

ANALYSING THE POTENTIAL OF WINE TOURISM OF THE ISLAND OF FOGO (CAPE VERDE)

Tomás López-Guzmán
University of Córdoba

Ana María Castillo Canalejo
University of Córdoba

José María Cerezo López
University of Córdoba

The relationship between agriculture and tourism is allowing for improved economic development in rural areas and is improving tourists' experiences. The literature highlights that both sectors can be complementary and can develop in conjunction with each other, generating wealth and creating jobs. This paper presents an analysis into the potential of wine tourism on the island of Fogo. To this end, the results of fieldwork carried out on the island are presented, consisting of an analysis of tourists' evaluation of aspects related to wine and cuisine. The main results show that the wine sector is developing on the island, as well as areas associated with wine such as cuisine and craftwork, highlighting the importance of hospitality and the creation of tourism routes. It can therefore be concluded that the promotion of wine tourism could create links between agriculture, culture and tourism which could lead to greater socioeconomic development.

Keywords: *Wine tourism, rural areas, economic development, islands, Cape Verde, Africa*

JEL Classification: *L83, M1, O1*

INTRODUCTION

Tourism is constantly subject to changes and it currently aims to respond to increasingly demanding tourists who are seeking a more active experience. As a result of these changes, thematic tourism – which highlights elements related to the recovery of cultural, social and



environmental heritage in various areas – has improved. Consequently, over the last few years, a commitment has been made to all elements linked to culinary tradition and wine (in short, with historical and cultural elements) as a reflection of an area's individual identity. In this sense, wine and tourism (linked to local cuisine) appear to create a perfect symbiosis, allowing tourists to appreciate a distinct product and discover a new destination, consequently bringing about economic development in certain rural areas while following the concept of sustainable development. According to Steward *et al.* (2008) this kind of tourism promotes and suggests the idea that cuisine, wine and, more specifically, culture can be – and often are – the main attractions for visiting a certain region and not necessarily a second (or complementary) attraction for the trip. In this sense, it is important to remember that wine is a reflection of a town's cultural, social and patrimonial heritage. In other words, it reflects the particular idiosyncrasy of a town's inhabitants, leading this kind of tourism product to be defined in the largest sense as “the wine landscape” (Brunori and Rossi, 2000).

At the same time, wine tourism can act as a means of reviving certain rural areas and therefore allow the inhabitants of these areas to obtain complementary (but never alternative) economic resources to traditional primary sector activities.

The aim of this paper is to analyse how wine production in rural areas could contribute to the development of tourism on the island of Fogo which would, in turn, lead to greater wealth generation and an increase in the number of jobs. Furthermore, this paper will also attempt to reinforce existing studies which have been carried out on wine tourism in Africa.

BACKGROUND

Following on from Getz and Brown (2006), wine tourism can be defined simultaneously as a form of consumer behaviour, a development strategy for the area and its wine market and a promotional opportunity for wineries to sell their products directly to the consumer. Hall *et al.* (2000) consider wine tourism to be the experience of visiting vineyards, learning about wineries and attending festivals and wine demonstrations for which tourists' main motivation is wine tasting and/or the experience of its qualities. The origin of the studies dedicated to wine tourism date back to the mid nineteen-nineties when they were mainly based in Australia and New Zealand. These first studies concentrated mainly on two aspects: firstly, the analysis of the socioeconomic impact of wine tourism in rural areas and, secondly, the study of the behaviour of tourists

in wineries (Hall, 1996; Getz, 2000). Two studies marked the beginning of research into this field, namely "Wine tourism around the world" (Hall et al., 2000) and "Explore wine tourism" (Getz, 2000).

The literature documents wine routes in Australia (O'Neill and Charters, 2000, 2010), Canada (Hashimoto and Telfer, 2003), Chile (Kunc, 2009), France (Charters and Menival, 2011), Greece (Alebaki and Lakovidou, 2010), Hungary (Szivas, 1999), Portugal (Bras et al., 2010) and Spain (López-Guzmán et al., 2011). A wine route is designed to do more than offer the opportunity for a mere tasting of good wine (accompanied by the favours of the local cuisine) these routes do in fact allow the tourist to experience socio-cultural and environmental factors being that wine, and it's composition, reflects the cultural heritage of an entire geographical area and reinforces it's natural conditions. Although similar in terms of their content, these socio-cultural and environmental factors allow each route to be structured differently, having been witness to the typical values of the land where it is located (Bruwer, 2003). Similarly, the wine route also makes it possible to respond to the search for the area's differential and traditional values which leads to tourist satisfaction.

There are currently several areas of research open in the field of wine tourism. Therefore, with the aim of ascertaining the current state of the issue through various studies, Mitchell and Hall (2006) propose that lines of research into wine tourism should be grouped into seven categories. These categories are: wine tourism product, wine tourism and regional development, quantifying demand, wine tourist segmentation, behaviour of visitors, type of visit to the winery and food safety.

Wine routes allow for the development of the geographical areas in which they are created. In this sense, Telfer (2001) considers it necessary to establish strategic alliances for the economic development of the area which will lead to both private and social benefits (for example, improving the roads in the area). Thus, some studies (Telfer, 2001; Correia et al., 2004; Tomljenovic and Getz, 2009) conclude that collaboration must be developed between private and public companies in order for this to work. They suggest that collaboration should be in the form of certain alliances - in some cases formal alliances - which coordinate the creation (and development) of this tourism product in a determined destination. Therefore, the development of tourism services and complementary services together with the necessary marketing of the tourism product is fundamental (Jurincic and Bojnc, 2009).

The creation of a wine route involves defining one or various itineraries in the selected area. They should be signposted perfectly,

indicating the location of the various wineries and other locations related to wine, as well as providing information about historic sites or other places of interest (Hall et al., 2000). Moreover, the routes must help to develop the area economically, socially, environmentally and culturally. Generally they should be located in a rural setting, with the aim being that the tourist has experiences based on knowledge, appreciation and sampling of wine. Ultimately, they should act as means of attaching value to rural tourism in the area and, in short, developing the area socioeconomically. The creation of a wine route is also an opportunity to create synergies between different areas of tourism, such as rural tourism (supporting accommodation above all), culinary tourism (through the sampling of typical local dishes) and cultural tourism (through the consideration of different man-made buildings and/or natural landscapes), while at the same time having the objective of strengthening the area's agricultural sector (Tassiopoulus et al., 2004). As a result, this type of tourism can increase tourists' motivation to visit a specific place, reinforcing the typical activities found in that area (Marzo-Navarro and Pedraja-Iglesias, 2012). The various components related to the wine tourism experience are represented in Figure 1.

Figure 1. Components of the wine tourist's experience

Visit to wineries
Sampling of culinary specialities
Purchases
Visit to a wine information centre
Silence, Countryside, Heritage

Source: Adapted from Brunori and Rossi (2000)

Figure 1 demonstrates how a tourist route is based on a variety of elements. The main among these is the visit to wineries along with, logically, the consumption of culinary specialities typical to the area. In this sense, these elements serve to reinforce the relationship between wine and the region where it is produced (Hojean and Hunter-Jones, 2012). Following these two previous elements is the possibility to buy products related to wine, visits to ecological information centers, and finally everything related with the region, such as the landscape or its patrimony

(Brunori and Rossi, 2000).

Furthermore, according to Bruwer (2003), an interesting point to consider is that wine tourism develops in rural areas, which leads to greater promotion of these areas. At the same time, it favours small wineries without adequate channels of product promotion which could improve sales in the winery itself, while also improving the image of the destination thus increasing the number of tourists and improving local infrastructure (Tomljenovic and Getz, 2009).

In Africa, the analysis of wine tourism has mainly concentrated on South Africa, with contributions made by Preston-Whyte (2000), Nowers et al. (2002), Bruwer (2003), Demhardt (2003), Tassiopoulos et al. (2004) and Bruwer and Alant (2009). These studies have made it possible to confirm that wine tourism is one of the few national industries in the country to be located in rural areas and that it plays a fundamental role in regional development and job creation (Tassiopoulos et al., 2004). Moreover, this sector creates linkages and opportunities with the agricultural sector and with agrotourism and leads to a significant increase in the demand for agricultural products and services.

With regards to wine tourism on the island of Fogo, it is necessary to refer to wine tourism on other islands in the other two archipelagos in Macaronesia (where Cape Verde is found). These archipelagos are Madeira (Portugal) and the Canary Islands (Spain). The studies carried out into wine tourism in the Canaries include those by Alonso et al. (2008), Scherrer et al. (2009), Sheridan et al. (2009) and Alonso and Liu (2011). In the case of Madeira, studies have been carried out by Pestana Barros and Pinto Machado (2010). Both Madeira and the Canary Islands are two classic examples of traditional beach and sun destinations, where wine tourism is acting simultaneously as a complementary way to strengthen the destination's image and as a means of promotion through the marriage between the islands' wines and their cuisine (Alonso and Liu, 2011). Obviously, the tourism development on Cape Verde in general, and on the island of Fogo in particular, cannot be compared with the other archipelagos of Macaronesia, but can serve as a point of reference from which to analyze the relationship between beach and sun tourism and wine tourism. Similarly, the relationship between tourism and wine has been studied on other islands. In fact, wine production was in place before any tourism sector developed in these geographical areas (Freese, 2005), although in reality the development of tourism on these islands is markedly better. Due to this wine tourism could be an important link between both sectors and could prove a diversifying force economically in the aforementioned area. One example can be found on

the island of Santorini (Greece), where the introduction of wine tourism has made possible the creation of new tourism products, such as the reinforcing the lines of commercialization of this product (Freese, 2005).

DESCRIPTION OF THE GEOGRAPHICAL AREA

Cape Verde is an archipelago situated in the Atlantic Ocean. It is made up of ten islands (nine inhabited and one deserted), which together comprise an area of 4,033 km². The total population is around 500,000, although there is also a significant Diaspora which is estimated to be around a million people (African Development Bank, 2009). The Republic of Cape Verde was part of Portugal until it gained independence in 1975. Cape Verde is a current example of an African country where socioeconomic progress and democracy are a reality. The absence of natural problems (such as hurricanes and epidemics) and social problems (such as religious or ethnic conflicts) makes Cape Verde an attractive and safe tourist destination, although it is necessary to stress policies which fight against the existing level of poverty in certain areas of the country. Moreover, democratic stability, as demonstrated by the alternating of power between the two major political parties, awards the country with a high level of legal certainty.

At the end of the 20th century the economy of Cape Verde was based on remittances sent from emigrants, official development aid from other countries and income from air traffic. However, Cape Verde has undergone a vast economic transformation in the last decade. As a result, in 2007 the World Bank included the country on its list of Middle-Income countries. Also in 2007 the country signed a Preferential Agreement with the European Union and entered into the World Trade Organisation. As already mentioned, this economic transformation is - in part - due to tourism. Table 1 shows the number of foreign tourists arriving in the country, the income derived from tourism and the percentage contribution of the tourism sector to GDP for the period 2000-2010. This table clearly demonstrates the significant increase in tourism-related income and how tourism's contribution to the country's GDP has increased from a modest 9.1% to nearly 28% in only a decade. Furthermore, it highlights another positive element, namely the practically inexistent seasonality of tourism, which allows the country to maintain a uniform level of activity throughout the year as is the case with the islands of the Caribbean (Vanegas and Croes, 2003).

Table 1. Number of foreign tourists, income from tourism and impact of tourism on GDP (2000-2010)

Year	Foreign tourists	Income from tourism (millions of dollars)	Contribution to GDP (%)
2000	115,015	49	9.1
2001	134,169	54	9.5
2002	125,852	65	10.3
2003	150,048	135	15.9
2004	157,052	153	16.1
2005	197,844	177	16.6
2006	241,742	286	22.4
2007	267,188	426	28.1
2008	285,141	542	27.8
2009	287,047	n/a	n/a
2010	381,831	n/a	n/a

Source: Created for this study using information from the National Institute of Statistics of Cape Verde (NIS) (2012) and Central Bank of Cape Verde (2010).

Note: n/a – figures not available.

It is estimated that 24,000 people work in the tourism sector. This represents approximately 21% of total employment in Cape Verde which is estimated to be 115,000 (Twining-Ward, 2010). These figures are similar to those of Caribbean countries which have an employment rate of 25% and an employee to hotel room ratio of 1.33 (Bryan, 2001). Nevertheless, this ratio in Cape Verde is quite low, at 0.64 employees per hotel room (Mitchell, 2008). Moreover, it is estimated that for every 45 new tourists coming to the island, one direct and 0.9 indirect jobs are created (Vanegas and Croes, 2003). In accordance with this estimation, and taking into account the predictions that 600,000 tourists will visit

Cape Verde in 2013 (Direcção Geral do Turismo, 2010), 7,000 new job posts – directly and indirectly linked to tourism - should be created in Cape Verde. In other words, according to these estimations and predictions, 30% of the population should be employed in the tourism sector.

Tourism in Cape Verde is developing along two completely different routes. Firstly, through the creation of large resorts, generally financed by foreign capital and developed mainly on two islands (Sal and Boa Vista). Secondly, through the creation of small tourism enterprises, managed by the local community and financed in a major part by capital sent from the Diaspora population.

The economy of the island of Fogo is based fundamentally on agriculture and fishing. Due to the volcano which lends its name to the island, the land is very fertile and various agricultural products are cultivated, with wine and coffee being the most important. In addition to this, a large proportion of the island's residents receive remittances sent by emigrants living in the United States and other countries. Fogo's tourism sector is one of growing importance, with its volcano being the main focus of attraction for foreigners visiting the island. In fact, this volcano is still active and last erupted in 1995. As a result, the number of visitors has gone from 6,549 in 2007 to 11,528 in 2011. That is to say, of course, that there has been a 76% increase in visitors in just five years, while overnight stays have gone from 12,501 in 2007 to 21,009 in 2010, an increase of 68% (National Statistic Institute of Cape Verde, 2012). Together with the volcano and the 'lunar landscape' which surrounds it, other tourism resources include the incipient wine tourism, a result of the increasing importance of wine production in the area. In this sense, wine culture has always been present in the area, demonstrated by the large number of families who produce their own wine. All these agricultural initiatives rely on the support of international cooperation agencies, above all on the Italian Cooperation Agency, although it is also funded through microlending and the financial support of the European Union.

The origin of wine in Fogo is documented in 1917 when exports to Brazil and Guinea-Bissau began but it was from 1984, with the support of the German International Cooperation Agency, that production intensified. However, the majority of vineyards were destroyed in the volcanic eruption of 1995. Nevertheless, in 1998 vine growing and wine production began once again with the help of the Italian International Cooperation Agency, which allowed for the introduction of the current equipment used in the wineries. This led to an improvement in the quality of wines and increased its marketing at both national and international

level. The island's vineyards are found at an average altitude of more than 1,700, in volcanic soil and in a well-defined microclimate. An analysis of the geo-ecological characteristics of the island of Fogo can be found in Olehowski et al. (2008).

The production of wine on Fogo is mainly concentrated around three large cooperatives but there is also a significant amount produced under the denomination 'Manecon', a wine with home-made characteristics. In 2011, production was in excess of 225,000 litres, an annual increase of 20%. These figures reflect the significant revival of wine and, ultimately, of the economy in this area following the last volcanic eruption in 1995.

For all these reasons, the winery visit and the sampling of wine is becoming one of the most important tourism resources on the island. It is also making it possible to increase the number of small business which offers tourists who visit the wineries the opportunity to sample the local cuisine of the area and buy typical products mainly created using lava from the last volcanic eruption.

METHODOLOGY

The methodology used for this study consisted of a combination of surveys, interviews and field observation which relied upon the collaboration of many actors related to tourism and the agricultural sector on Fogo. The design of the survey into the demand was carried out with the objective of defining, analysing and evaluating the situation regarding tourism on the island of Fogo and, more specifically, in confirming the potential for wine tourism in this geographical area. The survey was carried out on foreign tourists in different areas of the island (specifically six survey points), selected via a simple random sample and carried out by researchers who had been specially trained for the task. Prior to this, a 15 survey pre-test was carried out in order to detect any deviations or errors and to check the tourists' comprehension. The total number of valid surveys was 219, considering that there were 9,942 tourists who visited the island in 2010. The fieldwork was carried out between April and September 2011. The measurement instrument applied to the survey into the demand was an 18 item questionnaire which dealt with the socio-demographic profile of the tourist surveyed, the motivation for their trip to the island of Fogo, the information which they previously had available to them about the island of Fogo, the use of services offered by different kinds of businesses and the evaluation of tourism resources on the island of Fogo, paying particular attention to elements related to wine tourism. The survey designed was based on existing literature (Charters and Ali-

Knight, 2002; Carmichael, 2005; Getz and Brown, 2006).

Together with the surveys, structured interviews were carried out with professionals from the tourism and agricultural sectors – both from the public and private sector – and with social and economic leaders from the island and political leaders. The information obtained has been tabled and analysed through the design of a corresponding database using the SPSS 15.0 programme. As far as statistical tools implemented during the study are concerned, a univariant analysis and Spearman’s coefficient were used.

RESULTS

The socio-demographic characteristics of those surveyed are gathered in Table 2.

Table 2. Socio-demographic characteristics of the tourists surveyed.

SEX	(N = 215)	EDUCATION	(N = 214)
Male	49.8%	Primary	4.2%
Female	50.2%	Secondary	19.6%
		University degree	72.0%
AGE	(N = 219)	COUNTRY OF ORIGIN	(N = 216)
Under 30	16.9%	Portugal	26.9%
30-39	30.1%	France	17.6%
40-49	24.7%	Germany	11.1%
50-59	20.1%	Spain	8.8%
60 or over	8.2%	United States	8.8%
		Italy	5.6%
		Other	21.2%

The main motivation for the trip was tourism (54.8%), with both business and visiting family and friends being significant motivations too. In this sense, independently of their primary motive for visiting the island, according to the methodology used by the World Tourism Organization (UNWTO), all people visiting the island should be considered tourists. The duration of the trip is high, given that 33.3% stayed between three

and seven days and 54.85% stayed for more than a week. These figures confirm that wine could increase the length of time tourists stay in an area, just as Pestana Barros and Pinto Machado's (2010) study has shown being that this activity increases the number of tourism resources which exist in a geographical area. Moreover, for 71.4% of those surveyed it was their first visit to the island. Furthermore, recommendations received from other people who have visited the island are very important given that the majority of those surveyed (56.6%) stated that they wanted to see the island following recommendations from friends and family.

Table 3 shows the evaluation of some elements related to wine tourism using a five-point Likert scale (1 – very poor quality, 5 – very high quality). The table highlights hospitality, wine, wine routes, cuisine, information and signposting and complementary offer as areas for study. The evaluation of wine corresponds to the overall opinion of the tourists surveyed with regards to different aspects such as winery visits, wine tastings attended and the contemplation of vineyards. With regards to cuisine, the marriage between the island's culinary specialities and wine is rated highly.

With regards to wine routes, those surveyed awarded them an average rating of 3.81. However, they believed that information and signposting is an area in need of improvement since it obtained a relatively low rating (3.03). The conclusion that information and signposting along wine routes requires improvement coincides with the research carried out by Tassiopoulos *et al.* (2003). Looking at wine, cuisine and hospitality as tourism resources, they received ratings of 3.93, 3.58 and 4.17 respectively. These ratings are similar to those obtained by Correia *et al.* (2008) for visitors who knew Cape Verde, where cuisine scored 3.40 and hospitality 3.80 also on a five-point Likert scale. This study also confirms the high rating tourists usually give to hospitality in areas further away from large tourist flows (Al-Oun and Al-Hamoud, 2008).

The tourists surveyed positively stress the management carried out by the various wine cooperatives (3.93), highlighting the marriage between the area's culinary specialities (3.58). Hence, the structuring and development of grape-growing and wine production could not only lead to the development of the island itself but may also represent an additional contribution to tourism derived income for this area. In fact, following on from Tomljenovic and Getz (2009), tourism acts as a way for small wineries to sell their products directly to tourists and for large wineries to improve their brand image. For this reason, the promotion of wine tourism on the island of Fogo could result in significant additional income for wine producers in the area through direct selling of wine to

tourists. In addition, this could mean a development of the commercialization of wine in other areas of the country.

Table 3. Evaluation of certain aspects

Aspects	Rating
Hospitality	4.17
Wine	3.93
Tourists routes	3.81
Cuisine	3.58
Information and sign-posting	3.03
Complementary offer	2.97

In terms of the elements in need of improvement in relation to wine tourism on the island, the need to improve the complementary offer in the area is highlighted (2.97). For this, it would be necessary to strengthen potential complementary activities to tourism (such as, for example, an increase in cultural activities). Such activities could potentially generate short-term wealth in the area.

Similarly, the potential for the development of craftwork related to the area and the opening of places where tourists can buy local products is also highlighted. In fact, according to the fieldwork carried out, the number of tourists who bought craftwork was very low (15%) and when they were asked why they had not bought traditionally crafted products from the island the majority responded that they did not know of any place where this kind of traditional product was sold. Consequently, and with the objective of granting greater visibility to these types of activities and taking into account the socio-demographic profile of the visitors to the island, we consider that the internet should be better utilized as a tool for these economic activities since, according to Harris (2009), the improvement of information and communication technology (ICT) tools could facilitate the promotion of local tourism initiatives, keeping in mind the low transaction costs involved.

Another aspect analysed in this research was the relationship between tourist satisfaction and different elements of wine tourism on Fogo island, analysed through the use of Spearman correlations. The results obtained

are shown in Table 4.

Table 4. Satisfaction with different elements of tourism on Fogo island (Spearman Correlations)

Variable	Correlation	Variable	Correlation
Wine	0.384*	Hospitality	0.300*
Gastronomy	0.357*	Complementary supply	0.295*
Tourists routes	0.326*	Information and sign posting	0.285*

* correlation significant to 1%

In accordance with table 4, all of the aspects analysed show a significant and positive correlation. Therefore, the aspects which have the greatest influence on tourist satisfaction on the island of Fogo are wine, gastronomy and tourist routes. A link has been noted between countries and wine (coefficient $\chi^2 = 101.726$; $p = 0.02$) and the motivation for the trip and wine (coefficient $\chi^2 = 39.435$; $p = 0.011$). These results could prove useful for different branches of local government on the island and for private businesses as a means of strengthening the aspects considered to be in need of improvement, taking into account, nevertheless, that generally speaking tourists were highly satisfied (4.19, measured on a five point Likert scale). This figure highlights the high level of satisfaction of tourists visiting this area, with the majority being satisfied or very satisfied (86.1%) with their visit. In this sense, there has also been a link noted between age and tourist satisfaction (coefficient $\chi^2 = 27.734$; $p = 0.06$), education and tourist satisfaction (coefficient $\chi^2 = 63.610$; $p = 0.00$), and the country of origin of the tourist and level of satisfaction (coefficient $\chi^2 = 91.781$; $p = 0.00$).

CONCLUSIONS

During the first few years of the 21st century, important changes have been taking place in the tourism sector due, among other things, to the increasing demands of tourists. Tourists are demanding new kinds of products and destinations which are often related to the desire to experience the native elements of the places they visit. Consequently, new destinations and products are cropping up with the aim of responding to the search for this new kind of experience.

This paper has presented a study into the development of wine tourism on the island of Fogo (Cape Verde) and how this kind of tourism can serve to promote socioeconomic development in the region and strengthen the agricultural sector, all based on the line of research which analyses how wine tourism can contribute to the growth of rural areas (Mitchell and Hall, 2006). In this paper we have presented the main results of field work which has permitted us to define a socio-demographic profile of the tourists who visit the island and the perception of different variables related to wine tourism. In this sense the hospitality and the characteristics of the wine have been very positively received.

In accordance with the research carried out, as a tourism resource on the island of Fogo wine tourism is becoming a reality which could significantly increase the number of tourists visiting the island, reinforcing a type of tourism more closely related with nature itself. A complementary tourism product to wine which could significantly increase the motivation to travel to the island is also being sought. Moreover, wine tourism can also act as an image to strengthen the marketing of wine both in the rest of Cape Verde and abroad.

Finally, the main limitation of this research is found in the time of year in which the study was carried out. Therefore, future lines of research proposed include the analysis of the profile of wine tourists who visit the island of Fogo and the behaviour of consumers in the winery. This would lead to data being obtained which would provide more information about who the tourists following the route are, their country of origin, their motivations and their preferences in order to coordinate a product which would best respond the needs of these tourists.

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ACKNOWLEDGEMENTS

The results shown in this paper come from a research project (A/023083/09 and A/032748/10) funded by Spanish International Development Cooperation (AECID). The authors would like to express their thanks to the AECID and to the residents of Fogo island for their help in carrying out this study and, above all, for their hospitality.

SUBMITTED: SEP 2013

REVISION SUBMITTED: FEB 2014

ACCEPTED: MAR 2014

REFEREED ANONYMOUSLY

Tomás López-Guzmán (tomas.lopez@uco.es) is a Lecturer of the Department of Applied Economics at the University of Córdoba, Faculty of Work Sciences, C/ Adarve, 30. 14071-Córdoba, Spain.

Ana María Castillo Canalejo (acastillo@uco.es) has a Doctoral Degree

in Business (Ph.D.), University of Córdoba, Faculty of Business and Law.
C/ Puerta Nueva. 18071-Córdoba, Spain.

José María Cerezo López (jm.cerezo@uco.es) is a Lecturer at the
University of Córdoba, Faculty of Work Sciences, C/ Adarve, 30. 14071-
Córdoba. Spain.