

BASIC SANITATION CONDITIONS AS A DECISIVE FACTOR IN CHOOSING A TOURISM DESTINATION

A study based on guest's information

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This study analyses the information of a hotel's guests located in the Grape and Wine Tourism Region in Rio Grande do Sul/Brazil, related to the situation of sanitation as a decisive factor in choosing the destination. The hotel surveyed has 90 rooms, 187 beds and receives the vast majority of the named business tourist (people who stay in town for work and business). The technique for data collection was the questionnaire. The results indicate that in general, guests do not know about the basic sanitation conditions of the municipality where they are staying: 85,2% ignored the solid waste management; 87,4% do not know the source of water supply and 87,9% do not know the destination of sewage. In relation to consider sanitation as a criteria for selecting the tourism destination: 42,9% consider the source of water supply, 39,2% sewage treatment and 31,1% solid waste management. Therefore, it means hotels should raise awareness of their guests in relation to their responsibilities for the environmental impacts of their stay at their destination. Besides, it is important to develop studies of guests' motivations and criteria for the choice of lodging facilities and tourist cities, to establish better relationships between tourism and sanitation in those municipalities.

KEY WORDS: *tourism, basic sanitation, guests, tourism destination, grape and wine region/RS.*