

COMPARATIVE ANALYSIS BETWEEN TWO TOURIST DESTINATIONS OF THE AMAZON AND MARANHÃO REGION (BRAZIL)

Lileane Praia Portela de Aguiar
João Paulo Faria Tasso
Elimar Pinheiro do Nascimento
Universidade de Brasília - Brasil

This paper presents a comparative analysis of the socioeconomic insertion factors of the populations in Barreirinhas and Presidente Figueiredo in the tourism production chain. The following factors were considered: gender, age, nationality, place of residence, level of education, family income, knowledge in the area and access to information, participation in professional associations and social networks, and family experiences in the field of tourism. The field research was conducted by applying questionnaires to a random sample designed for each of the tourist destinations. For processing and analysis, the SPSS 17.0 software was used. Frequencies and descriptive measures of central tendency and dispersion were observed for the analysis of nominal variables. To this end, nonparametric "Chi-Square Tests" with two independent samples and "Mann-Whitney U" tests were used. The comparative analysis consisted of the measurement of the variables presented by the association, using the "Chi-Square Test". In the quantification of the associations, the contingency coefficient was used. The factor "social participation in associations and/or cooperatives" showed a strong probability of contribution to the processes of socio-economic insertion in Barreirinhas, but not so in Presidente Figueiredo. However, in both areas of research, the factors "social network" and "qualification" also showed remarkable frequency responses as factors that contributed to the inclusion of the interviewees in the tourism production chain.

KEY WORDS: *socioeconomic level, production chain, tourism, Presidente Figueiredo, Barreirinhas.*