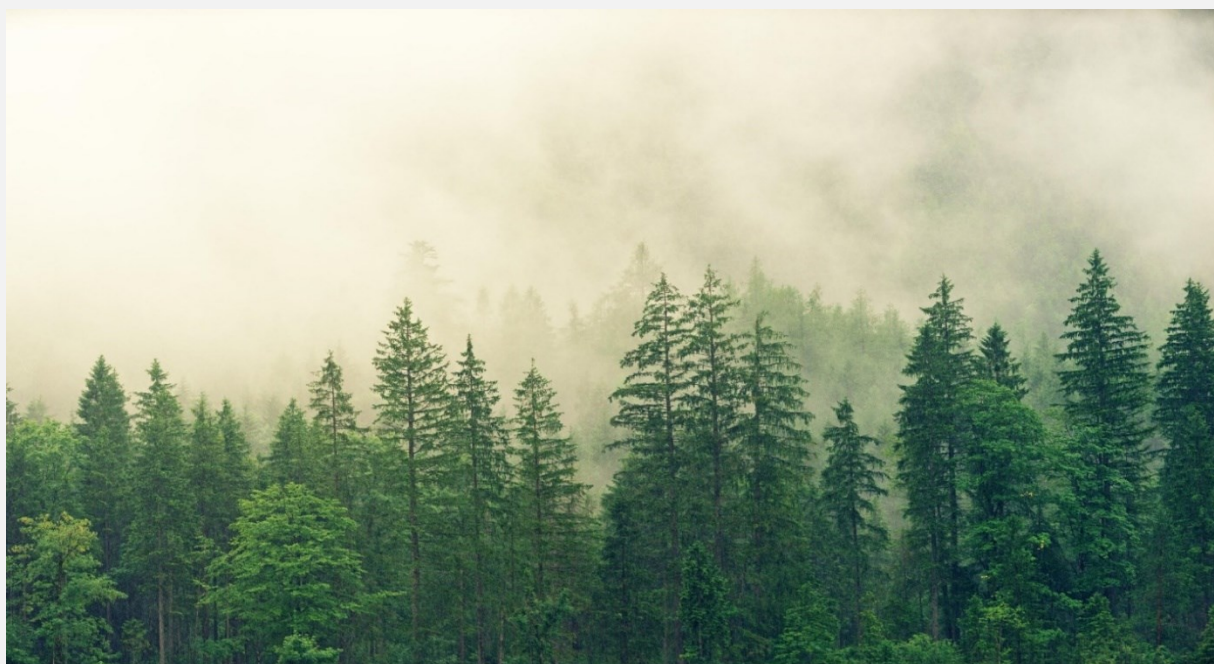


TOURISM FOR SUSTAINABLE FUTURE

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC
CONFERENCE

18-19 MAY 2023, BULGARIA



AVANGARD PRIMA
2023

TOURISM FOR SUSTAINABLE FUTURE

INTERNATIONAL SCIENTIFIC CONFERENCE (ONLINE)
18-19 MAY 2023, BULGARIA

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Publisher AVANGARD PRIMA

Sofia, 2023

ISBN: 978-619-239-887-3

EXPLORATORY ANALYSIS ON THE POTENTIAL OF ADVENTURE TOURISM IN THE STATE OF SANTA CATARINA, BRAZIL

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***Abstract:** Tourism has been growing and consolidating itself as a development strategy in different global economies. After all, the sector has been increasing its importance worldwide, and has been compared to other sectors, such as the pharmaceutical and automobile industries. In the international context, Brazil is known as country rich in biodiversity, culture, and landscapes that promote tourist activity. It is possible to affirm that many Brazilian cities have the potential to develop and adapt their natural resources for the practice of tourism, stimulating the green economy. The present work aims to identify and analyze the potential scenario of Adventure Tourism in the State of Santa Catarina, Brazil. This research uses a qualitative and exploratory approach, seeking to identify and analyze options for the practice of Adventure Tourism in Santa Catarina, also evaluating some of its impacts on the local economy. As methodology, this research made use of semi-structured interviews, with a questionnaire composed of seven questions, besides the snowball strategy for identification of the interviewees. The research also consists of two stages, theoretical and field research. As a result, it was verified that Adventure Tourism in the State of Santa Catarina has been growing gradually, becoming an important economic source for an increasing number of cities, illustrating the potential of activities that involve nature, strengthening the role of the green economy. It is also possible to affirm that it emerges as opportunities for new research and its realization in other territorial realities, other tourist segments, among other possibilities.*

***Keywords:** Adventure Tourism; Green Economy; Santa Catarina; Brazil.*

INTRODUCTION

In Santa Catarina (SC) state some people travel to the coast looking to surf. While others look for trails that have waterfalls, such as the Pitoco Trail (Chapecó) and the Salto Grande Waterfall (Corupá). There are also those who seek only to contemplate great landscapes, such

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as the Morro da Boa Vista (Urubici/Bom Retiro) and Pico Malwee (Jaraguá do Sul). And the more adventurous, who want to experience going down river currents, as in the practice of rafting on the Cubatão River (Santo Amaro da Imperatriz) or visiting caves / speleology (Botuverá).

Thus, this work presents some propositions based on a small sample (50 interviewees) about this broad field of discussion, the main cities in terms of potential, the main activities to be worked on, and the public's knowledge about these segments, as well as other issues.

THEORETICAL ASPECTS

Ecotourism is the tourist activity practiced in a sustainable way in natural patrimony, in which the search is for contact with nature and the realization of activities that promote the experience of it, with incentives for the knowledge and importance of the preservation of these natural areas (EMBRATUR/IBAMA, 1995).

According to Richard and Chinágliá (2004), ecotourism brings benefits beyond the preservation of these areas, the adventure experiences actively involve the customer and their emotions, thus, being effective programs linked to environmental, cultural, psychological, sociological, and anthropological elements, bringing even greater added value.

These typologies can be classified in a more ample vision, which is nature tourism. According to Lee (2009, p.216), nature tourism searches for diverse tourism alternatives, whether cultural, responsive, sustainable or adventure. For the author, both typologies promote benefits through the conservation of natural resources and sustainable development, involving community and the environment (LEE, 2009).

Burnay (2002) states that tourism in natural preservation areas allows the sustainable development of ecosystems, because it has nature itself as a use, having the maintenance of these ecosystems as the logic of capital and maintaining the environment instead of transforming it for other purposes, perhaps even more predatory.

Tourism also plays an important role in the development and preservation of cultural heritage of individuals and communities, through contact between tourists and local communities, where cultural exchange takes place, which generates employment opportunities and adds value to the region. For SANTOS (2008), space is a system of objective and a system of action, where natural or artificial objectives have forms and contents, becoming structures and spaces.

According to the Brazilian Ministry of Tourism, adventure tourism refers to the practice of recreational and non-competitive adventure activities, which usually require physical effort and controllable risks, which may vary according to each activity the tourist seeks, as well as his/her physical capacity (BRASIL, 2008, p.41).

Swarbrooke et al. (2003) characterize adventure tourism as a typology that goes beyond nature tourism and the practice of physical activities, according to the authors, the person who wants to practice adventure tourism is after challenges and willing to take risks, regardless of whether they are related to the practice of activities or involvement with nature.

While Ewert (1985) and Hall (1992) state that for someone who seeks to engage in this type of activity, the most important factor in their decision is the risk. Hall (1992) also affirms that the search for adventure activities is more related to the activity itself than to the place where it is practiced.

METHODOLOGY

The work was carried out through a qualitative and exploratory approach, in an attempt to understand some of the impacts of tourism on the local economy and on the environment. It aimed to identify alternatives for the practice of this type of tourism in the territory of Santa Catarina, to investigate gaps and map the consumer desires, and to stimulate reflections about the potential of the green economy and tourism.

Through theoretical and documentary research in materials related to the thematic, it was sought to map ways of working with tourism in its territory. In turn, field data were also collected, through a sample of 50 people (men and women) from Santa Catarina. Using a semi-structured questionnaire with 7 questions, disclosed with the help of technological resources.

RESULTS AND DISCUSSIONS

The collected data has shown that the activity has important potential as a strategy for sustainable development in the territory. The Brazilian Ministry of Tourism (MTur) states that these activities can be carried out in different ways and in different spaces, on land, water, and in the air.

According to MTur (2010), the so-called nature sports are performed with professionalism and according to the legislation, are safe and appropriate activities for recreational use. The activities of adventure tourism can be classified and related to land, water

and air, these classifications are given according to the areas in which they are conducted, their equipment, skills and techniques needed for their realization.

The results of the research showed that among the activities performed on land there are practices such as bicycle tourism, speleology, tree climbing, waterfall tourism, hiking, long distance walking, climbing, zip-lining, mountaineering, horseback riding, among others. Among those practiced in the water, there are possibilities such as white-water rafting, kitesurfing, surfing, windsurfing, diving, canoeing, aqua ride, among others. While in the air, the data showed potential for activities such as ballooning, parachuting, free-flying, and others.

The data collected in the field revealed the view of part of the Santa Catarina society regarding the practice of adventure tourism in their territory. With the application of the questionnaire, it was possible to identify the preferences of the public and how much they know about the concept. The analysis of the survey answers is presented as follows.

At the first question we asked the users about their knowledge on adventure tourism in their region, and 62% of the interviewees said they were familiar with the thematic, the other 38% said they did not know about any adventure tourism attraction in their region.

In order to analyze the public's awareness, we questioned which tourist activities the interviewee practices or have ever practiced in the region. Mountain trails (52%) and mountain biking (8%) stood out among the respondents, accounting for 60% of the answers. Followed by the lack of knowledge, with 30% of the answers. Then, other activities like rafting, canoeing, hiking, camping, and hang-gliding were selected by a percentage of 2% of respondents each.

The following question tried to capture which cities stand out in the interviewees' minds when thinking about ecotourism and adventure tourism in Santa Catarina. When questioned about a reference city, 28% of the interviewees believe that Corupá is the main destination, while 22% said that Florianópolis stands out. Next came Jaraguá do Sul (14%), Joinville (4%) and Balneário Camboriú (4%). The other cities mentioned obtained about 2% of the answers.

Then, a further question was addressed to understand the public's opinion about the promotion of destinations in these segments. We then asked how they evaluate these aspects in Santa Catarina, and 52% of the interviewees affirmed that the promotion is regular, 30% think it is bad, while 14% believe it is good and 4% excellent.

To understand the consumption intention of the interviewed public, they were questioned about which activity they would like to practice but could not find or did not consider accessible. The most selected sports were canoeing and hang gliding (paragliding and hang gliding) with a percentage of 18% each. Then another 18% interviewed did not have any

particular activities, 16% of the interviewees informed that they would like to practice climbing, 14% trails, 12% white-water rafting, and the other activities had a percentage of 2%.

In order to evaluate the purchase intention, the questionnaire addressed how much the interviewees would be willing to spend, the amounts of R\$100.00 and R\$200.00 Brazilian Real were the most selected in the survey, with a percentage of 22% each, 16% reported that they would pay R\$150.00, 12% of the interviewees reported they would pay R\$50.00, 6% R\$300.00 as well as 6% would pay R\$400.00, 4% would pay R\$250.00 and the remaining 12% reported did not know or did not have a value base.

And to better understand the prioritization of the public in making a purchase decision on this segment, they were asked about what they believe is most important when searching for tourism activities. A percentage of 42% of the public informed that the structure of the place is essential for the practice, 30% believe that it is the easy access to information, 22% affirm that it is important to have guides and instructors, 4% said that is the signaling, and the remaining 2% think that indication.

CONCLUSIONS

According to the data collected, it appears that adventure tourism has grown gradually in Santa Catarina, consolidating itself increasingly as a strategy for economic, social and environmental development. In this scenario, the activities related to nature are in evidence, to the point that the interviewees consider the city of Corupá as a reference in adventure tourism in the territory.

It was also evident in the study that a large part of the public evaluates the segment's publicity as bad or regular. Another point was the preference about the possibilities of practices, where about 53% of the interviewees informed having some contact with white-water rafting, an activity widely practiced.

It was also possible to understand the awareness of the sampling group about the segment, as well as some of their preferences, where the trails stood out as the most practiced land activity, along with mountain biking. In addition, it was also possible to understand how much the public would be willing to spend to practice adventure tourism activities, where the values of 100.00 and 200.00 were the most consistent. What would enable, in a practical scenario, to establish development strategies.

As a limitation of the study, it is perceived the scarcity of current research focused on adventure tourism, the lack of official studies on the promotion of the segment in Santa Catarina

(monitoring), the sample limited to 50 people, among other aspects. Therefore, opportunities for further research arise in the expansion of the sample, its implementation in other federal entities, the evaluation of other segments such as rural tourism and creative tourism, among others.

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