

TOURISM IN A MARINE PROTECTED AREA AT CORUMBAU, BRAZIL

Assessment by Tourists

*Regina C. Di Ciommo
Alexandre Schiavetti
Universidade Estadual Santa Cruz
Ilhéus, Bahia, Brasil*

The Marine Extractive Reserve at Corumbau, on the South coast of Bahia State, Brazil, was created in order to preserve fisheries resources for its population of fishermen. The region has great tourism potential and this is a relevant variable to be considered in its management, since the growth of tourism in the area is notable and the tourism activities in extractive reserves must be adjusted to the cultural and economic context of local communities. With the objective of collaborating with the planning and management of tourism in the area, this research conducted interviews with tourists in order to obtain their profile and assessment of their experiences, in three localities at Marine Extractive Reserve of Corumbau. The results showed that tourism is increasingly important economically for fishermen in the region in providing an income to supplement fishing. The tourist sector is stimulating demand for local people trained in diversified activities and the search for new forms of communication, in a movement that seems to benefit residents. There are several prospects for the development of sustainable tourism, maintaining the goal of environmental preservation. However, it also identified the need for regulation and investment in better infrastructure services that could offer better conditions to both visitors and local inhabitants.

KEY WORDS: *tourism, marine extractive reserve, local development, environmental preservation.*