



I Encontro Internacional de Língua Portuguesa e Relações Lusófonas

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Evolution of tourism and entrepreneurship in Cape Verde in the XXI century

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Abstract

This paper aims to establish a relationship between entrepreneurship and tourism, focusing on the contribution of these two activities to the economy of Cabo Verde over the last 18 years. After an introductory literature review on the themes "entrepreneurship" and "tourism", the empirical part presents the analysis of tourism data provided by the National Institute of Statistics of Cape Verde. Statistical indicators on the number of firms and persons employed were computed regarding the tourist activity, between 1999 and 2017, in order to observe the evolution of the business considering the increase in tourism and also the relation of it with the creation of jobs in the sector. It can be concluded that tourism has been an activity of fundamental importance for the Cabo Verde economic growth, and that it must be valued and studied in order to find the best ways to explore the tourism potential of the country. With tourism, the Cabo Verdeans should observe the opportunity to undertake and have their own business. Connecting entrepreneurship to the way the flow of tourists increases in Cabo Verde is very important for the development of the country's economy and also to reduce social problems caused by unemployment.

Palavras-Chave: Cabo Verde, entrepreneurship, tourism, economic growth.

Resumo

Este artigo pretende estabelecer uma relação entre empreendedorismo e turismo, focando-se na contribuição destas duas atividades para a economia de Cabo Verde ao longo dos últimos 18 anos. Após uma introdutória revisão bibliográfica relativa ao "empreendedorismo" e "turismo", a parte empírica foi realizada através da análise de dados estatísticos referentes à atividade turística fornecidos pelo Instituto Nacional de Estatística de Cabo Verde. Indicadores estatísticos relativos às empresas turísticas criadas na economia e o número de pessoas aí empregue, entre 1999 e 2017, foram analisados de forma a observar a evolução do sector empresarial em função do turismo e, também, a sua relação com a criação de empregos no setor. Conclui-se que o turismo tem sido uma atividade de fundamental importância para o crescimento económico cabo-verdiano e que deve ser valorizado e estudado de forma a encontrar as melhores formas de explorar o potencial turístico do país. Com o turismo, os cabo-verdianos devem observar a oportunidade de empreender e ter o seu próprio negócio. Ligar o empreendedorismo à forma como o fluxo de turistas aumenta em Cabo Verde é muito importante para o desenvolvimento da economia do país e também para reduzir os problemas sociais causados pelo desemprego.

Palavras-Chave: Cabo Verde, empreendedorismo, turismo, crescimento económico.

1. Introduction

The present research work discusses the evolution of tourism and entrepreneurship in Cabo Verde trying to focus on the relationship that can be established between these two fundamental topics in nowadays economies and, in particular, in developing economies as several scientific literature defends.

Tourism was initially seen only as a moment of leisure, where people travelled only to take a holiday and rest, but over the years this scenario has been changing. Tourism began to appear related to business, and the market of tourism has grown a lot and has become, in the world, an important economic activity. Tourism is a priority for the government of Cabo Verde, which understands the importance of managing this activity well for a better economic development. Indeed, it is understood by economists and policymakers that it is important that governmental leaders encourage the creation of an entrepreneurial culture so that the inhabitants can take advantage of the country's touristic potential to reduce the difficulties in finding employment.

Having in mind the previous framework and the described objective, this research work will use data retrieved from the statistical office of Cabo Verde with yearly statistical information regarding the number of touristic firms existent in the 9 inhabited islands of Cabo Verde and the respective number of persons employed on such firms, between 1999 and 2017 – the all 21st century. The quantitative secondary data will be subject to a simple descriptive analysis to understand how the values have been evolve over time until today.

Until reach the conclusions the work is divided in four sections. In the next three sections is presented the literature review, that allows to understand the theme under study and, in particular, the two main concepts under discussion: entrepreneurship and tourism. The two concepts will be put in the context of the Cabo Verde economy. In the last section of the work are presented the aim of the work, the variables and the results based on the data collected from the *Instituto Nacional de Estatística de Cabo Verde*. Some concluding remarks will be presented at the end.

2. Cabo Verde: the islands, their people, and the entrepreneurship economic environment

Cabo Verde is an archipelago located in the Atlantic Ocean, at 455 km of the West coast of Africa. It is formed by ten islands and eight islets. The islands are divided into two groups: (i) Barlavento, composed by the islands of Santo Antão, São Vicente, Santa Luzia, São Nicolau, Sal and Boa Vista; and, (ii) Sotavento, composed by the islands of Maio, Santiago, Fogo, Brava. According to the National Statistics Institute of Cabo Verde, the archipelago has, nowadays, a population of almost 500 thousand inhabitants, of which 7 246 are absent residents. Of the population, 243 589 are males and 248 286 are females. Cabo Verde has a relatively young population.

Despite the challenges of being a small island economy, Cabo Verde has experienced remarkable social and economic progress between 1990 and 2008, mainly because of the rapid development of all-include resorts. During this period, Gross National Income (GNI) increased remarkably making it the only non-extractive economy in sub-Saharan Africa to achieve the status of a middle-income country in such a short time (The World Bank, 2018). Nowadays, the Cabo Verdean economy is mainly focused on growing tourism and foreign investments, which benefit from the hot climate all year round, the diverse landscape and cultural richness, especially in music.

Nowadays, in all parts of the world, although in different proportions, people are being influenced to face entrepreneurship, in order to overcome the challenges imposed by the crisis and unemployment. While this activity may seem risky, there are many factors that motivate people to bet on the opportunity to own their own business. It is believed that entrepreneurship is like a driver for economic growth, job creation, innovation and productivity. According to Costa and Furtado (2016), a “successful entrepreneur ” is not the one who starts his enterprise purely and simply, but the one who opens a business and generates jobs, income, increases his share of capital, pays taxes correctly, keeps the work environment clean and organized, plans and monitors execution of what was planned. According to entrepreneurship is the awakening of the individual to the full use of their rational and intuitive potentialities. It is the search for self-knowledge in the process of permanent learning, in an attitude of openness to new experiences and new paradigms. In a simpler way, the entrepreneur is the one who innovates and does what has not yet been done, or also the one who adapts what already exists to fit a business opportunity. The creation of new companies creates advantages such creation of jobs, competitiveness and development of innovative business tools (Baggio & Baggio, 2014).

3. Tourism in developing economies: general ideas about the topic and the specific case of Cabo Verde

According to Lage and Milone (2001), tourism can be defined as any trip, under the economic focus, even if the individual who travels to a country or region comes to engage in paid work. In modern societies, tourism can be considered as a set of diverse economic activities, encompassing a series of market actions that produce wealth for many regions and countries (Maia & Borges, 2006). Tourism has been a constantly growing sector around the world. According with Telfer and Sharpley (2015), over the last 60 years, tourism has evolved into one of the world’s most powerful, yet controversial, socio-economic forces.

Indeed, one of the consequences of such development of tourism was the increasing contribution to the generation of jobs, revenues and taxes, in addition to raising the Gross Domestic Product (GDP), with an increase in the volume of investments and foreign exchange, when it comes to international receptive tourism (Maia and Borges, 2006). Generally speaking, tourism has effects not only on a country's economy but also affects the society and culture of a community. Another factor that has contributed and contributed greatly to the spread of tourism is globalization (Soares, 2007). This exchange of cultures is particularly important in developing economies. For these economies, “the nature of tourism demand has also changed and evolved over the last 20 years. Although the standardized, sun-sea-sand package holiday remains the most popular form of tourism, at least among tourists from the developed, Western world, there has been a dramatic growth in the demand for more individualistic, active/participatory forms of tourism that provide a broader or more fulfilling experience, as evidenced by, for example, the growth in demand for cultural tourism, adventure tourism, heritage tourism” (Telfer and Sharpley, 2015, p. 33). The importance of tourism is even more important if the developing country is a small island. Indeed, “islands do rely more heavily on tourism than non-islands for economic development, even though they have significantly lower numbers of tourist arrivals and tourism receipts” (Bojanic & Lo, 2016, p. 212). Bojanic and Lo (2016) however, stress the importance of such islands’ government plan properly the tourism activity or it can have a negative impact on economic development. They mention that if governments focus on sustainable tourism they can capitalize their location and gain competitive advantages.

Cabo Verde is one of the countries with the greatest potential for tourism in Africa. “Because of its geo-strategic position, connecting Africa, Europe and the Americas over the course of a decade or so, the tourism sector has flourished into a sustainable industry with the ability to compete in the international market” (Santos & Campo, 2014, p. 100). The boom of the tourism activity in Cabo Verde began in 1960, with the opening of the international airport on the island of Sal. A few years later, the opening of the Hotel Morabeza, marked the beginning of the island as a tourist destination. Since then, tourism has been one of the main vehicles for the growth of Cabo Verdean economy (Ribeiro, Valle, & Silva, 2013). Cabo Verde’s model of economic production changed – from an economy based in the primary sector and based on cooperation aid from developed countries and by remittances from emigrants, Cabo Verde had been declared by the World Bank (in 2007) in a middle-income economy with a greater focus on the tourism sector and on construction (López-Guzmán, Orgaz-Agüera, Martín, & Ribeiro, 2016). It has as main tourist attraction of the country the sun and the beach tourism, which can be enjoyed all year round due to the mild climate, the quality of the beaches and the marine environment with high ecological value, being considered as one of the main points of the world (Maia & Borges, 2006). Cabo Verde is also greatly admired because of its culture. Cabo Verde's music, gastronomy, habits and, mainly, the people are known for their "Morabeza", which, in Cabo Verde, means receiving and welcoming with friendship all those who go to the archipelago.

Tourism in Cabo Verde contributes to the economy in several different ways. “Whether paying for accommodation, visiting national parks, eating in restaurants or visiting attractions, these activities have a direct or indirect impact on the country’s economy” (Santos & Campo, 2014, p. 91). Nowadays tourism is considered strategic by the government and the economic agents of Cabo Verde due to the income it provides for the local businesses that are service providers, its ability to increase employment and maintain jobs, the collection of taxes to the local or regional government and the multiplier effects it causes. According with Santos & Campo (2014), the government has gained substantially from the tourism sector in terms of taxes that, at the same time aimed at stimulating a sustainable tourism by raising the level of quality and competitiveness of the sector, improving transport networks, developing adequate infrastructure and creating new opportunities in the rural areas as a means to reduce poverty.

Despite its potential, tourism development in the country faces difficulties, such as the lack of destination promotion, effective allocation of resources to the sector and the insufficient quality of some of the services provided (Ribeiro et al., 2013). The government has begun to take the first steps towards the modernization of tourism in the country, investing in infrastructure such as transport which is considered as an essential ingredient for the future of tourism and its growth. In fact, transportation-related problems can have an unfavourable impact on the tourist's vacation experience (Maia & Borges, 2006). However, there is a real perception of the urgent need to overcome these problems by planning and implementing more effective tourism policies. Government believes that, “as the number of tourists increase, the labour forces also increase, reducing poverty and improving the living conditions of the locals, thereby proliferating the propensity to generate more employment and encourage entrepreneurial activities” (Santos & Campo, 2014, p. 91).

4. Empirical analysis

4.1. Objectives and variables

The main objective of this research study is to understand how the tourism activity, measured by the number of firms in the sector of tourism, which can be used as a proxy variable to the entrepreneurial dynamics of the sector, is related to the evolution on the number of persons employed in those firms over the last 18 years. The availability of statistical data for those years and for all the islands of Cabo Verde allows to reach the goal proposed. The statistical data analysed in this document was drawn from the official website of the National Institute of Statistics of Cabo Verde (INECV) on 01.06.2018 (www.ine.cv). Several tourism indicators are available but in this research work just two will be analysed: the number of firms in each one of the Cabo Verde islands with inhabitants and the number of persons working on this firms. For the analysis and interpretation of the statistical data used in this work, several indicators of descriptive statistics, like the average, are calculated. Besides the average, also the annual growth rate and the average growth rate were calculated in order to better understand and analyse the evolution of tourism firms and persons employed on these firms in Cabo Verde during the 21st century.

4.2. Results: number of firms in the tourism activity

Table 1 presents the absolute number of tourism firms in the nine islands of Cabo Verde which are inhabited over the period of 18 years between 1999 and 2017. It is also possible to observe the evolution of the annual growth rate in the same period for each one of the islands.

Table 1: Evolution of the number of tourist's firms in the 9 inhabited islands of Cabo Verde between 1999 and 2017 and its annual growth rate

Anos	Santo Antão		São Vicente		São Nicolau		Sal		Boavista		Maio		Santiago		Fogo		Brava	
	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %	Nº	Var %
1999	6	---	11	---	8	---	14	---	6	---	2	---	22	---	7	---	3	---
2000	11	83,3	12	9,1	8	0,0	17	21,4	6	0,0	2	0,0	22	0,0	7	0,0	3	0,0
2001	11	0,0	12	0,0	7	-12,5	17	0,0	6	0,0	3	50,0	22	0,0	7	0,0	3	0,0
2002	11	0,0	12	0,0	6	-14,3	19	11,8	7	16,7	3	0,0	23	4,5	9	28,6	3	0,0
2003	13	18,2	14	16,7	7	16,7	23	21,1	7	0,0	3	0,0	25	8,7	9	0,0	4	33,3
2004	14	7,7	16	14,3	7	0,0	24	4,3	6	-14,3	3	0,0	26	4,0	7	-22,2	5	25,0
2005	17	21,4	21	31,3	6	-14,3	32	33,3	13	116,7	3	0,0	27	3,8	8	14,3	5	0,0
2006	19	11,8	20	-4,8	6	0,0	34	6,3	14	7,7	3	0,0	31	14,8	10	25,0	5	0,0
2007	20	5,3	24	20,0	6	0,0	34	0,0	14	0,0	4	33,3	33	6,5	10	0,0	5	0,0
2008	20	0,0	24	0,0	6	0,0	34	0,0	19	35,7	4	0,0	36	9,1	10	0,0	5	0,0
2009	23	15,0	28	16,7	6	0,0	35	2,9	19	0,0	5	25,0	38	5,6	14	40,0	5	0,0
2010	25	8,7	27	-3,6	6	0,0	27	-22,9	19	0,0	4	-20,0	42	10,5	23	64,3	5	0,0
2011	29	16,0	32	18,5	8	33,3	27	0,0	21	10,5	7	75,0	43	2,4	22	-4,3	6	20,0
2012	32	10,3	33	3,1	8	0,0	30	11,1	22	4,8	7	0,0	46	7,0	21	-4,5	8	33,3
2013	39	21,9	32	-3,0	7	-12,5	31	3,3	20	-9,1	7	0,0	50	8,7	26	23,8	10	25,0
2014	41	5,1	37	15,6	9	28,6	30	-3,2	21	5,0	8	14,3	51	2,0	23	-11,5	9	-10,0
2015	42	2,4	40	8,1	9	0,0	28	-6,7	20	-4,8	9	12,5	49	-3,9	22	-4,3	7	-22,2
2016	42	0,0	41	2,5	9	0,0	29	3,6	22	10,0	9	0,0	50	2,0	22	0,0	9	28,6
2017	68	61,9	45	9,8	9	0,0	31	6,9	22	0,0	9	0,0	50	0,0	32	45,5	9	0,0

Source: Self-elaboration using data from INECV retrieved on 01.06.2018

Over the period in analysis, the island with more tourism firms was always the island of Santiago. However, in 2017, the island of Santo Antão start to be the island with more firms – 68 firms in the total. The island of Maio began in 1999 with just 2 companies, however, the island increased the number of companies and, in 2017, had a record of 9 companies, the same as Santo Antão and Brava. It should be refer that is not in analysis the dimension of the touristic firms (establishments). In some islands, there are less firms but the ones that exist are big resorts while in other islands the biggest number of firms can be explained by the small dimension of the touristic establishments. Table 2 shows the average number of companies in the period 1999 and 2017 for all inhabited islands of the archipelago and also the average annual growth rate of the number of firms on Cabo Verde islands in the same period. This information will allow to understand how would

the average annual growth rate of the number of touristic firms if they had been created/destroyed at the same rate every year.

Table 2: Tourist firms in the islands of Cabo Verde between 1999 and 2017: average number and average annual growth rate

Islands	Average number (N)	Average annual growth rate (%)
Santiago	36,1	4,7
Sal	27,2	4,5
Santo Antão	25,4	14,4
São Vicente	25,3	8,1
Fogo	15,2	8,8
Boavista	14,9	7,5
São Nicolau	7,3	0,7
Brava	5,7	6,3
Maio	5,0	8,7

Source: Self-elaboration using data from INECV retrieved on 01.06.2018

The island of Santiago is the island with the highest average number of touristic companies in Cabo Verde, by year over the period, with an average of approximately 36 companies, followed by the islands of São Vicente and Sal with averages of approximately 25 and 27 firms, respectively. The island of Maio is the island with the smallest average of companies in Cabo Verde by year (5), in the period under analysis. Between 1999 and 2017, the island of Santo Antão was the island with the highest average growth rate in relation to the number of companies (14,4%), followed by the island of Fogo (8,8%). The island of São Nicolau and the island of Sal had the lowest rate of growth (0,7% and 4,5%, respectively). Although the island of Sal presents the second lowest rate of growth of the archipelago, it remains the most touristic island in the country. In the larger islands, more companies are being created but they are smaller. On the island of Sal there are fewer but large companies. The island has large hotels and resorts, restaurants and other large tourist establishments, prepared to receive most of the tourists that visit the archipelago.

A study made by Sánchez Cañizares, Núñez Tabales and Fuentes García (2014, p. 94) regarding the São Vicente local residents' attitudes towards the impact of tourism development found the island has "enormous potential for the development of culture as well as sun and beach tourism. However, in order for tourism on the island to be sustainable and ensure that the residents perceive the benefits to be gained from tourism, greater participation by local residents in tourism initiatives is needed. In this respect, public agencies, NGOs and universities (both domestic and international) play a significant role and should make a commitment to training and heightening the awareness of a predominantly young population. By doing so, the island would become a model of how well-managed tourism can produce a high degree of satisfaction among residents while allowing for sustainable growth".

4.3. Results: number of people employed in firms in the tourism activity

Table 3 presents the absolute number of people working in tourist firms in the nine islands of Cabo Verde which are inhabited over the period of 18 years between 1999 and 2017. It is also possible to observe the evolution of the annual growth rate in the same period for each one of the islands.

Table 3: Evolution of the number people working in tourist firms in the 9 inhabited islands of Cabo Verde between 1999 and 2017 and its annual growth rate

Years	Santo Antão		São Vicente		São Nicolau		Sal		Boavista		Maio		Santiago		Fogo		Brava	
	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %	Nº	VAR %
1999	26		228		27		664		110		...		416		62		12	
2000	39	50,0	246	7,9	27	0,0	861	29,7	181	64,5	...		422	1,4	48	-22,6	7	-41,7
2001	45	15,4	251	2,0	25	-7,4	1 006	16,8	219	21,0	25		418	-0,9	50	4,2	7	0,0
2002	48	6,7	227	-9,6	18	-28,0	1 073	6,7	187	-14,6	26	4,0	395	-5,5	62	24,0	7	0,0
2003	83	72,9	238	4,8	27	50,0	1 258	17,2	163	-12,8	25	-3,8	421	6,6	56	-9,7	10	42,9
2004	85	2,4	272	14,3	20	-25,9	1 251	-0,6	49	-69,9	20	-20,0	419	-0,5	31	-44,6	18	80,0
2005	101	18,8	326	19,9	16	-20,0	1 721	37,6	505	930,6	24	20,0	436	4,1	56	80,6	14	-22,2
2006	110	8,9	322	-1,2	18	12,5	1 774	3,1	459	-9,1	21	-12,5	507	16,3	64	14,3	15	7,1
2007	154	40,0	366	13,7	23	27,8	2 038	14,9	228	-50,3	19	-9,5	549	8,3	59	-7,8	14	-6,7
2008	146	-5,2	373	1,9	21	-8,7	1 978	-2,9	895	292,5	24	26,3	559	1,8	68	15,3	17	21,4
2009	147	0,7	400	7,2	25	19,0	1 922	-2,8	910	1,7	30	25,0	591	5,7	79	16,2	16	-5,9
2010	143	-2,7	324	-19,0	20	-20,0	1 654	-13,9	1 152	26,6	17	-43,3	639	8,1	94	19,0	15	-6,3
2011	181	26,6	365	12,7	34	70,0	2 027	22,6	1 776	54,2	22	29,4	643	0,6	114	21,3	16	6,7
2012	209	15,5	369	1,1	35	2,9	2 104	3,8	1 802	1,5	23	4,5	705	9,6	114	0,0	24	50,0
2013	213	1,9	384	4,1	28	-20,0	2 469	17,3	1 766	-2,0	25	8,7	712	1,0	130	14,0	28	16,7
2014	203	-4,7	425	10,7	35	25,0	2 938	19,0	1 788	0,1	21	-16,0	755	6,0	110	-15,4	27	-3,6
2015	227	11,8	473	11,3	38	8,6	2 914	-0,8	1 794	1,5	25	19,0	818	8,3	116	5,5	21	-22,2
2016	230	1,3	515	8,9	37	-2,6	4 070	39,7	1 910	6,5	25	0,0	819	0,1	110	-5,2	26	23,8
2017	396	72,2	511	-0,8	36	-2,7	4 936	21,3	1 918	0,4	28	12,0	844	3,1	132	20,0	24	-7,7

Source: Self-elaboration using data from INECV retrieved on 01.06.2018

The island of Santo Antão, until 2007, managed to maintain a positive growth rate, from 2014 to 2017 the island had positive growth rates, having reached a growth rate of 72,2%, with 396 people working in tourist establishments. The island of São Vicente is the 4th island with more people working in tourist establishments in Cabo Verde. The island of São Nicolau along with the island of Brava are the islands that have negative growth rates more often. The island of Sal has always had a large number of people working in tourist establishments, due to the size of the island. The highest growth rate on the island is 39,7% (in 2016) with an increase in the number of people working in the tourism sector – 2 914 to 4 070. The island, although it is the island with more people in service, registered some negative rates, with the highest negative rate for the period from 2009 to 2010. Boavista presented a high growth rate between 2004 and 2005. The island's most recent record is positive, and by 2017 the island had the second largest number of people working. The island of Maio, compared to other islands, has a small number of people working in tourist establishments. The island of Santiago, although not the island with more people working in the tourist service, is the island with the lowest negative growth rates. Brava Island, is the island that least has people working in the tourism area, presenting the most negative rates.

Table 4 presents information regarding the average of persons employed in the tourism firms, in each one of the inhabited islands, in analysis, over the 18 years under study, and the average annual growth rate of the number of persons employed in the firms operating in the tourism sector over the same period.

The island of Sal is the island with the highest average number of people working in tourist establishments, with an average of 2 035 people working in the tourism industry (establishments) per year between 1999 and 2017. It is followed by the island of Boavista (936 people working).

Table 4: Persons working in tourist firms between 1999 and 2017: average number and average annual growth rate of the employment in the sector.

Islands	Average number	Average annual growth rate
	(N)	(%)
São Vicente	2 035	11,8
Fogo	936	17,2
São Nicolau	583	4,0
Sal	348	4,6
Santiago	147	16,3
Brava	82	4,3
Santo Antão	27	1,6
Boavista	24	0,7
Maio	17	3,9

Source: Self-elaboration using data from INECV retrieved on 01.06.2018

The island of Brava is the island with less people working in touristic establishments, in average, during the period in analysis (17 per year). Boavista Island is the island with the highest average annual growth in the period of study (17,2%). Following the island of Boavista, Santo Antão is the second island with the highest average, represented with an average annual growth of 16,3%. In the third position is the island of Sal (11,8%). The island of Maio is the island with the lowest average, with an average annual growth of only 0,7%, followed by the island of São Nicolau (1,6%).

4.4. Relationship that exist between entrepreneurship and tourism activity in Cabo Verde

Cabo Verde has already shown interest in exploring its potential tourist attractions. The archipelago has focused a lot on tourism and the advantages that this activity brings to its islands, and economy. It is cultivating an entrepreneurial culture in the Cabo Verde islands that is an asset to all the country and not only for each one of the islands. An entrepreneur is much more than someone who has decided to open their own business, is someone who brings together a number of characteristics that leads to success. However, this does not mean that some people are born ready, on the contrary, we can all develop an entrepreneurial spirit. Encouraging the population to become an entrepreneur is the best way to reconcile unemployment and the opportunities that come with tourism.

The island of Sal and the island of Boavista, are the two islands with the most tourist arrivals in Cabo Verde but these islands present a rate of creation tourist establishment low compared to the other countries. These two islands should take advantage of the fact that they are the two islands most chosen by tourists and make the general population take advantage of this, not just working at the stations offered by the various hotels mostly owned by foreigners. Indeed, is a fact that the latest tourist developments that has taken place in Cabo Verde, together with the associated boom in the construction industry, has allowed economic growth. “This development has arisen by two different processes: on the one hand, through the creation of large resorts, mainly on the islands of Sal and Boavista and funded by foreign capital, especially European capital; on the other hand, through the creation of small hotels and businesses that provide tourism-related services in the other islands. These concerns are mainly financed with local capital, some of which is derived from emigrants' remittances” (López-Guzman et al, 2016, p. 15).

Unfortunately in Cabo Verde, the advantages of undertaking are unknown to many and this lack of information and training prevents Cabo Verdean entrepreneurs from seeing an opportunity to improve their lives. It is important to raise awareness about the importance of entrepreneurship and guide of the community toward this activity.

5. Concluding remarks

As a conclusion to this research work it can be stated that tourism and entrepreneurship are two activities that can be thought together, taking advantage of the opportunities that each one offers to the other. In Cabo Verde, there is a clear intention to create one's own business – that idea is already present in the minds of people. However, it is important to motivate citizens and provide training to help create a solid project that has a chance of overcoming the barriers that exist in the labour market. Tourism activities, namely touristic supply, are increasing year by year in Cabo Verde. A great tourist flow causes more consumption, which consequently leads to more production and, consequently, more demand for labour (skilled labour, mostly).

In Cabo Verde entrepreneurship is more noticeable in the larger islands, such as Santiago and Santo Antão. Official data from the National Institute of Statistics of Cabo Verde show that Santiago and Santo Antão are the islands that have the highest growth rate in relation to the creation of tourism companies, but it is not the islands that receive more tourists. The most touristic islands of the archipelago are the islands of Sal and Boavista. Even though the number of tourism companies created is smaller than the other islands, since these two islands have larger companies than the others. Great chains of hotels and resorts are some of the features that allow these islands to be the preferred choice of tourists visiting Cabo Verde. Observing the opportunities of the country and enriching the tourist offer, benefits both those who visit Cape Verde and those who seek a source of income. Indeed, “the local community perceives that tourism brings economic opportunities – especially for a population whose traditional fate was to emigrate – and has other positive impacts such as increased investments in infrastructures and higher quality hospitality and retail establishments” (Sánchez Cañizares, 2014, p. 87).

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