

TOURISM AND SUSTAINABLE LOCAL DEVELOPMENT

Limiting Factors and Potentialities of Ajuruteua Beach in the State of Pará, Brazil

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This study aims to analyze the infrastructure and the services offered to tourists on the beach of Ajuruteua, with the purpose of emphasizing the tourist potential, based on the environmental conditions offered by the region and proposing measures to develop the ecological and social potential of this region, with the intent of valuing the local tourism. Ajuruteua is located in the city of Bragança - PA, 238 km from the state capital (Belem), in the northeast Pareense, Brazilian Amazon. The methodology is characterized by quantitative approach with the application of 450 questionnaires to the tourists and more 15 questionnaires with the owners of the hostels, analyzed by descriptive methods and SWOT, respectively. The results indicated that 62 % of the interviewees did not consider the beach clean and organized, however 92% of the tourists would recommend the beach to friends and family because it is a calm place and keeper of natural beauty. Through the SWOT Method, it was observed that scenarios of small and medium owners presented a precarious panorama; on the other hand, the larger hostels presented positive scenarios, since these invest more in infrastructure and services provision. In this way, with improvements in local infrastructure, the region's annual savings would reach US\$ 10.869.440,72. Nevertheless, the development of the tourism must be concomitant with the generation of income and employment, allowing the reduction of social inequalities, integrating the local population to the labour market, valuing the local characteristic through touristic attractions and promoting environmental and cultural preservation.

KEY WORDS: *Tourism, endogenous development, beach, Amazon.*