

BACKGROUND OF THE PRO-ENVIRONMENTAL BEHAVIOR OF RESIDENTS IN A COASTAL TOURISM COMMUNITY IN THE NORTHEAST OF BRAZIL

Clébia Bezerra da Silva
Universidade Federal do Rio Grande do Norte
Currais Novos, Brasil
Edson Domingos Nascimento
Instituto Federal do Piauí
Pedro II, Brasil
Sérgio Marques Júnior
Universidade Federal do Rio Grande do Norte
Natal, Brasil

The sun and beach tourism is one of the most complete in the whole world. In this way, as the coastal zones of great impact of the anthropic activities, as a reflection by tourism. Thus, one has to investigate the factors that can influence the environmental behavior of residents in communities that are developing. The geographic cut of this research is a community of Barra do Cunhaú, municipality of Canguaretama, north coast of the State of Rio Grande do Norte, located approximately 79 km from Natal, the largest tourist destination in the State. A locality has a flow of growth, due to its natural resources. The methodological approach is quantitative, with 154 questionnaires being applied, based on metric scale, Likert type, of 11 positions that varied from totally disagree to fully agree. The questionnaire was elaborated with the dimensions of the Theory of Planned Behavior (TPB), plus the dimension Attachment to Place. For the treatment of the collected data was used statistical procedures, by the method of exploratory factor analysis and structural equation modeling. The result revealed that the cognitive dimensions belonging to TBP have a greater power of explanation of the environmental behavior of the inhabitants of Barra do Cunhaú, in relation to the affective dimension, represented in this research by Attachment to the Place.

KEY WORDS: *Tourism, coastal destinations, pro environmental behavior, Theory of Planned Behavior (TPB), Modeling of Structural Equations (MSE).*