

CONTRIBUTION OF ECOTOURISM TO THE CONSERVATION OF RED-AND-GREEN MACAW (ARA CHLOROPTERUS) IN THE RESERVE IN BRAZIL

Marta Regina da Silva Melo
Celso Correia Souza
Neiva Maria Robaldo Guedes
Universidad Anhanguera Uniderp
Campo Grande - Mato Grosso do Sul, Brasil

The development of ecotourism in Protected Areas (PAs) enables the valorization of the environmental characteristics, integrates society with the conservation and can represent for visitors an interesting strategy to acquiring knowledge about the species of the local biodiversity. This study aims to analyze the contribution of ecotourism to the conservation of Red-and-green Macaw (Ara chloropterus) in Private Natural Heritage Reserve (RPPN) Buraco das Araras, State of Mato Grosso do Sul State, Brazil. The methodological procedures were performed with quali-quantitative and multidisciplinary. Independent of the region's tourist seasonality, 90.53% of RPPN visitors pointed to ecotourism as a motivational factor for the visits. The actions taken in the RPPN for conservation of Red-and-green Macaw, as the development of scientific research, regeneration of degraded areas with native seedlings and the promotion of environmental education can also contribute significantly to the conservation of different species of fauna and flora of the Brazilian Cerrado. In addition, the Red-and-green Macaw is characterized as a flagship species for the conservation of biodiversity. The key to success among the ecotourism and conservation can be linked to the well-being of visiting a protected area and the involvement with the protection of nature.

KEY WORDS: *protected areas, ecotourism, environmental sustainability.*