

FORMATION OF PORT-SOUTH IN REGION OF THE PONTA DA TULHA, BAHIA - BRAZIL AND PROPOSED COMMUNITY BASED TOURISM IN ORDER TO DEVELOP THE LOCAL COMMUNITY

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The Brazilian coastline consists of hundreds of villages that, even having the beach as the prominent natural environment, provide a tourist activity beyond the sun and sea. This article seeks to establish the social and environmental aspects observed in the village of Ponta da Tulha, district of Aritaguá, Cocoa Coast, North seaside of Ilhéus, Bahia by analyzing the differences and similarities in the communication of civil society, NGO and interested government agency or those unfavourable to the implementation of the intermodal South Port complex. A reflective analysis suggests implementing community based tourism for the place. Exploratory research was used based on bibliographic data gathering, documentary and field research through observation with application of the questionnaire with the residents. Quantitative and qualitative analysis of the collected data and charting for illustration of the results was used. At the end of the study it was possible to confront the official information with the perception of residents before the deployment process of the South Port and reflect the possibility to develop the community through community based tourism.

KEY WORDS: community based tourism, sustainable planning, South Port. Ponta da Tulha-Bahia.