

THE FESTIVALS AS LOCAL DEVELOPMENT STRATEGIES

Reflections for the Settlement 72, Ladário-MS, Brazil

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The practice of tourism has been expanding increasingly motivated by the arrangement of several combinations of multidimensional character specific of this beginning of twenty-first century. The locally based tourism appears as a modality interested in cultural, social and political elements finally with the concern of producing an improving to the life quality of the population visited as well as the interaction between those and visitors. Therefore, this practiced form of tourism easily associates itself with the propositions of rural territorial development supporting the increasing income of local residents. The festival is one of their instruments capable of offering culture and local agricultural production as a commodity to be consumed, favoring interactions among those present, aggregating values to products and reaffirming the local culture. The aim is to reflect the possibility of creating a feast as an alternative to enlarge the income of peasants of settlement 72 in Ladário-MS according to the conception of local development and tourism on a local basis. The methodology was based on bibliographic holdings and fieldworks with the application of questionnaires, relying also in trials experienced in two years of research in the locality. The festival can be an alternative to increase the income of peasants of settlement 72 in Ladário-MS, since it is promoted according to the conception of local development.

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