

Research on the Countermeasures for the Development of the Tourism Hospitality Industry in Cape Verde

Raul Jorge Duarte Soule, Fu Wei Zhong, Kaled Abdallah Inssaf

Abstract— Cape Verde islands is in the Atlantic Ocean, near the western coast of the African continent, is a typical example of a quality tourist destination on the in African continent and region, and has been leading the tourism development in Africa. An attempt to review the milestones of Cape Verdes hospitality industry, revealed how it has been growing as well as the issues it faces the development of modern tourism in Cape Verde has been accompanied by the growth of the tourism hospitality industry in Cape Verde over the decade. However, there has been little academic research work done on Cape Verde's hospitality industry. Cape Verde is a typical example of a quality tourist destination on the in African continent and region, and has been leading the tourism development in Africa. An attempt to review the milestones of Cape Verde's hospitality industry, revealed how it has been growing as well as the issues it faces. Objectively, discussing the opportunities and countermeasures for its development will be crucial to the sustainable development of Cape Verde's hospitality industry, as well as the tourism development in Africa.

Index Terms— Cape Verde; tourism hospitality; development issues; improvement measures

I. INTRODUCTION

Cape Verde is located at the intersection of Europe, America and Africa, which functions as a depot for ocean vessels and large aircrafts, a highly accessible geographical location. Cape Verde has warm and agreeable weather, and has been recognized for its special ethnic composition and historical culture, sustained political stability, clean and practicable government, standardized management. Its emigrants are scattered all over the world, with the high national education level, diverse marine and tourism resources, and favorable investment policies. Recently, with the booming of the world's tourism industry, the requests of tourists for international tourism have been gradually served, a growing number of tourists yearn for exotic culture and take free time to go abroad in order to

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Mr. Raul Jorge Duarte Soule, Management Department, Hefei University of Technology, Hefei, China

Dr. Fu Wei Zhong, Management Department, Hefei University of Technology, Hefei, China

Ms. Kaled Abdallah Inssaf, Management Department, Hefei University of Technology, Hefei, China

experience distinctive living state, folk customs and natural landscape. Many international tourists have begun to identify Africa as their tourist destination to see the fresh and marveling experience from African civilization and exotic customs. Among all African tourism destinations, Cape Verde is regarded as the preferred tourist destination for its exceptional natural conditions and geographical location. Cape Verde has identified the tourism industry as a strategic pillar industry of the national economy, which not only shows the important role of tourism, but also suggests that tourism, has been an integral part of people's life, and reflects the enormous economic benefits from the tourism industry.

This paper is divided in 5 sections. The first section is the introduction. The literature review pertaining to the subject in the second section, it defines and exposes the research related to tourism Industry. Third section exposes the Research Methodology. Fourth section presents the results from the survey analyses and gives and recommendation for more reasonable and standardized sustainable development of Cape Verde's hospitality industry.

II. LITERATURE REVIEW

A. Concept of Tourism industry

Tourism industry mainly refers to a closely associated tourism industry chain webbed and formed by all elements after the elements of traditional tourism industry are further expanded, with the rapid development of Cape Verde's tourism industry. The tourism industry has three major dynamic effects: direct consumption power, industrial development power, and urbanization power. In this process, the development of tourism industry will make this region accessible to value enhancement effect, brand effect, ecological effect and happiness value effect. Traditionally, the elements of tourism industry are food, shelter, and means of traveling, sightseeing, shopping, and entertainment. The tourism industry export Feng Lin reported that the elements of the tourism industry have now expanded into food, shelter, and means of traveling, tourism, shopping, entertainment,

sports, conferences, health care, media advertising, organization, and facilities. These elements are webbed and integrated into portfolios to form the following 9 sectors, which in turn constitute a closely associated tourism industry.

B. Related research on tourism industry.

Many foreign scholars' research on tourism industry mainly analyzes and evaluates the development of regional tourism industry, the status quo of tourism industry development in a certain region or region, existing problems and development trends. It also analyzes and verifies the internal factors that affect the development of tourism in the region.

[1] Hunter (1996) believes that the development of tourism is due to the long-term stable development of social productivity, the improvement of people's living standards, the availability of sufficient time and energy, and the ability to travel abroad. The needs of tourists seeking new and different needs, the differences in environmental resources and culture. The promotion of construction has been improved. Foreign studies on the structure of tourism industry are mainly from the concept of tourism industry, the classification and classification of tourism industry, and the evolution and development of tourism industry structure for a long time.

[2] Chris Cooper, John Fletcher, David Gilbertand, and Stephen Wanhill (2005) argue that the tourism industry structure is divided into hotel services based on a comprehensive study of the specific spending items of tourists in the UK on food, shelter, entertainment, travel shopping, entertainment services, etc.

[3] LaPierre.J and Hayes (2006) based on the knowledge and evaluation of tourists, based on the analysis of Canadian TSA data; the tourism industry is summarized as tourism, accommodation, food and beverage industry and mainly including tourism, entertainment, travel agencies, etc. Several other industries in the tourism industry.

[4] Dimitri Loannides and KeithG·Debbage (2016) believe that tourism is a comprehensive development of integrated industries. From the perspective of self-service FIT tourists, the industrial structure of tourism industry includes: transportation, tourism and real estate, facilities and equipment. The rental and leasing industry mainly includes the management and maintenance of the travel agency industry, the tour business, the management of waste sorting and treatment, and the medical service industry.

Cape Verde's research on the tourism industry has the following outstanding representatives.

[5] Tang Liuxiong (2016) believes that from a large scale, between the tourism industry and other industries, from a small scope, there are certain factors within the tourism industry. The relationship and the need for mutual integration. The research on the development of regional tourism industry mainly studies regional tourism cooperation, operation mode, and regional coordination of tourism industry and development of tourism industry in a certain area. Some scholars have also studied the rationalization, high-level and comprehensive optimization of regional tourism industry structure.

III. RESEARCH METHODOLOGY

A. Selection of research subjects

This paper is mainly a survey of the satisfaction of travel customers visiting Cape Verde on the experience of local hotel accommodation and service quality. Therefore, the research object is mainly for Chinese tourists in Cape Verde. This paper selects several star-rated hotels with high visibility in Cape Verde, and investigates the Chinese tourists who are staying in it, and conducts a questionnaire survey on their living experience and the overall quality of the Cape Verde tourist hotel.

B. Design and distribution of the questionnaire

This study is based on the questionnaire design of the tourist satisfaction experience of Cape Verde Hotel. The problem is mainly for Chinese tourists. The main problem is to understand the tourist satisfaction experience, hotel quality, and service quality satisfaction, as the survey data. .

This survey was conducted in response to the evaluation results of the Cape Verde Hotel's tourist satisfaction experience. The Cape Verde Hotel mainly chose the more famous star-rated hotels in Cape Verde, and the Chinese tourists who stayed at the hotel were the research subjects. The researcher randomly selected 200 Chinese tourists as the survey objects, and intuitively reflected and reflected the development status of Cape Verde Hotel through the visual evaluation of tourists. The Chinese tourists who traveled to Cape Verde issued a total of 200 questionnaires, all of which were effectively collected. However, after the questionnaires were collected, the invalid questionnaires were screened, 15 invalid questionnaires were screened out, and 185 valid questionnaires were collected. The efficiency of questionnaire collection was as high as 92.5%.

IV. RESULTS AND DISCUSSIONS

Based on table 1 survey statistics, it can be seen that: In terms of gender structure, the male and female tourists who participated in the evaluation of Cape Verde Hotel had little difference, and the number was basically the same; In terms of age structure, most of the tourists who participated in the evaluation of Cape Verde Hotel were 18-25 years old, followed by tourists aged 26-45, and the tourists under 18 years old were the least, and this is the age of demand for financial services for tourists. More consistent than the basic, with a certain degree of investigation credibility; It can be seen from the cultural structure of the academic qualifications that the overall cultural level of tourists participating in the evaluation of Cape Verde Hotel is relatively high, with 59.7% of the students with a bachelor degree or above, and 18.6% of those with a master's degree or above. The tourist culture level of the hotel is generally high, and it has the foresight awareness of asset management. In terms of income level, it can be seen that

tourists in the range of 5000-8000, accounting for 22.4%, mostly in the range of 3000-5000, accounting for 46.7%, follow the tourists who participated in the evaluation of Cape Verde Hotel. There are relatively few tourists under 3,000 Yuan, and there are relatively few tourists with more than 10,000 Yuan. The overall income is mainly for middle-income tourists. Therefore, in general, the income level of tourists booking Cape Verde hotels is relatively average. The main group of income tourists.

Table1: Table of Basic Condition for Tourists at Cape Verde Hotel

Basic variable	Variable classification	Frequency	Effective percentage (%)	Cumulative percentage (%)
Sex	Female	159	53.1	53.1
	Male	141	46.9	100.0
	Total	300	100.0	
Age	Under 18	39	12.9	12.9
	18-25	111	37.0	49.9
	26-45	71	23.8	73.7
	45-60	50	16.5	90.2
	60 years old or older	29	9.8	100.0
	Total	30	100.0	
Education	High school and below	10	3.4	26.7
	College and vocational colleges	55	18.3	58.4
	Bachelor	179	59.7	88.1
	Master degree and above	56	18.6	100.0
	Total	300	100.0	
Career	Corporate staff	89	29.7	39.7
	Government, institution staff	23	7.7	17.4
	Business and service operators	84	28.0	44.8
	Student	24	8.0	66.1
	Retired staff	12	4.1	70.2
	Agricultural worker	27	9.0	79.2

	Soldier	20	6.6	85.8
	Other practitioners	20	6.8	100.0
	Total	300	100.0	
Income	Less than 3,000 Yuan	11	3.7	10.2
	3001~5000元	140	46.7	56.9
	50001~8000元	65	22.4	79.3
	8001~10000 元	35	11.7	97.0
	10000 or more	29	9.6	100.0
	Total	300	100.0	

(1) Tourist evaluation of accommodation prices

As can be seen from the figure below, the overall recognition of the price of Cape Verde hotels is relatively low. 45.2% of the tourists gave a bad evaluation of the price standards of the hotel, and considered that the fees were too high, and the service standards provided by the hotel were Not consistent; 36.5% of the visitors gave a general evaluation and also questioned the price of the hotel; only 18.3% of the visitors gave praise, which indicates that most tourists generally believe that the price of the Cape Verde hotel is relatively high, and the hotel The hardware and software conditions are not very consistent.



Figure(1) Visitor evaluation data of Cape Verde hotel price

(2) Visitor evaluation of hotel environmental facilities

As can be seen from the figure below, most tourists are not satisfied with the overall accommodation and service facilities provided by Cape Verde Hotel. 56.2% of the visitors think that the hotel's environmental facilities are relatively average, even 19.2%. Visitors believe that the hotel's environmental facilities are relatively poor, but 24.6% of tourists are satisfied with the hotel's environmental facilities. However, on the whole, the environmental facilities of the Cape Verde Hotel are generally more general and do not meet the expectations of tourists.

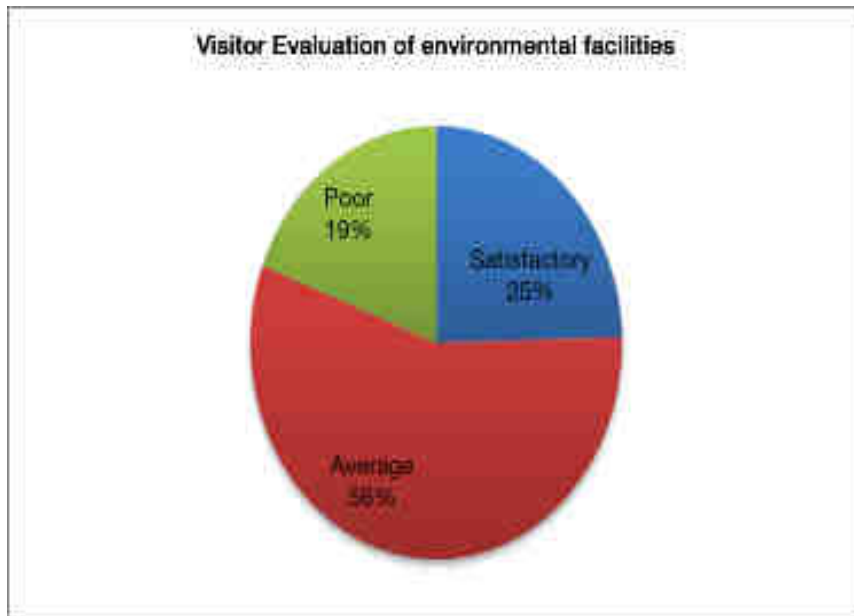


Fig (2) Statistics of tourists' evaluation data of environmental facilities in Cape Verde Hotel

(3) Visitor evaluation of service quality

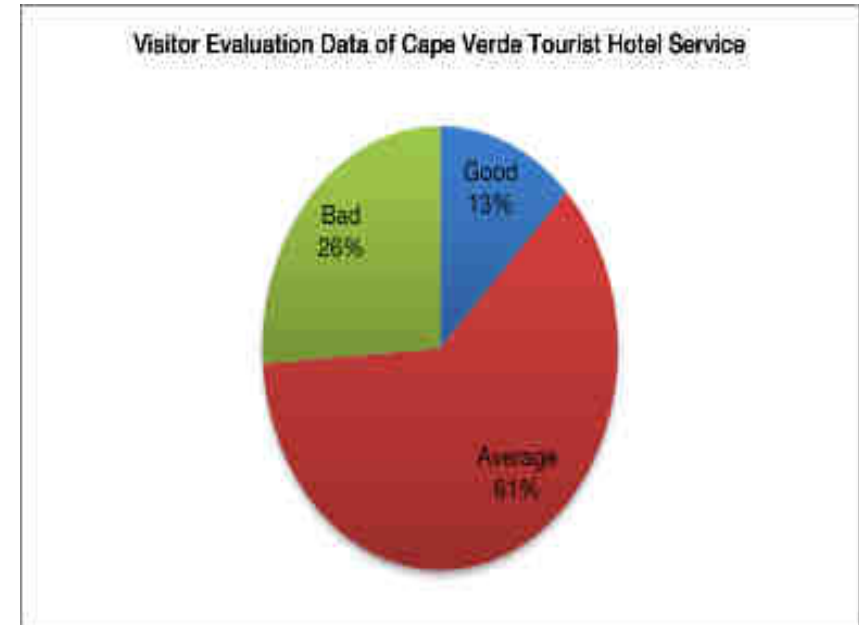
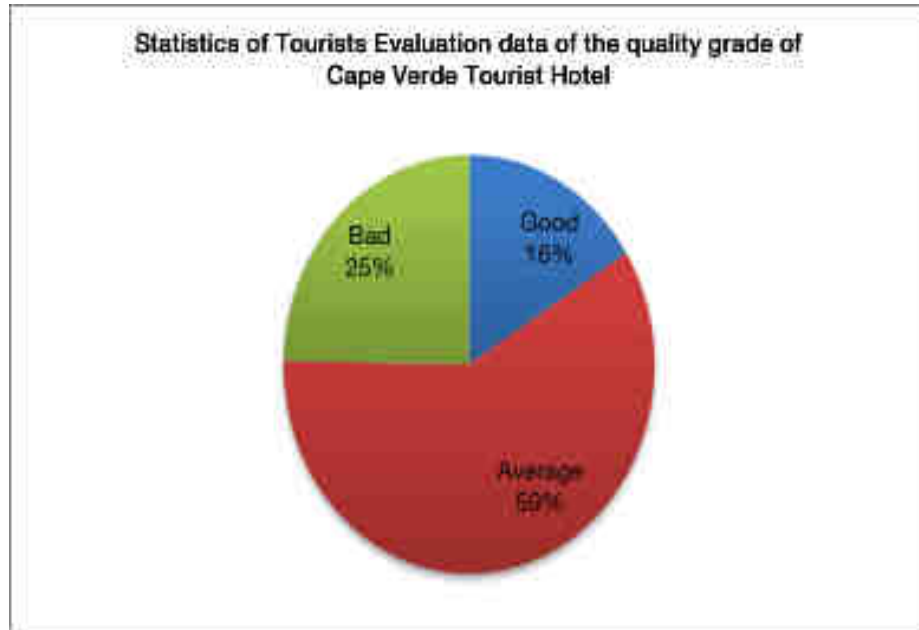


Fig (3) Visitor evaluation data of Cape Verde tourist hotel service

As can be seen from the above figure, tourists generally rated the service quality of the Cape Verde Hotel in general; only 12.6% of the visitors who received good service quality, and 26.1% of the tourists gave bad reviews, of which 61.3% were tourists. The given is also a relatively general evaluation, the overall network response is more general, and the quality of service is not satisfactory

4. Visitor evaluation of quality grade

As can be seen from the figure below, the tourists are not satisfied with the quality of the five hotels. 24.7% of the quality grades of the hotel were given a bad rating, and 59.2% of the visitors thought that the quality grade was relatively average, only 16.1% of tourists think that the quality of the hotel is relatively good, so comprehensively, the overall reputation of the Cape Verde Hotel in terms of quality is not relatively good.



Fig(4) Statistics of tourists' evaluation data of the quality grade of Cape Verde Tourist Hotel

5. Survey on tourist satisfaction of Cape Verde's hospitality industry

As shown below, the overall satisfaction of tourists of Cape Verde's tourist hotels is relatively low, only 2.4% of international tourists are very satisfied with the living and dining after experiencing the hotel service; 11.2% of international tourists are satisfied with the basic service of Cape Verde's tourist hotels; in which, 34.5% think that the room rate of Cape Verde's tourist hotels is higher, but the service quality is relatively average, which is much beyond the initial expectation, so the overall satisfaction evaluation is average; 31.6% are not satisfied and maintain that Cape Verde's tourist hotels deliver relatively poor

experience, which is far away from satisfaction; and 20.3% are very dissatisfied and maintain that Cape Verde's tourist hotels need to be further improved in many aspects.

V. RECOMMENDATIONS

This survey fully reveals that Cape Verde's tourist hotels are not established in many aspects, resulting in dissatisfaction of international tourists. Hotel service quality is very important in the overall dissatisfaction evaluation, and the primary reason for lower subjective evaluation of tourists. The evaluation of tourists staying in Cape Verde's hotels show that tourists are dissatisfied with Cape Verde's hotels in the following five aspects: Environmental facilities, Catering projects, Quality of servants, Cape Verde's exotic characteristics are not reflected, Service management level. Based on the above analysis of the problems arising from the development of Cape Verde's tourism industry, this paper puts forward the suggestions for improvement in the following five aspects to achieve a more reasonable and standardized sustainable development of Cape Verde's hospitality industry.

- Optimization of the positioning of Cape Verde's hospitality industry
- Reasonable development strategy for Cape Verde's tourist hotels in peak and off season
- Optimization of Macro Management of Cape Verdean Government
- Promote the branding process of Cape Verde's tourist hotels
- Foster a new marketing concept and use new marketing technologies

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