

The Perception of Host Communities on the Impact of Tourism in the Jericoacoara Region (Brazil)

António Cardoso¹, Sandro Biau¹, Manuel Sousa Pereira², Jorge Figueiredo³ and Isabel Oliveira³

¹University Fernando Pessoa, Porto, Portugal

²ESCE, Polytechnic Institute of Viana do Castelo, Valença, Portugal

³Lusiada University, Porto Portugal

ajcaro@ufp.edu.pt

sandro.bial@gmail.com

msousa.manuel@gmail.com

jorgefig85@gmail.com

isabel.m.m.oliveira@gmail.com

Abstract: The present study aims to analyze how the natives and ancient residents of the small locality of Jericoacoara, located in the Northeast of Brazil, and recognized as being a spot of an intense tourist movement, evaluate and experience the socioeconomic, cultural and environmental indicators resulting from the tourist activity and what are the impacts for the community and on the life of each resident. It is also intended to evaluate the acuity of the community perception towards the tourism in comparison with the opinions of scholars. Therefore we undertake a detailed presentation of the different theoretical positions regarding tourism and its positive and negative impacts on the host communities, taking in consideration the most varied segments interfering on population's everyday life. To better situate the issue, some of the most significant historical moments of Tourism in the World, in Brazil and in Ceará are highlighted. In relation to Brazil and Ceará, the study was also concerned with describing the main indicators related to tourism, as well as identifying the profile of workers in there's activity, labor situation, schooling, income, living conditions, public policies of tourism and institutions related to this sector, either in the preservation of the environment or in the protection and defense of the historical and natural heritage, as well as to verify the transformations in the main basic infrastructures: health, education, transport and sanitation. In conclusion, the residents' perceptions about the impacts of the activity are presented. The recognition of the positive effects of tourism on the life of community, its social and economic aspects, are evaluated as well as some negatives effects in their cultural and environmental aspects. Also, a criticism and synthesis of everything that has been discussed is outlined and the key concepts of tourism such as development, quality of life and the encounter of cultures. Some suggestions of action

Keywords: Development, Native, Tourism, Quality of life, Tourism effects

1. Introduction

Currently, tourism presents itself as an accessible product on a global scale. Distances became shorter and free time was directed to travel and new cultures. With these socio-cultural mutations, tourism has become an object of desire for wealth and development for a region, territory or nation.

However, if the positive impacts of tourist activity are known and stimulate investment in this sector (job creation, foreign exchange generation, income increase. It is also necessary to consider the negative impacts on the region, on the environment and on local communities. According to studies de Esmeraldo (2002), Gursoyv & Rutherfordv (2005), Amuquandoh (2010) Diez Santos (2011), Lima e Silva (2004), Bac (2012) and Contreras, Hernandez, Silva (2013) tourism causes a series of economic, social, cultural and environmental aspects in the receiving locations, with regard to positive or negative aspects. Authors such as Andrade (2002); Lemos (2005), Muller and Jason (2007), Mendonça and Garrido (2009), Goeldner and Ritchie (2012) add that tourism is an activity that generates foreign exchange, jobs and improves the living conditions of the community involved. From the perspective of Aulicino (2001), Lemos (2005), Coriolano (2006), Thevenin (2009) and Sharpley & Telfer (2002). tourism also causes ona several negative impacts on destination communities. We can highlight that, regarding the impacts caused by tourism, the most discussed is the socioeconomic one, since it becomes easier to demonstrate through quantitative data, the changes that occurred in the receiving centers, due to the implementation of the tourist activity.

Starting from the problem presented and guiding the construction of the investigation process, we established, as a general objective: to identify the positive and/or negative socioeconomic, cultural and environmental impacts, caused by the insertion of the tourist activity in the community of Jericoacoara, being a touristic place, the fisherman's village is known as Jijoca de Jericoacoara, of composite toponymy and Tupi-Guarani origin. Jijoca

means “house of frogs” and Jericoacoara “hole of turtles”, during the first 15 years of the 21st century, and evaluate the perception of residents and natives about these impacts in the village of Jericoacoara. In view of the general objective proposed for the research process, we defined four specific objectives that favor the search for the answer to the research question and also constitute the guiding pillars of the way to go throughout the study process. The aforementioned specific objectives translate as follows: (1) Identify the socioeconomic characterization of the natives and former residents of Jericoacoara; (2) Identify the main changes in the infrastructure to support the local community after the development of the tourist activity; (3) Identify occupational and professional activities, and their evolution with the development of tourist activity in the village of Jericoacoara; (4) Analyze the existence of a gender differentiation in the impacts of tourism on the lives of respondents.

It was based on the problem described and considering the objectives presented, that we adopted the exploratory methodological option of the “Case Study” type (Yin, 2017), in order to obtain valid results capable of responding in extension and depth to the problem in question. cause.

2. Literature Review

Tourism is currently an engine of economic development at international, national and regional levels. According to Oliveira (2004), tourists influence, with greater or lesser intensity, the receiving destinations, namely human relations in the economic, social, political, health, cultural and environmental spheres. On the other hand, productive activities were developed that establish close direct or indirect interdependencies with those that already exist. For Oliveira (2008), tourism is a development factor worldwide, although it is responsible for generating the so-called “tourist impact”, a phenomenon that leads to profound transformations and/or modifications in the destination regions, cities and communities. For authors such as Gursoyv and Rutherfordv (2005), Diez Santos (2011), Lima (2012) and Contreras, Hernandez, Silva (2013), local and external factors, added to the measures resulting from the planning and management of tourism development, can result in impacts on the social structure, economy, culture and environment of the host communities. Therefore, the development of tourist activity has direct consequences on the receiving destination and may generate positive or negative impacts on communities.

In the opinion of Lima e Silva (2004), Carvalho and Guzman (2011), there are positive aspects of community involvement, namely: (1) Improvements in public infrastructure: it is observed that through the arrival of tourist activity a significant improvement in the basic infrastructure of the communities, as the government starts to invest in sectors where it would not invest before; (2) Greater investments in education, as tourism requires qualified personnel to meet the needs of the tourist market; (3) Increase in job offer and absorption of women in the labor market.

According to Lemos (2005), Madsen and Jie (2010) and Bâc (2012) there are also positive cultural impacts, namely, the appreciation of handicrafts, local culture and historical heritage, generating greater dynamics in the economy of the receiving locality. Within the discussion, it also includes the environmental impacts caused by the arrival of tourism. From the perspective of Beeton (2006) and Dall’ Agnol (2012) we witness the creation of plans and programs for the preservation of the environment; investment in conservation measures and community awareness; use of sustainable tourism practices; activities such as ecotourism and adventure tourism; the valuation and rational use of natural resources.

In addition to positive impacts, undoubtedly, the history of tourism has also presented its negative aspects, in different ways in relation to the places and communities involved. According to Lemos (2005) and Zaei (2013) and Saufi et al (2014) the negative economic impacts are observed mainly through the increase in inflation and prices practiced in the locality, the effects of seasonality that generate unemployment generally in the low season, the increase of imports arising from the need to meet the needs of tourists, and vandalism, since disrespect on the part of the visitor often ends up degrading the visited environments.

The concept of sustainable development is useful insofar as it points to the creation of a new style of organization for the economy, society, nature and its relationship with economic growth. In this regard, Sachs (2002) recommends the use of different dimensions of sustainability to validate the objectives of sustainable development, as shown in Table 1.

Table 1: Dimensions of Sustainability

DIMENSION	Goals
SOCIAL	<ul style="list-style-type: none"> • Achieving a reasonable level of social homogeneity; • Fair distribution of income; • Full employment and/or self-employment with decent quality of life; • Equal access to social resources and services.
CULTURAL	<ul style="list-style-type: none"> • Changes within cultural continuity (balance between respect for tradition and innovation); • Capacity of autonomy for the elaboration of an integrated and endogenous national project (as opposed to the servile copies of alien models); • Self-confidence combined with openness to the world.
ECOLOGICAL	<ul style="list-style-type: none"> • Preservation of nature's potential in its production of renewable resources; • Limiting the use of non-renewable resources. • Respect for the self-purification capacity of natural ecosystems.
TERRITORIAL	<ul style="list-style-type: none"> • Balanced urban and rural configurations (elimination of urban biases in public investment allocations); • Improvement of the urban environment; • Overcoming inter-regional disparities; • Environmentally safe development strategies for ecologically fragile areas (biodiversity conservation through ecodevelopment).
ECONÓMIC	<ul style="list-style-type: none"> • Balanced intersectoral economic development; • Food safety; • Capacity for continuous modernization of production instruments; reasonable level of autonomy in scientific and technological research; • Sovereign insertion in the international economy.
POLÍTICAL	<ul style="list-style-type: none"> • Democracy defined in terms of universal ownership of human rights; • Development of the State's capacity to implement the national project, in partnership with all entrepreneurs; • A reasonable level of social cohesion. • Effectiveness of the war prevention system, in guaranteeing peace and promoting international cooperation; • A co-development package between countries in the Northern and Southern hemispheres, based on the principle of equality (rules of the game and shared responsibility for favoring the weaker partner);Controle institucional efetivo do sistema internacional financeiro e de negócios; • Effective institutional control of the application of the precautionary principle in the management of the environment and natural resources; prevention of negative global changes; protection of biological (and cultural) diversity; and management of global heritage, as a common heritage of humanity; • Effective system of international scientific and technological cooperation and partial elimination of the commodity character of science and technology, also as a property of the common heritage of humanity.

Source: Sachs (2002)

According to Rodrigues (2002), Buarque (2004) and KO (2005), we can say that sustainable development and sustainable tourism are indissolubly linked, since both emanate from the previously mentioned dimensions or principles of sustainability.

3. Methodology

Based on the previous literature review, the following research question was defined: How do natives and/or residents assess changes in socioeconomic, cultural and environmental indicators resulting from tourist activity in Vila de Jericoacoara? In order to collect elements that help us to answer the starting question, we formulate seven hypotheses that can help to understand and clarify this question, namely:

H1. The implementation of tourist activities in the community of Jericoacoara created new job opportunities;

H2. The implantation of the tourist activity in the community of Jericoacoara created new work professions;

H3. The implementation of tourist activity in the community of Jericoacoara contributed to the increase in income;

H4. The implementation of tourism activities in the community of Jericoacoara contributed to greater female participation in the labor market;

H5. There is a favorable perception of the community regarding the implementation of tourist activity in the area;

H6. There are differences between genders regarding the perceptions about impacts of the implementation of tourist activity in the community of Jericoacoara;

H7. With the implementation of tourist activity in Jericoacoara, there are differences related to the perceptions about the impacts of tourism on the local culture.

For data collection, a questionnaire was elaborated based on contributions in the literature such as Oliveira (2008), the Toolbox of the European System of Tourism Indicators (2013), consisting of open, closed and semi-closed questions, leading to the apprehension of the residents' perceptions regarding the socioeconomic, cultural and environmental impacts of tourism in Jericoacoara. After carrying out a pre-test of the questionnaire (with 10 residents), the survey was administered (from February 21 to March 11, 2020) directly and "one by one" to a sample of 183 native residents and residents for at least 15 years uninterruptedly in the Jericoacoara community, using a non-probability sample for convenience (Malhotra, 2019).

4. Analysis of Results

Those collected reveal that most respondents are from Jericoacoara (69.4%), with 51.37% male and 48.63% female; they are mainly young people, young adults and adults under 50 years of age (only 2.73% of respondents are over 65 years of age); 36.61% of respondents attended elementary school but did not finish the 1st grade of basic education (22.4%) with the number of illiterate respondents being 10.93% and only 4.9% finished higher education. Being a condition for participating in the study to reside in Jericoacoara for at least 15 years uninterruptedly, we found that 55% of respondents have lived for more than 15 and less than 25 years, and it is interesting that there are 27 respondents who have lived for more than 40 years in Jericoacoara. Regarding occupations prior to the arrival of tourism, it is observed that the two categories most answered correspond to "Self-Employed Worker" and "Housewife", occupations that do not guarantee a fixed income. The "housewives", who represented around 40% of the sample before the arrival of tourism, now account for less than 15% of respondents, which shows that tourism integrates this category into its activities. We also observed a 12.57% increase in the number of participants with an employment contract, and around 30.6% of respondents are salaried but without an employment contract due to the seasonality of the sector. With the arrival of tourism, new professions appeared, namely civil construction, craftsman, receptionist (5.45%), chambermaid (8.48%), tour guide (4.24%), waiter (5.45%), cook (3.64%), maid and security guard. From the data obtained, we confirm that 65.57% of respondents work in the Tourism sector, with the remaining sectors – agriculture, commerce, industry and fisheries – having a residual importance. The village of Jericoacoara is no longer a traditional fishing village to become a tourist village. Data on monthly income before tourism show that the majority of respondents had no income (51.37%), a group formed by housewives, students, fishermen and agricultural workers. It is also observed that 68 respondents (ie 37.1% of the sample) earned, before the arrival of tourism, an income of up to half a minimum wage, with a residual number of respondents earning between one and five minimum wages. After the development of tourism, it is denoted that 40.4% of respondents earn between half and one minimum wage, 32.2% earn up to ½ minimum wage, and only 10.40% of the sample does not have any income.

In short, and based on the results obtained from the socio-demographic issues, we can characterize our sample as being young adults and adults, with children and currently dedicated to professional activities arising from tourism in contrast to their previous activities, which were , especially treating and taking care of the house, fishing and subsistence agriculture. However, and in view of the data and measurements made, it is also clear that tourism in Jericoacoara has been growing almost autonomously, out of step with any prior planning, and mainly, without sustainability bases. This is not a type of tourism that considers interventions and actions in the medium and long term and that has effective control over the use of equipment and services, with a view to achieving the objective of offering a differentiated tourism that is, at the same time, aware of environmental preservation. It is an unconscious tourism regarding issues as important as the preservation of ethnographic and cultural characteristics, and, mainly, regarding the imperative need to defend and preserve the environment (Ceballos, 1996; Rocha, 2003, Ruschmann, 2008).

After analyzing the results, we started to discuss the results referring to the seven operative hypotheses presented around the knowledge problem.

H1. The implementation of tourism activities in the community of Jericoacoara created new job opportunities.

According to the chi-square test², we accept hypothesis 1 (H1) since we can observe that in relation to the occupations performed there are statistically significant differences between before and after the arrival of tourism in Jericoacoara. There is a trend towards a decrease in domestic work and an increase in the likelihood of jobs outside the home, especially jobs with and without an employment contract.

H2. The implantation of the tourist activity in the community of Jericoacoara created new work professions.

According to the chi-square test, we accept hypothesis 2 (H2) because there are statistically significant differences between the distribution of professions in Jericoacoara before and after tourism. There is a 50% increase in new professions, mainly activities related to the development of tourism in the community. Where we can highlight: chambermaids, waiters, artisans, tour guides and receptionists. Also relevant is the decrease in the locality of primary occupations performed before tourism, such as fishing and subsistence agriculture.

H3. The implementation of tourist activity in the community of Jericoacoara contributed to the increase in income.

According to the chi-square test, we accepted hypothesis 3 (H3) because we observed that with the arrival of tourism there was a statistically significant decrease (40.97%) in relation to the population without economic income. There was also an increase of 35.50% of individuals in Jericoacoara with income between ½ and a minimum wage.

H4. The implementation of tourist activity in the community of Jericoacoara contributed to a greater female participation in the labor market.

According to the McNemar test, we accept hypothesis 4 (H4) as we observe a greater female participation in the labor market with the arrival of tourism. Of the total number of women who were housewives, only 29.23% of them continue to perform these domestic tasks, where 67.69% of these former housewives are now in the labor market related to tourism. Even so, only 10.77% are salaried employees with an employment contract, 33.85% are salaried employees without a contract and 23.08% are self-employed. On the other hand, 66.7% of female students are salaried employees without an employment contract.

H5. There is a favorable perception of the community about the implementation of tourist activity in the area.

Through the analysis of the percentile values, we accept hypothesis 5 (H5) as we observe that the population of Jericoacoara tends to be in full agreement that the arrival of tourism has contributed to the creation of jobs at the local level and economic development of the region, a high degree of satisfaction with the phenomenon of tourism, where benefits are generated for the community with the arrival of new visitors, a fact that provided greater support for handicrafts and traditional crafts. We can highlight that in the perception of residents, tourism brought the development of new services, such as transportation, communication and entertainment activities for residents. Moreover, it is also evident that for the local population, tourism brings more benefits than costs to the region, insofar as there has been a better image of the region and the appearance of the community, contributing so that the local population can be proud of tourism and of tourist activity. However,

the most relevant negative perception is the increase in pollution in its territory, followed by the damage caused to animal and plant life, the increase in the local cost of living and the accentuation of the differences between rich and poor, as we can see in Figure 1 .

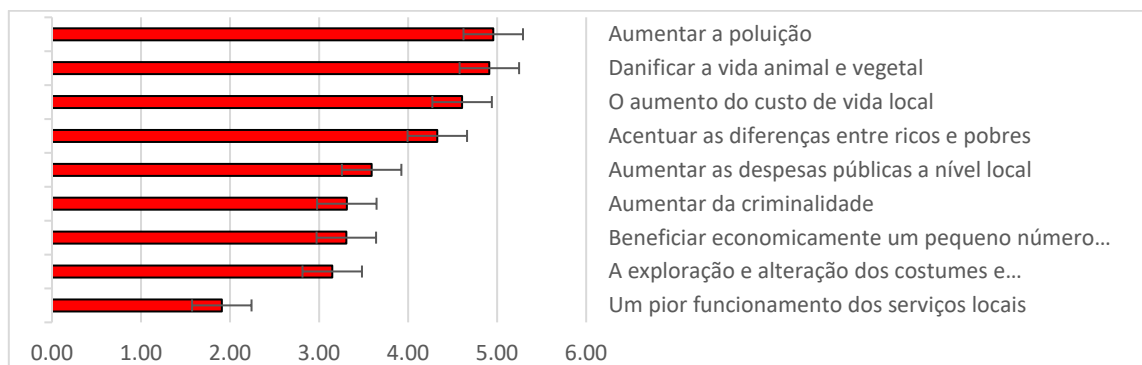


Figure 1: Distribution of Negative Perceptions About Tourism in Jericoacoara

H6. There are differences between genders regarding the perceptions of impacts of the implementation of tourist activity in the community of Jericoacoara.

According to table nº2, we can observe that, in general, there are no statistically significant differences between the perceptions about the impacts of tourism and the gender of the respondents. In this way, we reject hypothesis 6 (H6) despite the statistically significant existence in terms of improving the image/appearance of the community. This is mainly due to the visual changes that have taken place in the community and that may give rise to some differences in interpretation between genders.

Table 2: Perceptions About the Impacts of Tourism and Gender. Performed by Mann-Whitney U test.

PERCEPTION OF TOURISM IMPACTS IN THE TOWN OF JERICOACOARA	Male		Female		P-value
	Mean	SD	Mean	SD	
I am very satisfied with tourism in my destination/city/territory	4.98	0.21	5.00	0.00	0.331
There are community benefits from tourism	4.98	0.21	5.00	0.00	0.331
I benefit from tourism and tourist visits	4.91	0.58	4.78	0.88	0.132
I am very satisfied with the involvement and influence of residents in tourism planning and development	2.86	1.98	2.89	1.89	0.883
Tourism allowed to reinforce the local identity and culture	3.99	1.73	4.06	1.65	0.837
Tourism has contributed to the loss of local identity and culture	3.11	1.97	3.17	1.91	0.830
Tourism is largely responsible for the increase in social problems	3.23	1.96	3.65	1.85	0.147
Tourism has not matched good environmental management	4.83	0.68	4.62	1.03	0.113
Tourism has contributed to the environmental degradation of the region	4.80	0.78	4.74	0.85	0.533
Tourism has contributed to eco development. Of region	4.98	0.21	5.00	0.00	0.331
Despite the growth of tourism, the city remains quiet and a good place to live and live.	4.06	1.64	3.85	1.72	0.338
The local population can be proud of the growth of tourism	4.96	0.25	4.92	0.34	0.421
There is a destination policy to promote the purchase and use of local, sustainable and/or fair trade products and services	3.07	1.94	3.18	1.92	0.693
The region has a policy for the protection and enhancement of cultural heritage	3.19	1.92	3.25	1.90	0.857
The city/territory has policies that require tourism businesses to minimize environmental impacts	2.95	1.94	3.20	1.93	0.356
Tour operators collaborate with local communities, promoting local products, their culture and development	3.09	1.94	3.25	1.93	0.530

The development of new services: transport, communications, animation that serve residents	4.97	0.23	4.98	0.21	0.598
Job creation at local level	5.00	0.00	5.00	0.00	1.000
Improving the economic conditions of residents	4.79	0.84	4.55	1.22	0.170
Investing in local economic activities	4.87	0.71	4.88	0.56	0.452
The construction of tourist developments in an orderly manner	2.59	1.85	2.44	1.75	0.644
The promotion of cultural initiatives	4.94	0.46	4.90	0.52	0.378
Maintaining local customs and traditions	4.17	1.56	4.10	1.62	0.805
Support for crafts and traditional crafts	5.00	0.00	4.96	0.42	0.304
The recovery of historical heritage	4.12	1.61	4.45	1.15	0.385
Conservation and improvement of environmental/green zones	2.61	1.94	2.42	1.84	0.565
Community image/appearance improvement	5.00	0.00	4.91	0.42	0.038
I believe that tourism brings more benefits than cost to the region	4.99	0.10	4.92	0.38	0.152
The rising cost of living locally	4.62	1.18	4.60	1.21	0.903
Economically benefit a small number of people	3.57	1.91	3.02	2.01	0.072
Increase public spending at local level	3.54	1.93	3.64	1.90	0.732
Worse functioning of local services	1.96	1.70	1.85	1.59	0.787
The exploration and alteration of local customs and traditions	3.04	1.98	3.26	1.95	0.445
Highlighting the differences between rich and poor	4.35	1.47	4.30	1.51	0.864
increase pollution	4.96	0.41	4.96	0.42	0.969
increase in crime	3.26	1.98	3.37	1.92	0.743
Harm animal and plant life	4.89	0.61	4.93	0.47	0.692

H7. With the implementation of tourist activity in Jericoacoara, there are differences related to the perceptions about the impacts of tourism on the local culture.

When evaluating the impacts of tourism on the local culture (table 3), we verified that there are no statistically significant differences between the scores obtained related to changes in the habits of the community: behavior, gender, marriage and family in relation to the perception of awakening of the native's pride over the region of Jericoacoara. While regarding the impacts related to the tourist's culture instead of the local culture; to the creation of associations in the community only to defend the interests of tourists, we verified that there are statistically significant differences and, therefore, we accept hypothesis 7 (H7).

Table 3: Bonferroni Analyses of Perceptions of the Impacts of Tourism on Local Culture

POST HOC-BONFERRONI	Creation of associations in the community only to defend the interests of tourists	Changes in the habits of the community: behavior, sex, marriage and family	Awakened the pride of the native in relation to his region
Opting for tourist culture over local culture	0,000	0,000	0,000
Creation of associations in the community solely to defend the interests of tourists	-----	0,000	0,024
Changes in community habits: behavior, sex, marriage and family	-----	-----	0,658

The village of Jericoacoara had breathtaking natural and environmental aspects in the eyes of the discoverers, a peculiar native population, mistress of a distinct culture marked by rurality, the simplicity of the way of being in life and, above all, the calm with which they lived their daily lives -day. There were all the elements that, when interrelated, gave rise to the emergence of tourism and the development of economic activity (Saifi et al, 2014; Oliveira, 2008; Amuquoh, 2010; Saifi et al, 2014; Zaei, 2013).

5. Conclusion

It was possible to determine through this study that before the implementation of tourism, the residents of the village were dedicated, above all, to fishing activities and others that, in some way, were related to this and that women were, for the most part, housewives. These activities resulted, in concrete terms, in small and uncertain incomes. After the arrival of tourism, native residents were asked to carry out activities related to the sector and this opened space for women to enter the labor market, so that family income increased, although it is still low in relation to national indicators. observe that the natives and old residents now have a little more comfort and some financial stability, which was not the case in periods prior to tourism in the locality. professional activities in the locality because of tourism and it seems to have become evident that, in general, the old residents deal well with these transformations and like the professions they now practice. Faced with the facts observed and presented within the scope of the empirical investigation, it was clear that there had been a profound transformation in the way of living and being involved in the active life of the former and native residents of Jericoacoara, and thus the specific objective that required that occupational and professional activities be identified, and their evolution, or not, with the implementation and development of tourist activity.

With a view to reinforcing the knowledge acquired through this objective, we remember that the community lived almost exclusively from fishing and subsistence agriculture, and that currently there is a wide range of activities that residents dedicate themselves to, such as driver, tour guides , bar and table workers, artisans, cooks and others, all of them, apart from the fishermen who still persist in earning a living with fish and help to maintain part of the identity characteristics of the locality, related to the provision of services to outsiders who they come for the summer and to walk around the paradisiacal sands and lakes of the place. The relationship between the transformation of the labor market and tourism is very evident, but the same cannot be said about its evolution. That is, the old and native residents of Jericoacoara changed their profession and this only happened because of tourism, however, in their new professions the natives have not been something of great evolution, both in terms of salary and in terms of preparation for the exercise of the activities they perform. We conclude that the current professional activities in Jericoacoara are not qualified and although there is a movement on the part of the Secretariat of Tourism and the City Hall with a view to creating educational conditions for a better professional training of the natives and ancient inhabitants, this whole process is still in its infancy. very embryonic. The entire investigative process carried out also leads us to conclude that, despite the good intentions registered with the social and business partners with a view to the professional evolution of the inhabitants, many obstacles still have to be overcome, both on the part of businessmen and tourism entrepreneurs, who will be confronted in the future with the need to pay more and better wages, as on the part of the inhabitants who do not show much interest in attending training. We note at this level that the new generations are already being prepared differently and that, therefore, the future will demand better wages but will also demand more quality in the services provided.

The main changes in the infrastructure to support the local community resulting from tourist activity are related to education and health, the latter being almost non-existent before the arrival of tourism. In addition to these structures of social life, Jericoacoara was also favored in terms of structures for garbage collection and security. As for the transport sector, it seems that no changes have been registered, or at least major changes, insofar as the local inhabitants and those who, living in other areas of the municipality want to go here to work, face serious difficulties, both in the quality and speed of trips and in their prices.

With regard to gender, the women of Jericoacoara were the ones who experienced the most changes due to the arrival of tourism. From a peaceful life, dedicated to the house and to supporting fishing activities through the execution of some related handicraft, women got to know professional life and experienced life earning a salary. They began to spend more time with tourists and learned their habits, which is why they also changed their way of being social, dressing differently from what they used to do in the past, going out at night, and even learning, very gradually, to live emancipated. Of all the hypotheses proposed, only one was not confirmed, which led to the conclusion that, although women's lives have been significantly changed due to the arrival of tourism, there are no differences between genders in terms of perceptions about the impacts of the implementation of tourist activity in the community of Jericoacoara.

We also conclude that, in general, the community of Jericoacoara has a favorable perception about the implementation of tourist activity in the place, although there are differences related to the perceptions about the impacts of tourism on the local culture, and some elements of our empirical sample considered that tourism has had no effect on the culture of the community and others have said that it is being affected by the deployment of tourism. Of all the indicators that we check with these residents, old and native, the one that has the most expression is the socioeconomic plan because the residents are satisfied and proud with the development of the village, and the fact that it has become a stronghold for the enrichment of outside investors. doesn't seem to bother them.

With regard to environmental indicators, the registered perception already shows that residents recognize the existence of damage to the environment through tourist exploitation and attribute this damage to excessive and poor conditioning and treatment of waste and to the environmental imbalances that have occurred because of the construction of equipment to support tourism and because of the exploitation of dunes and lakes by tourists.

Likewise, we are certain that we have contributed to the creation of more scientific support that will help to foster a critical mass capable of proposing and promoting sustainable planning strategies for the region and its tourism. Based on our research, the task of creating local diagnoses becomes easier with a view to defining fair public policies, responsible and committed to the well-being of the population, social, economic, cultural and environmental development, committed to the reduction of poverty and the responsibility to promote opportunities for all.

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