

TOURIST EXPERIENCE, LEISURE AND MEDIATION
A Study of the Project “Turismo Jovem Cidadão” in Rio de Janeiro, Brazil

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The project Turismo Jovem Cidadão (TJC), an initiative of the Social Service of Commerce (Sesc) /Rio de Janeiro, has the goal to offer to the young generation with low income families from poor neighborhoods the chance to get to know the main touristic attractions and enjoy the entertainment facilities the city has got to offer. Meanwhile, an informative discussion was held about academic carrier and the main duties of the TJC workers. The idea that triggers the project is to give tools and to guide the youngsters towards their awareness of citizenship, and later analyze its pedagogical strategies. This methodology went through a field work review of its literature in an explanatory kind, articulated in two stages: 1) analysis of the written document of project TJC; 2) interviews half-structuralized with teenagers and professionals involved in the project. The data had been analyzed considering the following categories: a) leisure understanding; b) tourism understanding; c) mediation understanding; and - d) effectively accomplish true contribution for the involved ones. The results had shown that those professionals did not possess a deep understanding of the theory on leisure concepts, tourism, mediation and citizenship. In this sense, it did not surprise us that the young generation has pointed as the project's biggest contribution, actually not cultural-citizenship, but the wideness of their professional horizon. Finally, it is worth to mention despite some restrictions and limits, the adopted mediation lead us to search and prepare collectively pedagogical strategies, to invite the youth to participate actively in activities of the TJC.

KEY WORDS: *social tourism, leisure, mediation, citizenship.*