

COMMUNITY-BASED RURAL TOURISM

Family Management and Strategies for Consolidation in the State of Santa Catarina – Brazil

Yolanda Flores e Silva
Felipe Borborema Cunha Lima
Angelo Ricardo Christoffoli
Universidad del Vale do Itajaí
Camboriú, Brasil

The community-based rural tourism is emerging as an alternative to mass tourism having as goal the local development. In this context, was conducted a research aimed to "analyze in the state of Santa Catarina (SC) the enterprises of community-based rural tourism and characterize their management model". The search for such information occurred in the 293 municipalities of the state of SC. From 1600 enterprises located, 500 were selected as a sample because they are specifically of agritourism segment. The main aspects analyzed followed the evaluation script for community-based rural enterprise in the document "Vivências Brasil". The processing of data collected in the final report of the research was quantitative and qualitative. For this paper, presents the qualitative data with the description and comments of the same in the light of relevant theoretical references to the themes under discussion. The results show that the 500 selected enterprises operate with a predominance of informality and 50% of the properties work for more than 10 years in family management model combined with other clusters such as short circuits marketing of food and crafts, nature walks and gastronomic events with appreciation of local culture and social capital. The 30% of enterprises connected to the "Associação Acolhida na Colônia" have been working for over 15 years with hosting and food services successfully, which shows the importance of associative actions with community activities that allow the formation of networks and capable partnerships to take their members in the debate on public policies that can consolidate agritourism enterprises, decreasing with this exclusion and the population exodus from traditional agricultural communities.

KEY WORDS: *Community-based rural tourism, agritourism, social capital, local development, family management.*