

ENVIRONMENTAL PERCEPTION OF LODGE MANAGERS IN FRANCÊS BEACH IN MARECHAL DEODORO (AL, BRAZIL)

Sheyla Karine Barbosa de Macêdo Dias
Ana Paula Santos de Melo Fiori
Instituto Federal de Alagoas
Marechal Deodoro, Brasil
Velber Xavier Nascimento
Gabriela Souto Vieira de Mello
Paulo Rogério Barbosa de Miranda
Centro Universitário Cesmac - Maceió, Brasil

The growth of tourism and its infrastructure has led to an increase in the amount of solid waste, that provoke a negative environmental impact on these destinations. The Francês beach is located in the city of Marechal Deodoro (Brazil) and, despite having a large part of its income concentrated in the tourism sector, no study was carried out to evaluate the perception and management of solid waste generated by tourism in Francês beach. The objective of this paper was to identify the levels of knowledge about solid waste management, as well as the environmental management activities and the environmental perception of the managers of lodging of the French beach in Marechal Deodoro. The research had a qualitative and quantitative character, being carried out interviews with managers of the lodges, application of forms with structured and semistructured questions and the completion of the field diary. The sample had a non-probabilistic character for convenience and for definition of the same were established three criteria: registration in the Ministry of Tourism, means of lodging with a maximum of 30 housing units and interest in participating in the research. After the survey, 21 establishments were able to participate, however, two showed no interest. The forms were applied during the months of July and October 2017. Based on the results obtained, one can affirm that adequate management forms are still evident, because actions such as separation of garbage and training of employees on environmental issues have not yet been carried out for more than 70% of the enterprises surveyed. It is important to highlight that more than 80% of them do not have any policies to minimize the generation of waste in their enterprises. Therefore, there is a real need in the area for works focused on environmental education involving the entire tourism trade, so that a greater awareness of the environment for this sector is created.

KEY WORDS: Sustainability, environmental education, environmental management.