asked to rate how satisfied they were with the destination through four aspects: satisfaction with the visit, satisfaction with the

**TABLE 3.** Characteristics of the trip. Frequency crosstabs according to nationality

VARIABLES	NATIONALITY (%)						
	%	Portuguese	British	French	German	Dutch	
Travel group	Group / friends	32,0	28,6	8,2	18,4	10,2	14,3
	Couple	39,9	36,1	23,0	9,8	18,0	3,3
	Alone	26,1	52,5	12,5	12,5	10,0	2,5
	Family	2,0			100,0		
Destination discovery	TO*	12,2	33,3	14,6	17,1	5,6	4,9
	TA**	27,7	41,5	21,1	13,2	23,7	10,5
	Internet	25,7	26,3	21,1	13,2	23,7	10,5
	Friends	20,3	60,0	6,7		13,3	3,3
	Family	2,7	75,0			25,0	
	TV	0,7		100,0			
	Advertising	3,4	20,0	20,0	20,0	40,0	
Others	7,4	18,2		9,1	9,1	6,1	
First visit	Yes	76,2	28,7	16,5	2,8	16,5	7,0
	No	23,8	66,7	11,7	2,8	2,8	5,6
Number of visits	1	5,7					
	2	48,6	76,5	11,8			11,8
	3 to 5	40,0	75,0	25,0			
	More than 6	5,8	50,0			50,0	
Access to the destination	Plane	87,5	41,4	15,8	11,3	12,8	7,5
	Boat	12,5	10,5	5,3	42,1	15,8	

\* Tour operator

\*\* Travel agency

Source: Own elaboration

**TABLE 4.** Tourist motivations and availability of nautical activities at the destination, according to nationality

NAUTICAL SPORTS	PLANNED	NATIONALITY (%)						
		REAL	Portuguese	British	French	German	Dutch	
Underwater and sports fishing	15,0	Done	65,0	26,7	13,3		13,3	13,3
		Planned	(35,0)	(62,5)			(12,5)	(12,5)
Diving	56,9	Done	82,0	36,6	16,9	7,0	18,3	8,5
		Planned	(18,0)	(37,5)	(18,8)	(25,0)	(6,3)	(6,3)
Surf	19,6	Done	47,0	7,1	7,1		14,3	7,1
		Planned	(53,0)	(50,0)	(31,3)		(12,5)	
Windsurf	14,4	Done	36,0	12,5	37,5		25,0	
		Planned	(64,0)	(35,7)	(42,9)			(14,3)
Catamaran	30,7	Done	68,1	43,8	9,4	18,8	15,6	6,3
		Planned	(31,9)	(46,7)	(13,3)		(20,0)	(13,3)
Water skiing	9,8	Done	40,0	16,7	16,7	16,7		
		Planned	(60,0)	(26,7)	(33,3)			(11,1)
Boat tour	39,2	Done	68,3	36,6	7,3	24,4	9,8	4,9
		Planned	(31,7)	(47,4)	(15,8)		(5,3)	(15,8)
Jet skiing	22,2	Done	44,1	26,7	13,3	33,3	6,7	
		Planned	(55,9)	(52,6)	(21,1)	(5,3)		(10,5)
Sailing	19,6	Done	76,7	13,0	4,3	39,1	17,4	
		Planned	(23,3)	(28,6)	(28,6)	(14,3)	(14,3)	

( ) Percentage of the sample that did not get to do the planned activity.

Source: Own elaboration

**TABLE 5.** Degree of satisfaction with the visit to Cape Verde

ASPECTS	MEDIAN	SD	MODE
Satisfied with my decision to visit Cape Verde	4,42	,81	5
Satisfied with my experience during my visit to Cape Verde	4,30	,94	5
Degree of satisfaction with the offer of nautical activities	4,00	,90	4
Really satisfied with my visit to Cape Verde (exceeded expectations)	4,08	,83	4

Scale (1 = very low satisfaction; 5 = very high satisfaction). SD: Standard Deviation

Source: Own elaboration

experience, satisfaction with the nautical offer and overcoming of expectations. These issues were fragmented in the survey, in order not to influence the evaluation from tourists. The results are shown in table 5. The sample confirmed a high degree of satisfaction with the aspects questioned. Satisfaction with the nautical offer and exceeded expectations were the least positive evaluations. The fact that none of the aspects obtained the highest scores demonstrates that tourist expectations were not exceeded at the destination.

For this reason it was decided to identify, through a regression analysis, which variables could be affecting the perceptions of "satisfaction with the visit". The multiple linear regression

model processed 40 variables, namely: socio-demographic features (6 variables), travel group, number of visits to the destination, evaluation of destination attributes (29 variables), and evaluation of the nautical offer (3 variables). The other variables were automatically excluded by the statistical program. Table 6 only shows the statistically significant variables and general statistics of the model. The results demonstrate that nautical tourist satisfaction is influenced by the variety of sports offered at the destination, how trendy the destination is (mass destination) and the tourist perception of the nautical offer. The results show some consistency with the literature referred to previously, with regards to the importance given



by nautical tourists to the variety and right combination of activities.

**TABLE 6.** Regression analysis with respect to satisfaction with the visit

VARIABLES	B	T	SIG. (BILATERAL)
Variety of sports and activities	0,174 *	2,056	,043
Mass or trendy destination	-0,173 *	-2,397	,019
Assessment of the nautical offer	0,289**	2,680	,009

\*  $p < 0,05$  \*\*  $p < 0,01$   $R^2 = 0,621$ ; Adjusted  $R^2 = 0,436$ ;  $F = 3,354$   $p = 0,000$   
Source: own elaboration

Based on the literature review, a group of attributes of the destination image that were considered relevant for nautical tourism was selected. Survey results indicate that nautical tourists in

Cape Verde believe that weather, beaches, hospitality and the experience offered by the destination are the best attributes and gave them the highest values. In this aspect, there are no big differences between the perceptions of nautical tourists in this study and the traditional tourist studied in Lopez-Guzman et al. (2012). The group of attributes related to sports, accommodation, reputation, exoticism and security of the destination are also attributes with above average valuations. The criteria with the lowest evaluation are related to the offer of leisure, nightlife and cultural activities. In addition, interviewed tourists do not agree that Cape Verde is a destination adapted for people with disability. The commercial activity of the region is not well valued either by the nautical tourists interviewed, as they believe that the service lacks cultural uniqueness (table 7).

**TABLE 7.** Descriptive analysis of Cape Verde image attributes

ATTRIBUTES	MEDIAN	SD
The destination has good weather	4,24	1,03
The destination has great beaches	4,27	1,16
The destination has good infrastructure (airports, roads, means of transportation, etc.)	3,16	,94
The destination has good lodgings	3,88	1,02
The destination has a good infrastructure in terms of new technologies (telephone, Internet, etc)	3,03	1,15
The destination offers a variety of sports and activities (golf, tennis, beaches, marinas, etc.)	3,85	,95
The destination offers varied recreational activities (tours, attractions, etc.)	3,42	1,06
The destination offers a wide variety of shops (both traditional and modern)	2,68	,94
The destination is easily accessible (nearness, number of flights, etc.)	3,62	1,05
The destination offers interesting cultural activities (festivals, concerts, folklore, etc.)	2,94	1,15
The destination offers varied, high-quality gastronomy	3,51	,98
The destination has an attractive environment (natural landscapes, monuments, etc.)	3,49	1,12
The destination has interesting traditions and customs	3,58	1,04
The destination is safe	3,76	,89
The destination is a little crowded	2,82	1,09
The destination is healthy and pollution free	3,76	1,12
The destination is characterized by its great hospitality	4,17	1,00
The destination offers a good quality of life to its inhabitants	3,23	1,11
The destination is trendy	3,03	1,03
The destination has a good reputation	3,81	1,06
The destination is exotic	3,77	1,00
The destination offers an unforgettable experience	4,01	,91
The destination is adapted for families with children	3,69	1,25
The destination is adapted for people with disabilities	2,93	1,31
The destination has political and social stability	3,34	1,32

Scale (1 = disagree completely; 5 = agree completely). SD (Standard deviation)  
Source: own elaboration

**TABLE 8.** Perceived affective and global image of Cape Verde

ASPECTS	MEDIAN	SD	MODE
Healthy destination	3,87	,88	4
Active destination	3,91	,88	4
Sustainable destination	3,60	,94	3
Authentic destination	3,98	,97	4
Cheerful destination	4,40	,77	5
Stimulating destination	3,90	,90	4
Perceived global image of Cape Verde as a nautical destination	3,97	,78	4
Perceived global image of the destination in comparison with others	3,90	,85	4

Scale (1 = negative image; 5 = positive image). SD (standard deviation)  
Source: own elaboration

The affective image was assessed through a bipolar semantic scale with six aspects: healthy/unhealthy destination; active/quiet destination; sustainable/unsustainable destination; authentic/standard destination; cheerful/sorrowful destination and exciting/dreary destination. The results, which are included in table 8, show that the interviewed tourists believe that Cape Verde has a positive image characterized by the adjective “cheerful”. The rest of the aspects did not receive scores above 4, which means positive. Adjectives such as “authentic”, “active” and “stimulating” form the second group of distinctive aspects about the affective image of the destination. Sustainability did not receive any negative image assessments, but it does not stand out as a distinctive factor of the destination for nautical tourists.

With regards to the global image, respondents assigned a median value of 3,97 to the destination, with a modal value of 4. In comparison with other destinations that they had visited, the value of the image perceived by tourists is slightly lower, always below 4, which corresponds to “positive image”. So far, the indicators analyzed reflect that the perceived image of Cape Verde as a whole is not positive. The weather, the beaches, the hospitality of the people and the experience of the visit are the attributes with the highest values. In relation to the affective image, the destination is considered cheerful, according to tourists. The lack of variety of the cultural, commercial and gastronomic offer, together with the lack of ability of nautical tourism companies, are the most relevant aspects when it comes to explaining such assessments. Despite this, future intentions of nautical tourists are positive. 98% of respondents would recommend the destination to friends and family

and 68% said that they had the intention to visit it again.

## Conclusions

Through the interpretation and analysis of the data collected, this research answers the questions raised at the beginning. Identifying the profile of tourists visiting Cape Verde as a nautical destination and assessing their main motivations, attitudes and preferences has allowed us to make several recommendations with the purpose of improving the offer at the destination. In addition, they are useful tools for specialization, promotional and loyalty strategies of the nautical tourism market in Cape Verde.

The segmented analysis of trip planning offers relevant information to identify differences between the profiles of nautical tourists and their issuing markets. Moreover, the information obtained about the number of visits to the destination and tourists' intentions of revisiting it demonstrate that among nautical tourists there is low loyalty towards Cape Verde and it is necessary to move forward in that direction.

Information on the preferences of nautical tourists visiting Cape Verde for a particular combination of activities, primarily diving, boat tours and catamaran, provides useful information to support the design of more attractive tourist packages and business models from the market point of view. Likewise, the study shows that nautical companies in the region have little operational capacity, which explains why some nautical tourists could not execute part of the activities planned. In addition, according to the perceptions of

nautical tourists, the destination has some weaknesses, which are mainly associated to the offer of shopping, gastronomy, nightlife and cultural activities (assessment of attributes), since according to them they lack authenticity and variety. These aspects are vital to establish what elements of the offer should be improved to promote loyalty among nautical tourists.

Despite the recognized natural potential of Cape Verde for nautical tourism, the evaluation made by tourists about satisfaction with the visit and their perceived image of the destination show that their expectations were not exceeded. Concerning satisfaction, it has been demonstrated that the nautical offer and the variety and combination of activities and sports are the most influential aspects. Some practical information that can also contribute to the existing literature is that for nautical tourists visiting Cape Verde, the type of destination, which can be mass or trendy, is a variable that affects trip satisfaction negatively.

Finally, there are attributes of Cape Verde as a destination, such as its weather, beaches, hospitality and joy offered by the destination and its population, which are remarkable strengths within the perceptions of nautical tourists. These aspects should be a key component of tourism promotion and positioning strategies of this nautical destination. The challenge is to overcome the weaknesses found in the ability and professionalism of nautical companies, as well as provide the destination with a more integrated, cultural and genuine offer that includes transition spaces connecting the sea and the land, that is, the nautical activities and the life of the island's inhabitants, their culture, heritage and idiosyncrasy.

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