



# ITC'24

## LIVRO DE ATAS DO CONGRESSO INTERNACIONAL DE TURISMO - ITC'24

A IMAGEM E A SUSTENTABILIDADE DOS DESTINOS  
TURÍSTICOS

27 E 29 DE NOVEMBRO

**MINDELO, SÃO VICENTE - CABO VERDE**

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## Sustainable tourism in protected areas: perceptions of residents and local communities of Tua Valley Regional Natural Park

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### Purpose

The development of sustainable tourism is a collaborative effort that contributes to the protection of nature and maintains the economic, environmental, and socio-cultural dimensions crucial to the residents of protected areas (Thapa et al., 2022). But, does the implementation of sustainable tourism practices have a positive impact on the overall satisfaction of residents? Residents' support and active participation in the tourism planning and development process are key elements but also a testament to their importance in the sustainable management of tourism resources (Han et al., 2023). More research in this emerging field is needed (Krittayaruangroj et al., 2023).

### Theoretical framework

The Prism of Sustainability Model, as indicated by previous research, is a valuable and informative framework for understanding sustainable tourism (Cottrell et al., 2013; Trišić et al., 2023).

### Methodology

The research employs mixed methods. In qualitative research, the relevant information is gathered through semi-structured individual interviews (n=11). All the interviews are processed using qualitative software and thematic content analysis. The results are complemented using quantitative research, collecting primary information based on a survey (n=196), using a non-probabilistic convenience sampling method, administered to residents of five municipalities of the Tua Valley Regional Natural Park, spread over 19 localities/villages of relevance to the park's activities. All constructs were operationalized with multi-item five-point Likert scales derived from the literature, from 1 (strongly disagree) to 5 (strongly agree). The analysis started using Jamovi software for the statistical analysis and data was analysed using partial least squares structural equation modelling (PLS- SEM). In this process, the measurement model was assessed

in terms of internal consistency reliability, convergent and discriminant validity of the constructs. Through a structural model, the hypothesised relationships were analysed, determining the relational structure between the observed and latent variables considered.

### **Findings**

The results of the survey indicate a predominantly positive view of the impact of tourism in the park, especially in the areas of sustainability and cooperation with the local community. The statements that obtained the highest averages include the importance of sustainable tourism (4.224) and the need for tourism companies to hire staff locally (4.133). These results suggest that participants value the positive impact of tourism on environmental preservation and supporting the local economy. In addition, there is a positive perception that tourism contributes significantly to the local economy and promotes the restoration of historic sites, with averages around 3.403 and 3.066, respectively. On the other hand, some areas received lower ratings, indicating a limited impact on certain aspects. The statements about the direct benefit of tourism for individuals (2,959) and the creation of jobs for women (2,852) were the least valued, suggesting that the impact of tourism may be insufficient or uneven. In addition, the perception that quality of life has improved due to tourism is the lowest (2,541), indicating less satisfaction with the personal benefits of sustainable tourism.

### **Research, practical & social implications**

Results show that, despite the overall benefits, there are significant challenges and opportunities to improve the impact of tourism on local communities and residents' lives. These provide a roadmap for future research and policy development in tourism and community development.

### **Originality**

To the best of our knowledge, this is one of the first studies exploring residents' satisfaction with sustainable tourism carried out in Portugal.

### **Keywords**

Resident Satisfaction, Sustainable Tourism, Tua Valley, Prism of Sustainability, Community-based Tourism.

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