

OBSERVING THE LOCAL COMMUNITY INVOLVEMENT WITH TOURISM
A Perceptual Approach about the Landscapes of the District Taquaruçu, Palmas,
Tocantins, Brazil

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The development of tourism in a destination involves a chain of products and services to provide tourist reception at the local, regional, national and global. Mobilizes the receiving community and its citizens, connected or unconnected to this activity, experiencing transformations of their everyday landscapes to promote tourism and welfare of the tourist. The objective of this research was to gather information on 'choice and behavior' and 'sensory perception' of residents of a tourist destination on its landscapes, on tourism itself and its effects in those landscapes. We conclude that the Tourist Offer Inventory, Profile of Demand for Tourists and Tourism Diagnostics, instruments used in Brazil, is not sufficient for sustainable development planning activity. Therefore, it is suggested lifting a 'Profile of Community Tourism Receiver', ie the perception of the local community in relation to tourism and the effects on the landscape causes they experience daily basis.

KEY WORDS: *tourism, landscape, perception, planning.*