

GOAT'S CULTURE AND LOCALS DEVELOPMENT
The Invention of Cabaceiras-PB (Brazil) as a Touristi Town

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Tourism is a growing phenomenon that contributes to reconstruct territories and transform local cultures. To understand these processes, this study investigated factors that contributed to the invention of Cabaceiras Paraíba (Brasil) as a tourist city, from the culture of the goat. The research was done through a qualitative approach and had the instrument for data collection semistructured interview, applied to 16 social agents of the city studied. Data were analyzed through content analysis. The results indicate that the regional culture served to generate a positive image of the city. Through the goat and the party, local agents, partnerships with government, private and third sector reinvent the city. Based on their weaknesses - too much sun, too much goats, lots of stone and little rain - Cabaceiras rebuild his image, becoming tourist town. There are, however, obstacles to overcome, because issues related to local government have contributed to the discontinuity in the execution of the project as well as the limited participation of local people in this process, agreeing to the disbelief of the population in other possible development models.

KEY WORDS: *Cabaceiras, local development, culture, tourism, theory of sites.*