

ITABAIANA MOUNTAIN RANGE (BRAZIL) NATIONAL PARK OF A Tool for Ecotourism

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The Itabaiana Mountain Range National Park is a conservation unit that receives visitors and can develop ecotourism and allow greater contact with nature. In this context, the aim of this study was to identify its visitors profile in order to stimulate the development of ecotourism and environmental education guided by the precepts of sustainability. For this, a semi-structured questionnaire regarding visitation and visitor was applied. The responses were tabulated in an Excel spreadsheet and the statistical program SPSS (Statistical Package for the Social Sciences), allowing a quantitative and qualitative analysis of the data. It was observed that visitors seek recreation and not only to receive the benefits that the PA can provide through the direct contact with nature. It is suggested monitoring of visitation of the National Park of Itabaiana Mountain Range, favoring the planning of ecotourism and environmental education with the development of a guide visitation.

KEY WORDS: *visitors, national park, ecotourism.*