

TOURISM IMPACT AS PERCEIVED BY THE HOST COMMUNITY
The Case of the Municipality of Moron, Ciego del Avila, Cuba

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Tourism development implies the congruence of several aspects that make it work as a system. The management of this activity must be well understood by communities of host countries, particularly if they are to comply with the parameters of sustainability and economic growth. The broad mobilization of people, resources, knowledge, spaces, etc. demanded by this sector has necessarily entail impacts and perceptions of mandatory study, mainly when referring to areas near tourist destinations with a strong potential for development of additional tourism. The present work was to assess the perception of local people about the impacts of tourism, through the analysis of socio-demographic variables in the municipality Moron, Ciego de Avila, Cuba. To this end a questionnaire is applied to people living in the city, used the method of observation and measurement.

KEY WORDS: *perception, community, impact, socio-demographic variables.*