

PERCEIVED IMPACTS OF TOURISM
A Comparative Study between Residents and Direct Workers of the Industry in Rio de Janeiro, Brazil

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This study investigated perceptions and attitudes of residents and direct tourism workers concerning economic, social, cultural, environmental and political impacts attributed to tourism. For this exploratory research a survey was conducted with 205 residents of a coastal destination in the state of Rio de Janeiro. The results indicate that despite recognizing some of the economic benefits of tourism, the respondents evaluated as negative its environmental impacts. Regarding the attitude towards tourism and tourists, the results showed a slightly positive overall attitude, but some negative evaluations of certain tourists behaviors seems to indicate a level of resistance to the kind of tourism that currently occurs in that destination. Some differences in perceptions among groups were also observed. The authors discuss the implications of these findings for the management of tourist destinations, indicating some inconsistencies in public policies adopted in recent years, without much success, to reduce the participation of summerhouse and to increase the segment of business tourism and events.

KEY WORDS: *tourism impacts, perceptions, attitudes, behavior, local agents, direct tourism workers, Rio de Janeiro.*