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RURAL TOURISM AS AN ALTERNATIVE TO RURAL DEVELOPMENT
IN THE STATE OF PARÁ, BRAZIL

by

Ana Cristina Sawada Cutrim

A Thesis
Submitted to the
Faculty of the Graduate College
in partial fulfillment of the
requirements for the
Degree of Master of Arts
Department of Geography

Western Michigan University
Kalamazoo, Michigan
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Ana Cristina Sawada Cutrim

RURAL TOURISM AS AN ALTERNATIVE TO RURAL DEVELOPMENT IN THE STATE OF PARÁ, BRAZIL

Ana Cristina Sawada Cutrim, M.A.

Western Michigan University, 2008

This research is based on the potential analysis of the rural tourism industry in the cities of Bragança, Mosqueiro, and Vigia, located in the State of Pará, Brazil. The representative samples were the people who went to an excursion trip organized by an elderly people association to visit the city of Bragança, and the people who went to the farm hotels located in the cities of Mosqueiro and Vigia. Surveys were conducted among the tourists during the weekends of December 2007 to January 2008. The research focused on the strengths and weaknesses of tourism in these sites.

The demographic characteristics of the tourists and their feelings about the site visited were analyzed through the percentage. The relationship between the expectation and satisfaction of the tourists was analyzed through the Pearson Chi-Square (χ^2), and to the Chi-Square contingency table, the services needing improvement were added. The results explained how the quality of services related to the tourism industry is important, and how its services affect the satisfaction of the tourists in the rural area.

TABLE OF CONTENTS

AKNOWLEDGMENTS.....	ii
LIST OF TABLES	ix
LIST OF FIGURES.....	xii
CHAPTER	
I. INTRODUCTION.....	1
Problem Statement.....	3
Hypotheses.....	6
Purpose of the Research.....	6
Limitations	7
Significance of the Research.....	8
II. LITERATURE REVIEW.....	9
Experiences in Rural Tourism.....	12
Brazilian Tourism	14
International Tourists	17
National Growth.....	18
Tourism Earnings	19
Marketing	20
Brazilian Experiences in Rural Tourism.....	22
III. THE STATE OF PARÁ.....	27

Table of Contents – Continued

CHAPTER

	General Information.....	27
	Geographical Attribute.....	29
	Cultural Aspect.....	30
	Transportation System – General Aspect.....	31
	Air Transportation System.....	31
	Domestic Flights.....	31
	International Flights.....	31
	Highway System.....	32
	Ferry System.....	33
	The Access to the State of Pará.....	34
	Accommodations.....	36
IV.	METHODOLOGY.....	44
V.	PRESENTATION OF DATA.....	48
	Data Collection.....	48
	Object of the Study.....	49
	Statistical Analysis.....	50
VI.	STUDY AREA.....	52
	The Representative Locations.....	52
	The City of Bragança, State of Pará.....	52

Table of Contents – Continued

CHAPTER

	The Mosqueiro Island in the Municipality of Belém, State of Pará.....	55
	The City of Vigia, State of Pará.....	56
VII.	RESULTS AND DISCUSSION.....	58
	Characteristics of Tourists in the Rural Area.....	58
	Gender.....	58
	Age.....	59
	Educational Background.....	61
	Origin of Visitors.....	62
	Family Status.....	63
	Professional Status.....	64
	Monthly Income.....	65
	Information about the Site.....	66
	Frequency of the Visit and the Duration of Days in the Site.....	67
	Travel Companion, Transportation Mode Used, and Time Consumed to Get in the Rural Site.....	68
	Participation in Other Recreational Activities.....	71
	Rural Site Expenses (Excluding Travel Cost).....	71
	Visitors Feelings.....	71

Table of Contents – Continued

CHAPTER

Recommendation to the Friends.....	72
The Distance to the Site Visited.....	73
Crosstabs’ Statistics Analysis and Measures of Association.....	73
Analysis of the Recreational Activity.....	74
Analysis of the Preservation and Restoration of Cultural and Historical Site.....	76
Analysis of the Access to the Site Considering Road Condition and Signals.....	78
Analysis of the Information for Tourists.....	80
Analysis of the Quality of Food.....	82
Analysis of the Quality of Hotel Accommodation.....	84
Analysis of the Courtesy of Hotel Employees.....	86
Analysis of the Price of Accommodation.....	88
Analysis of the Receptivity of Local People.....	90
Analysis of the Ethnic (Folkloric) Festival.....	92
Analysis of the Local Handcrafts.....	94
Analysis of the Farm Life Experience.....	96
Analysis of the Cultural Activity.....	98
Analysis of the Relief of Stress and Anxiety.....	100
Analysis of the Farming Landscape.....	102

Table of Contents – Continued

CHAPTER	
	Analysis of the Nearby Infrastructure..... 104
VIII.	CONCLUSIONS AND RECOMMENDATIONS..... 106
	REFERENCES..... 109
	APPENDICES..... 117
	A. Approval Letter from the Human Subjects Institutional Review Board (HSIRB)..... 117
	B. Informed Consent Form in English..... 119
	C. Informed Consent Form in Brazilian Portuguese..... 121
	D. Survey Questionnaire in English..... 123
	E. Survey Questionnaire in Brazilian Portuguese..... 127

LIST OF TABLES

1. International Tourists in the Country (Number of Tourists).....	17
2. Achievements of International Events/Position ICCA 2006.....	21
3. Participation of Brazil in International Events.....	21
4. Embark and Disembark of Passengers in the State of Pará (included connections flights).....	34
5. Hotel Occupation by States, Year 2001-2002.....	36
6. Hotel Occupation in Foreign Countries, Year 2001-2002.....	38
7. Hotel Occupation by States, Year 2002-2003.....	39
8. Hotel Occupation in Foreign Countries, Year 2002-2003.....	40
9. Hotel Occupation by States, Year 2003-2004.....	41
10. Hotel Occupation in Foreign Countries, Year 2003-2004.....	42
11. Educational Background of Participants.....	62
12. Distribution of Visitors Dwelling by Zone and by City.....	63
13. Visitors' Family Status.....	64
14. Participants Professional Status.....	65
15. Distribution of Participants Monthly Income.....	66
16. Information About the Site.....	67
17. Frequency of the Visit and the Duration of Days in the Site.....	68
18. Travel Companion, Transportation Mode Used, and the Time Consumed to Get in the Rural Site.....	69

List of Tables – Continued

19. Visitors Participation in Other Rural Tourism Activities.....	70
20. Tourists Expenditures in the Rural Site.....	71
21. Visitors Feelings.....	72
22. Recommendation to the Friends.....	72
23. The Distance to the Site Visited.....	73
24. Profile of Tourists Expectation and Satisfaction in the Recreational Activity Category.....	75
25. Profile of Tourists Expectation and Satisfaction in the Preservation of the Site Category.....	77
26. Profile of Tourists Expectation and Satisfaction in the Road Condition Category.....	79
27. Summary of Tourists Expectation and Satisfaction in the Information for Tourists Category.....	81
28. Profile of Tourists Expectation and Satisfaction in the Quality of Food Category.....	83
29. Profile of Tourists Expectation and Satisfaction in the Quality of Accommodations Category.....	85
30. Profile of Tourists Expectation and Satisfaction in the Courtesy of Hotel Employee Category.....	87
31. Profile of Tourists Expectation and Satisfaction in the Price of Accommodations Category.....	89
32. Profile of Tourists Expectation and Satisfaction in the Receptivity of Local People Category.....	91
33. Profile of Tourists Expectation and Satisfaction in the Ethnic (Folkloric) Festival Category.....	93

List of Tables – Continued

34. Profile of Tourists Expectation and Satisfaction in the Local Handcraft Category.....	95
35. Profile of Tourists Expectation and Satisfaction in the Farm Life Experience Category.....	97
36. Profile of Tourists Expectation and Satisfaction in the Cultural Activity Category.....	99
37. Profile of Tourists Expectation and Satisfaction in the Relief of Stress Category.....	101
38. Profile of Tourists Expectation and Satisfaction in the Landscape Category.....	103
39. Profile of Tourists Expectation and Satisfaction in the Infrastructure Category.....	104

LIST OF FIGURES

1. The Legal Amazon Location.....	4
2. International Arrivals.....	18
3. Domestic Arrivals.....	19
4. Comparative of Tourism Earnings per Year.....	20
5. Overview of the States of Brazil.....	26
6. Overview of the State of Pará and the Marajó Island.....	28
7. The Marujada Event in Bragança.....	45
8. Farm Hotel Paraíso in Mosqueiro.....	45
9. Farm Hotel Santa Rosa in Vigia.....	46
10. Bragança Location.....	53
11. The Caeté River in Bragança.....	54
12. The City of Bragança.....	54
13. Mosqueiro Island Location.....	55
14. View of Mosqueiro.....	56
15. Vigia Location.....	57
16. Stone Catholic Church in Vigia.....	57
17. Gender of Participants by City.....	59
18. Age of the Participants.....	60

List of Figures – Continued

19. Age of the Participants by City..... 61

CHAPTER I

INTRODUCTION

The rural areas that provide some kind of recreation areas have expanded rapidly in recent years, and recreation and tourism development has become a popular vehicle for rural economic development (Reeder and Brown, 2005).

According to Long and Lane (2000), rural tourism can be considered as the second stage of tourism development. First, it is been characterized by growth in participation, product and business development, and partnership. Second, it is considered more complex, with questions related to its place, its strategy, its integration in practice, and its dynamic role within the restructuring countryside and within the full extent of tourism development process. A number of interpretations define the concept of agro-tourism. According to Dernoï (1991: 4), agro-tourism could be considered as an activity in a “non-urban territory where human activity is going on, primarily agriculture: a permanent human presence seems a qualifying requirement”. Agro-tourism is seen as virtually identical to its European equivalent “farm tourism” (Busby and Rendle, 2000; Getz and Carlsen, 2000). With both terms, the farm environment is part of the product (Clarke, 1996). Other terms such as rural tourism and farm vacation tourism differ from agro-tourism. For example, agro-tourism and rural tourism are not the same; agro-tourism might be distinguished as a segment within rural tourism (Wilson, Fesenmaier, and Van Es, 2001). Rural tourism includes additional forms of tourism that exist in a rural setting,

including ecotourism and other nature-based forms of tourism, cultural tourism that does not relate directly to agriculture (e.g., outdoor dramas, folkloric festivals that occur in rural areas but do not have an agriculture theme), or rural adventure tourism (Lane 1995).

Culturally, tourism could be perceived as being both integrating and preserving at the same time. It encourages increased understanding by allowing people of different societies to meet; and because many tourists visit culturally unique and exotic destinations. Locals tend to preserve their cultural uniqueness and heritage for paying tourists (Lea, 1988).

Rural tourism has long been considered an economic and social development and revival. It has been extensively promoted as an effective source of income and employment, particularly in secondary rural areas where the agricultural industry has declined. In fact, nowadays a number of established tourism destinations have also added rural tourism in order to expand their tourism products and markets (Sharpley, 2002).

Rural tourism development has also become progressively more evident elsewhere, despite the fact that is not the same extent as in Europe. In the USA, for example, it has been established that 30 states have developed tourism policies specifically targeted at rural areas, while another 14 have included rural tourism within their tourism development plans (Luloff, Bridges, Graefe, Saylor, Martin, and Gitelson, 1994). Tourism in the rural area tends to modify the entire local dynamics allowing the local community to use the benefits generated, such as public sanitation, electrical and telephone wiring, public and commerce services, recreation, and employment, among others.

This paper focuses on the rural zones of Pará State in Brazil. The purpose of this research is to obtain an understanding of the implications of tourism development, conservation policies, and the benefit to the region. It will emphasize rural tourism, the type of activity that contributes to complement small farmer's income. These non-agricultural activities are creating new jobs and discussion about the new approach among policy makers, local government, and business people. These discussions are trying to organize the idea to integrate production chains, such as agricultural industries, services, communications, with emphasis on rural tourism, as activity inducing the growth of non-agricultural industries in rural areas (Graziano da Silva and Del Grossi, 1997; Schneider, 2000).

The current situation requires extreme changes, particularly in public policies for the rural areas, since it should no longer be considered an exclusively agricultural area, and considering the importance of non-agricultural activities developed in these areas. This discovery for rural areas, is related to the environmental issues (technology and its productive impacts), behavior changes (free time for leisure), and the address of good health.

Problem Statement

According to PARATUR (Tourism Company of Pará), the participation of the State in the tourism context represents almost 17 percent of the Brazilian territory and 26 percent of the Amazon. Studies of the Organization of American States (OAS), estimate that Para has nearly 50 percent of the attractions in the Legal Amazon (Figure 1), which

is comprised by the Brazilian States of Pará (PA), Amazonas (AM), Amapá (AP), Acre (AC), Mato Grosso (MT), Rondonia (RO), Roraima (RR), Tocantins (TO), and Maranhão (MA).

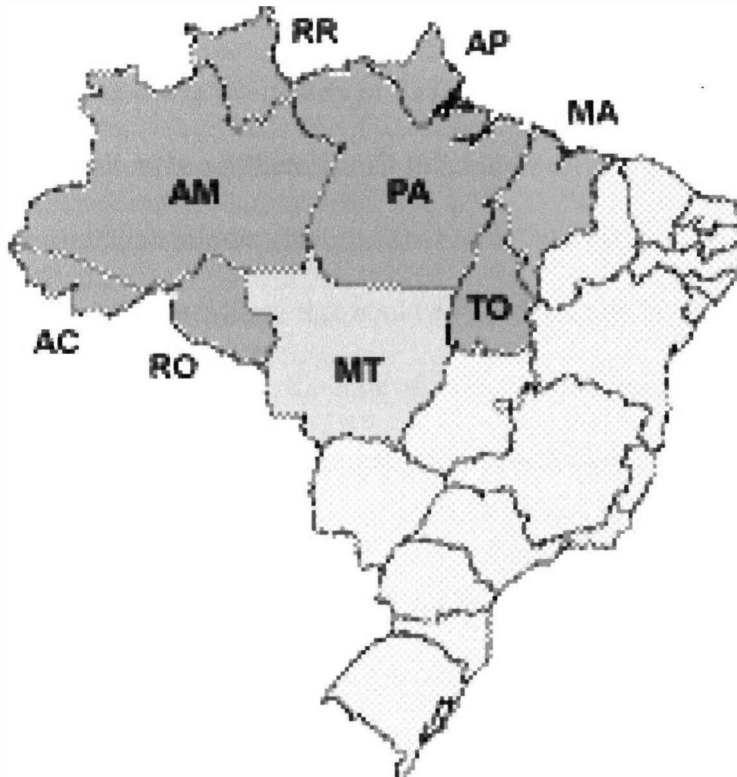


Figure 1: The Legal Amazon Location

Source: <http://infoener.iee.usp.br/cenbio/imgbiom/mpamlegal.gif>

However, problems regarding the appropriate development of rural tourism are evident. The first problem is the scarcity of national and international tourists coming to the State of Pará. Tourism is still an activity with little expression in the entire economy, with small participation at the national scale. The second is the lack of qualified human resources and professionals in tourism activities (including those with foreign language skills); it is necessary to train people to receive tourism. The third is related to

infrastructure in rural area. The lack of roads maintenance affects its condition. Additionally, signals are insufficient to provide direction to visitors.

The government and the private institutions need to focus on these problems. There are many natural attractions to visit in the rural areas. However, all of these areas need to improve the quality of its service. The high cost of airfare of Brazilian airlines from centers in southern Brazil to northern Brazil is an obstacle for potential visitors from the Brazilian middle class. Belém has an international roundtrip from Belem/Manaus/Miami that could be used to intensify the tourist's participation in the State of Pará. Finally, the lack of intensive marketing by the public and private organizations contributes to decreased tourist demand for Belém, the capital of the State of Pará.

Despite these problems, tourism in Pará rural zone is beginning to play a considerable significance to the local community, because of the geographical, cultural, and environmental diversity of those areas. The State of Pará has many attractive options, such as cultural landscape, small rivers, fresh water, beaches, islands like Marajo Island, Mosqueiro Island, Algodoal Island, combined with regional foods and traditional hospitality, making a pleasant experience for tourists who are looking for relaxation and recreation in a calm setting.

Some important accomplishments in Pará have been implemented. These improvements include the construction of the new airport and the pavement and urbanization of the Julio Cesar Avenue, which connects the airport to the rest of the city of Belém. The Estação das Docas Complex, an old port of Belém, reformed and transformed to be a significant area for dining, shopping, cultural events such as concerts,

and an open views to the sunset over Guarajá Bay. The oldest place of the city named Feliz Luzitania, was also reformed and transformed in tourist attractions. The new pavement of the road connecting the city of Belém to the Mosqueiro Island resort, the Belém-Mosqueiro Highway has been completed. Another important accomplishment was the construction of a huge bridge over the Guajará Bay to facilitate the access to an important industrial zone of the state.

Hypotheses

There are three hypothesis of this research.

1. Rural tourism is an alternative to improve farming income. The natural attraction in the State of Pará mentioned previously may be used as instrument to attract tourists and improve farming income.
2. There is not sufficient marketing to attract more tourists to the State of Pará. The lack of the incoming tourists is evident in the State of Pará.
3. There is no expressive information available for tourists about the potential attractions in the State of Pará. The number of tourists in the rural sites is relatively small, considering the natural advantage in the whole state.

Purpose of the Research

This study is focused on a rural settlement of the state of Pará. The development of rural tourism, not for productive agricultural property of the region, but rather for

leisure activities such as canoeing, fishing, hunting, visits to scenic landscapes, viewing cultural festivals, including types of facilities and accommodations in hotels, such as comfortable beds and good breakfasts, as well as economic aspects of farming. The leisure activities such as riverine, maritime or land excursions have great potential, because they are new and different activities in the area of tourism, and because of demand for knowledge and experiences of the natives in the Amazon region.

An analysis of the potential tourism in three different rural towns of the State of Pará, which have some rural tourism activities, is the focus of the study. The representative locations were the City of Bragança, the City of Mosqueiro, and the City of Vigia. The research considered the quality of hotels accommodations, the access to those hotels, infrastructure of the cities, types of tourist attractions, hotels services, expectation, and the satisfaction of tourists.

Limitations

This research had some limitations as stated below:

1. Attributes chosen were difficult to measure because of the remote location and lack of information about the areas of interest.
2. It was difficult to contact with hotel owners to get authorization to begin the survey. Usually, the hotel owners did not answer the telephone or no answered the email.
3. It was difficult to apply questionnaires during the Christmas and New Year holidays.
4. It was the rainy season in the State of Pará. Visitors usually avoid going to rural area during this time.

5. The towns of Bragança, Mosqueiro, and Vigia are not representative of all rural tourism destinations.

Significance of the Research

The analysis of rural tourism as an alternative to rural development may possibly clarify the vision of tourism professionals to a better qualification of services, to facilitate the income among small farming communities, and concomitant improvement of conservation policies. There are many opportunities to increase the number of visitors if the government, private initiatives, tourism organization, and entrepreneurs work together.

CHAPTER II

LITERATURE REVIEW

Rural tourism began with an interest in countryside recreation that started to grow in the 19th century as a reaction to the stress of increasing urbanization and industrialization (Roberts and Hall, 2001). However, rural tourism nowadays is different. The number of tourists involved has increased significantly and tourism has developed in all types of countryside environments instead of being limited to areas of exceptional scenic beauty. Rural tourism could be defined as tourism that takes place in the countryside (Wilkerson, 1996).

According to the definition, rural tourism includes a range of activities, services, and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their businesses (Wilkerson, 1996).

Tourism can improve local quality of life and support local culture in rural areas by encouraging the restoration of local and regional historic sites. It is considered as a “clean industry” or “industry without chimney,” and it may promote local conservation efforts. Rural tourism is one of the leading industries in the world and its growth is expected to continue at a high rate (Jefferson, 1995).

The term rural tourism has different meanings in different countries. In Finland, it usually means to offer catering services in the countryside. In Hungary, it implies that only activities and services offered in villages are included in this context, usually

covered by low price accommodation. In Slovenia, the most important form of rural tourism is tourism on family farms, where guests stay with the farmer's family in a guesthouse (Butler, 1998). In the Netherlands, rural tourism means especially camping on the farm, with activities such as cycling, walking, or horseback riding (Murdoch and Miele, 1999). In Greece, it is mainly based on bed and breakfast accommodations in traditional furnished rooms (Arce and Marsden, 1993). Maetzold (2000) has defined agro-tourism as any business or activity that invites visitors to come on to a farm, ranch or into a rural community to enjoy agriculture and the natural resources.

The Brazilian rural areas have experienced substantial transformation in the last two decades. In essence, they are receiving influences of urban activities which have transformed them into spaces that are not restricted to agricultural production (Campanhola and Silva, 1999). According to authors, the most important sectors of non-agricultural activities are consumer services, transformation of farm industry, commerce of goods, social services, and building industry. Actually, the rural community ends up in an improvement brought by the tourism implementation, which can be expressed as a better prerequisite of infrastructure and public services.

Nowadays, the tourism industry as a social, cultural, and economic development has focused on the nature conservation, avoiding deforestation and land degradation. Ecotourism and rural tourism are expanding in large scales. The relationship between people and their environment is important in order to preserve the ecosystem.

Tourist satisfaction is an important informal marketing because it influences the choice of other tourist destinations, the expenditure of products and services, and decision to return. Marsden (1993) believed that consumer's satisfaction comes from the

difference between consumer's expectation of the marketing and function of marketing. If the marketing performs as expected, then the consumer's will be satisfied, otherwise, the consumer's will not. Satisfaction is determined by the difference between expectancy and real experience. Expectation influences satisfaction directly. The recreation is another important aspect of tourist satisfaction, variety types of activities across a number of different settings serves to the path of tourist satisfaction (Yu, 2004).

Rural tourism, which attract urban people for the rural experience of their youth, offer the possibilities of selling high value local food to guests, renting rooms, creating jobs, and keeping the regional service base (Pevetz, 1991; Busby and Rendle, 2000; Nilsson, 2002; Clemens, 2004). Del Grossi and Silva (1998) have described rural tourism as an activity that add an economic exploitation to another function such as the rural environment valorization or the local culture as a principal attraction. In another words, rural tourism is characterized as leisure activities in a rural environment.

In many countries, rural tourism has becomes a support to financial assistance from both public and private sectors (Fleischer and Pizam, 1997). Rural tourism in England creates about £9 billion annually (Countryside Commission, 1995). The market of rural tourism is growing in European countries (Tribe, Font, Griffiths, Vickery, and Yale, 2000). According to Davidson (1998), in the early 1990s, rural tourism became a quarter of main holidays in Europe and operated as a major segment of short breaks.

Experiences in Rural Tourism

From the 1980s to the beginning of the 1990s, farms and farmers were still the focus of studies of farm services and woodlands. These studies involved the cause and effect of planning and marketing. It was during this period that studies of rural tourism eventually spread beyond the farms (Dower, 1973; Dernoï, 1983; Frater, 1983; Maude and Van Rest, 1985; Pearce, 1990; Evans and Ilbery, 1992; Shackley, 1993). Early research focused on descriptive approaches that examined which type of activities tourists participated in, such as fishing, swimming, and hiking (Kousis, 1989). Although all these activities are useful for understanding preferences, these methods did not address why people participate, what activities they could have done if other options were available, what satisfaction came from each activity, or how an activity could be intensified (Driver and Tocher, 1970).

In the United States, agro-tourism includes visits to farms for the purpose of retail purchases, enjoyment, and education in cooking classes, flower classes, and farm history among others. Rural areas in the United States, looking for new economic approaches, are progressively more interested in farm-based agro-tourism operations to generate new sources of income through sales, services, and other tourism-based local activities (Small Farm Center, 2004). Agro-tourism already represents a significant source of farm income, rural employment, and state and local tax revenues in the rapidly changing agricultural economy (Nickerson, Black, and McCool, 2001). Agricultural tourism is an important opportunity for small farmer families in the State of Michigan to increase their income. For the economic reason, many farm families have moved away from conventional

wholesale operation to agro-tourism, and the visitors have embraced these new recreational alternative. Agro-tourism in Michigan, has many aspects including simply picking fresher fruits, learning to bake or to make wine, entertainment of a day riding horseback, or chilly excursion to cut the family Christmas tree. Definitely, that activities provided by the state's farmers as agro-tourism activities will continue to diversify and new ones are going to be developed, tested, and implemented (Veeck, Che, and Veeck, 2006). The agro-tourism activity suggests an enormous benefit to the rural areas where the farmers are located.

In Europe, rural tourism has become an important mechanism in the rural development. In France, some properties have activities of harvest that include collecting flowers to perfume purpose as attractions for visitors. Spain is no longer been seen as tourist destination focused exclusively in its coastline and its wonderful beaches, but as the territory in which is located more than half of the protected areas of the Old Continent. Rural tourism is considered an economic activity that is being used as model, with an amazingly ability to increase the tourist market. The main regions of Spain dedicated to this activity are Galicia, Catalonia, Andalucia, Asturias, Aragon, Madrid, and Navarra. Rural tourism in Spain is characterized by the accommodation in private houses called private associations with projects controlled by the State in order to promote and develop the activity (Feuser, 2000).

The experience of rural tourism in Chile has had in general a positive effect for people who provide services (accommodation, food, crafts, folk presentations), and there is a growing interest of the urban population to return to nature, rural life and agricultural activities. According to Espinosa (1994), there is a livelihood in rural tourism since the

mid-seventies, in an area of 20 km around the Lake Llanquihue, on the communities of Frutillar, Puerto Octay, Llanquihue and Puerto Varas. Twenty-eight establishments were found with a familiar atmosphere, mixing the farming activities with the hospitality to visitors who want to spend their vacations in rural areas. Rural tourism in Argentina began in 1980. Previously there were establishments working in this area, but the availability of accommodations was reduced. In 1998, the numbers expanded to 1.500 establishments in all provinces, especially in the Province of Buenos Aires represented by 34 percent, and Patagonia by 23 percent of the total establishments (Barrera, 1998).

Brazilian Tourism

A strong domestic tourism in Brazil has been developed because of its difficulties in participating in the international market (Petrocchi, 2002). The external account deficits of tourism in the period of 1992 to 1998, was the reason to lead the Brazilian tourism authorities to a new program of national tourism amenities, creating an internal competition with the foreign products.

The population of Brazil in 2007 was estimated at 183,987,291, practically the half of South America population (Brazilian Institute of Geography and Statistic, IBGE). According to World Trade Organization (WTO), from 1995 to 2005, Brazil showed a growth of 170 percent in international travels, while the rest of the world, had an average of 50 percent. For this reason, the benefit reached an amount of \$4.3 billion in 2006, nearly \$5.1 million of incoming tourists and \$2 million of employed people in this sector. Recently, Brazil has attracted a number of foreign investors in hotel industry. However,

these numbers were not sufficient to improve the country position in the international scenario of tourism. The WTO has informed that Brazil reached the 36th position as a country destination in the world and the 39th in tourism earnings (Ministry of Tourism, MTur, 2007). The national tourism growth had some declines in terms of infrastructure in 2006. The financial crisis of VARIG Airline (Brazilian air company) with a number of its international flights canceled, followed by a number of delays because of the traffic controllers crisis, caused a huge problem in the tourism approachability (Uchua, 2007).

According to Brazilian Institute of Geography and Statistic (IBGE), in 2003 it was estimated 352,224 companies with activities in tourism operating in Brazil. This segment showed an amount of R\$76 (U\$44 billion, R\$1.74=U\$1.00) billion in production, with about 2,092 people working in this area. These companies represented 2.23 percent of the Brazilian economy which means an amount of R\$1,395,606 million. People working in this activity represented 2.47 percent in that year. The average of wage reached R\$469,639 million. It was anticipated R\$1.3 billion of wage payment to people working in the service of air transportation, R\$19.5 billion to employees in ferry transportation and R\$2.1 billion to employees in highway transportation. The president of Brazilian Travel Agencies Association (ABAV) stated that the region of the Amazon is the best one that fits the characteristics of tourism of the twenty-first century linked to the preservation of nature.

The volume of foreign exchange receipts in 2007, which are the spending of foreign tourists in the country, reached in the first three months of the year \$1,332 billion, 9.7 percent higher than same period of 2006 (Oliveira, 2007). This result is the largest ever obtained since the industry began to be measured supposed Marta Suplicy, the

Brazilian Minister of Tourism. For Marta Suplicy, activity in Brazil grows annually as the result of a serious policy that is being developed abroad. She believed that the results showed that the effort of promotion of Brazil as international destination, made by the Brazilian Institute of Tourism (EMBRATUR), was consistent, and has produced concrete results (Oliveira, 2007).

According to study concluded in the economic sector, the distribution of the Gross Domestic Product (GDP) was directly linked to the Brazilian tourism. The southeast region, which represents almost 55 percent of the GDP of the country, was responsible for the largest number of circulation of tourists. Data from the latest survey conducted by the Economic Research Institute Foundation (FIPE) indicated that in every hundred people travelling in Brazil, 64.7 percent leave from this region, and most destinations were limited to this region (Carvalho, 2007).

Currently, tourism appears as a major sector of the world economy, with high rates of growth in number of tourists and expenditures in places visited. The main tourist market segments are tourism of events, business, religious, rural, cultural, incentives, and thematic. Moreover, several other segments have emerged, such as tourism of gays, fishing, sports, adventure, study, gastronomic, and tourism for elderly people (Souza, Jacob Filho, and Souza, 2006). Many activities performed in the area of tourism can not be considered only an uncomplicated approach. They incorporate services in general, products, and satisfaction of tourists are highly important, and is greatly affected by various aspects such as their expectations and perceptions.

International Tourists

The access of foreign tourists in the country, after experiencing a decline in 2001 and 2002 because of the September 11 terrorists attack in the United States, showed a trend of recovery and growth in 2003, which remained until 2005. In 2006, there was a decrease of foreign tourists in the country (see Table 1), affected by the reduction in the supply of seats on international flights resultant from the crisis of VARIG Airline, previously mentioned.

Table 1

International Tourists in the Country (Number of Tourists)

1999	2000	2001	2002	2003	2004	2005	2006
5,107,169	5,313,463	4,772,575	3,784,898	4,132,847	4,793,703	5,358,000	5,019,000

Source: DPF/MTur/EMBRATUR, 2007

In 2005, landings of international flights reached 6.8 million passengers, with an increase of 11.28 percent on the year 2004 (Figure 2). In 2006, the country received about 6.4 million passengers on international flights, including Brazilians returning from abroad and foreign tourists, this value lower than 5.90 percent of the total landings in 2005 was because of the reasons already mentioned above (EMRATUR).

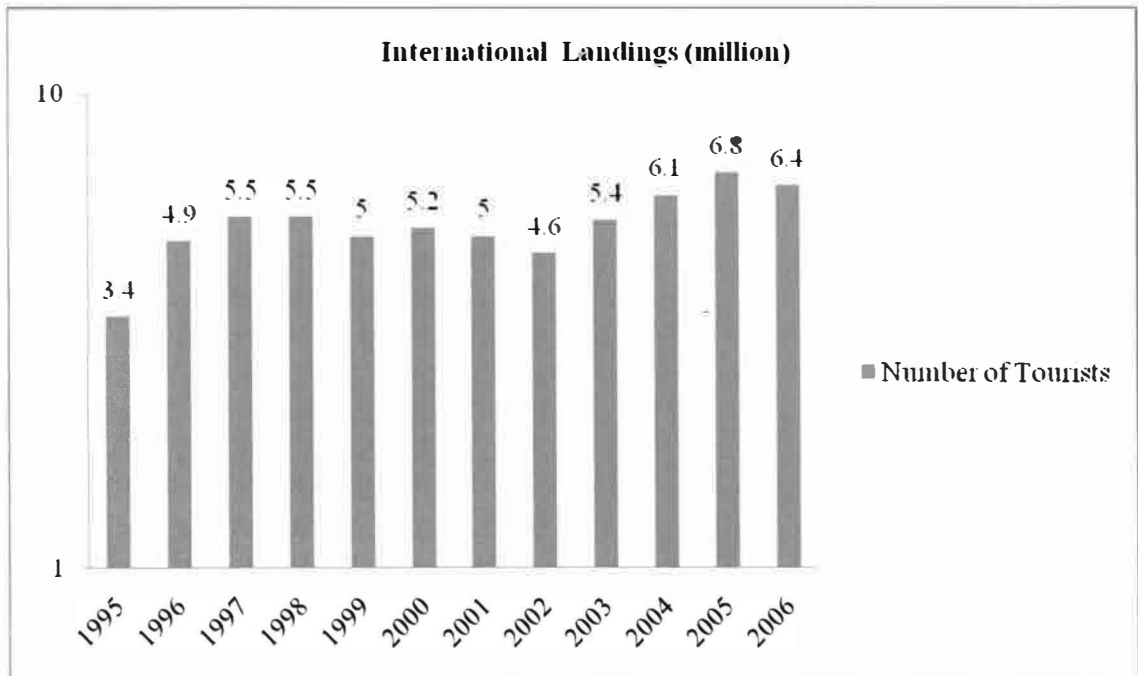


Figure 2: International Arrivals

Source: Empresa Brasileira de Infraestrutura Aeroportuária (INFRAERO)/Mtur, 2007

National Growth

According to the Bureau of Tourism, in the last four years, the use of air transportation became popular in Brazil and made exceptional growth. From 2003 to 2006 were recorded 156.7 million of domestic landings in the country, which means an increase of 23 percent on the previous quadrennial (1999/2002). In 2006, the arrival of passengers on domestic flights reached 46.3 million, 7.54 percent higher than recorded in the same period of 2005, when the number of passengers landed reached 43.1 million. In 2005, landings of national flights accumulated 43.1 million passengers, a growth of 17.75 percent, in relation to 36.6 million passengers landed in 2004 (Figure 3).

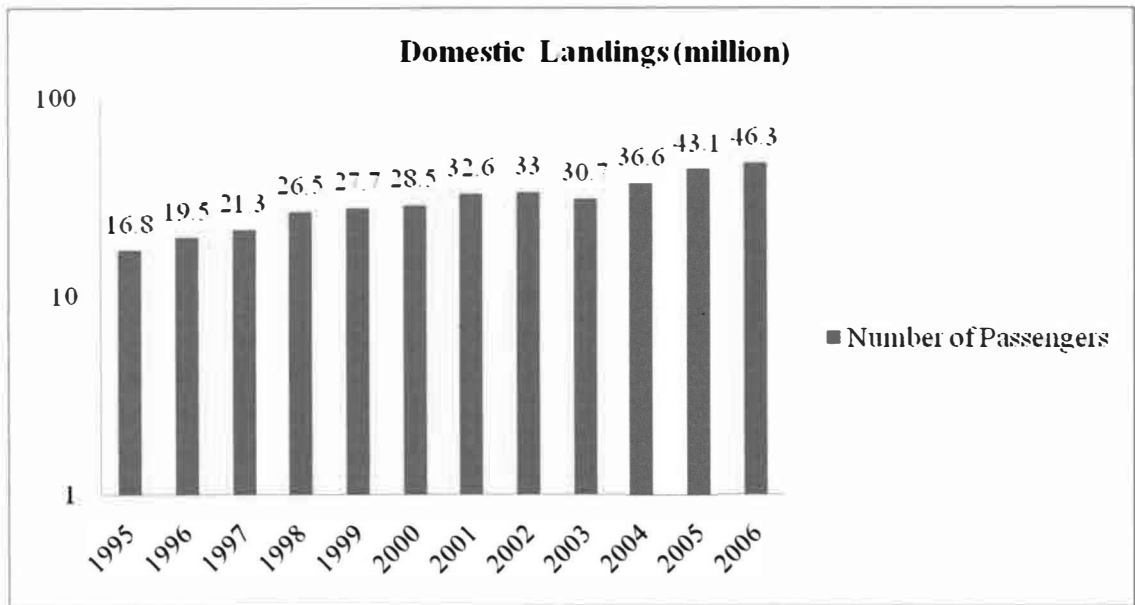


Figure 3: Domestic Arrivals

Source: INFRAERO/Mtur, 2007

Tourism Earnings

In 2006, Brazil has reached the tourism exchange revenue of \$4.32 billion, 11.78 percent higher than the year 2005, \$3.86 billion (Figure 4). In 2005, the amount of revenue reached \$3.86 billion, higher than 19.87 percent on the previous year (\$3.22 billion). Between 2003 and 2006, it has been observed that there has been a consistent growth of the tourism exchange revenue in Brazil (Central Bank of Brazil/Mtur, 2007).

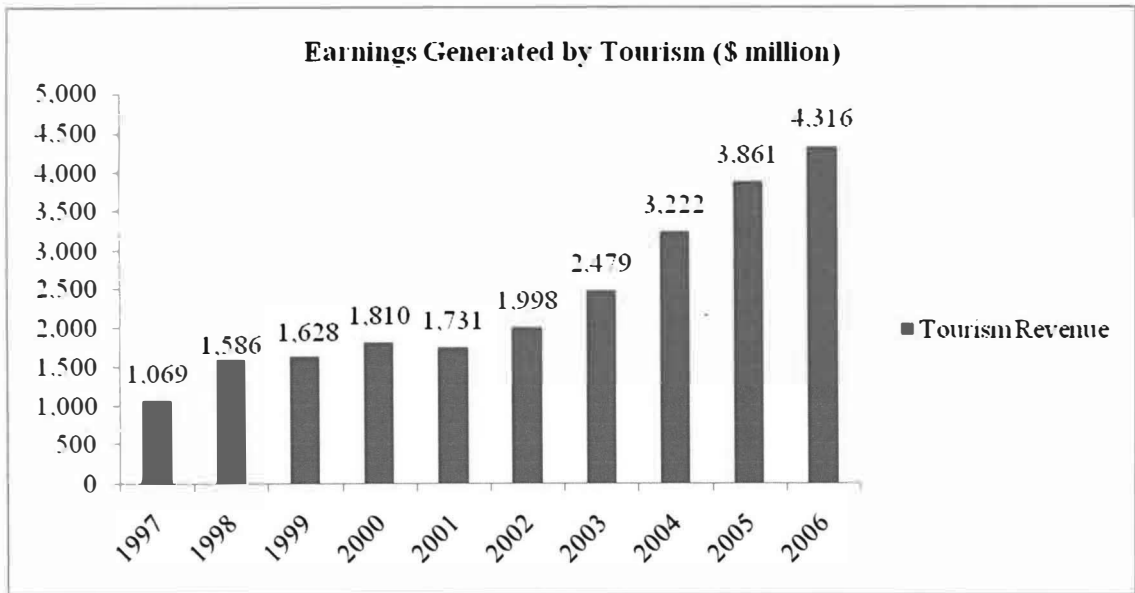


Figure 4: Comparative of Tourism Earnings per Year

Source: Central Bank of Brazil/Mtur, 2007

Marketing

In 2003, the Tourism Bureau adopted a foreign marketing strategy, increasing the participation in fairs and international events. In 2005, an agenda was introduced to promote the Brazilian Tourism in the international trade, extending the presence of the country in events abroad. In 2006, the Bureau attended 41 international tourism fairs and 21 business fairs. According to the classification of the International Congress and Convention Association (ICCA), in 2006, Brazil occupied the seventh position in the ranking of countries that hold international events (Table 2).

Table 2

Achievements of International Events/Position ICCA 2006

2006 Ranking	Countries	Number of Events
1°	USA	414
2°	Germany	334
3°	United Kingdom	279
4°	France	269
5°	Spain	266
6°	Italy	209
7°	Brazil	207
8°	Austria	204
9°	Australia	190
10°	Netherlands	187

Source: ICCA/Mtur, 2007

According to the ICCA 2006, the evolution of Brazil in international events was as follow in the Table 3.

Table 3

Participation of Brazil in International Events

Year	Position	Number of International Events
2003	19°	62
2004	14°	106
2005	11°	145
2006	7°	207

Source: ICCA/MTur, 2007

Brazilian Experiences in Rural Tourism

The Brazilian National Domicile Survey (PNAD) of 1997 showed that the Economically Active Population (PEA) age 10 or older in the Brazilian undeveloped area was close to 14 million people. Of this total, about 4 million people were engaged in non-agricultural activities, while continuing to live in rural areas. The dominant sector of non-agricultural activities involves services, which include occupations related to rural tourism. Rural tourism can be considered a promising alternative for expanding employment and income levels in rural areas, not only by the sector itself, but also by the other closely-related activities. Consequently, those activities can change the dynamics of the local economy, contributing and offering more and better employment positions, and improving the living standards of local people (Campanhola and Silva, 1999). According to PNAD, the non-agricultural PEA in the Brazilian rural area was 4 million people in 1997, with an annual rate of increase of 2.5 percent in the period of 1992 to 1997. The tourism in rural area fulfilled two potentially objectives: rural economic development and preservation of natural resources. Its support a relatively small quantity of tourism products, that expands around the territories, avoiding the destructive effect of the massive tourism. One of the limitations of tourism in the rural settlement has been the lack of marketing strategies and actions expected to promote and commercialize the products of this type of activity and to place significance on the rural population reflection about their lifestyle and their activities (Campanhola and Silva, 1999).

During the past years, public and private initiatives showed insufficient action in the direction of promotion and encouragement of rural activity development. The lack of

promotion induced small farmers to work without any kind of regulation, which could compromise the image of rural tourism products. Thus, in the beginning of 1998, some regulations were established by federal, regional, and private initiatives, to manage rural tourism, in order to add value to products and services in this new agricultural trend, and to contribute to environmental conservation. As result, agro-tourism has become new area of demand in tourism (Campanhola and Silva, 1999).

Santa Catarina is the state with the highest concentration of accommodation of Rural Tourism of the country. The region of Lages has about 75 percent of 1,300 accommodations, other 10 percent are located in the region of Florianópolis, 5 percent in the southern region (Urussanga and surroundings), and 10 percent in the region of Itajaí (Zimmerman, 2001). Rural tourism officially started in Brazil in 1984, in the Fazenda Pedras Brancas, in Lages, Santa Catarina, when public and private initiatives decided to develop this tourism activity.

Rural tourism in Rio Grande do Sul began around 1993. The Government of the State implemented different characteristics, by regional cultures, or factors that made up each project. The State adopted four classifications to identify rural tourism: farmhouses, colony house, farm and lodges, and special programs of Rural Tourism. In Paraná, it started in between 1991 and 1992 with the support of government. Gradually, nearly 30 properties with approximately 500 accommodations were increased (Bathke, 2002).

In the State of São Paulo, the Brazilian Service of Support for Enterprise (SEBRAE) since 1997 implemented 10 projects of rural tourism. For the reason of the success of this initiative, its activity has been growing geometrically. It was estimated that there were in the State approximately 100 properties with roughly 500

accommodations (Bathke, 2002). The Brazilian Association of Rural Tourism (ABTR) has catalogued 1,150 rural properties that encompass any kind of tourism activity, among of 420 are located in the state of São Paulo. The businesses have been directed to several forms of tourism, such as rural camping, day camping, fishing associated with lodging, fee-fishing, lodging, farm hotel, rural spa and equestrian tourism. The group with the greatest number of businesses in the country is farm tourism or rural lodging (in 538 properties), followed by farm hotels (in 242 properties).

The State of Rio de Janeiro has a large number of rural properties, which still keep the architectural heritage of the coffee era, with success initiatives in farm hotels. Teixeira (1998) mentioned that two kinds of tourism, the "stable", and the "variable", were found in activities in the districts of Lumiar and São Pedro da Serra, in Nova Friburgo, mountainous regions of Rio de Janeiro. The first type referred to urban residents who have properties in the region or rent the properties for a long period. The second referred to people who come just to visit the region for a weekend or over a holiday. Throughout 1980s, the region had only two hotels, but 14 years later, the number of hotels rose to approximately 35. The number of restaurants and bars has also grown considerably, as well as grocery stores and clothing stores, and the construction of a small shopping center. Tourism in the area developed very quickly changing the socio-economic conditions of the region without any type of planning. This uncontrolled activity has caused damage to the environment; for example, establishments and homes that throw out trash directly into the rivers, which contributes to a decreased appeal to tourists.

The Mato Grosso do Sul is blessed by its natural resources. Rural tourism began there in 1995. The state provided about 50 properties with 450 accommodations of which 60 percent are fishing lodges. The tourism promotion activity in the countryside is developed by the SEBRAE. The State of Bahia in 2002 had approximately 30 properties and 800 accommodations distributed between the Costa do Cacau, the Recôncavo, Costa dos Coqueiros and the Chapada Diamantina (Bathke, 2002).

Another example is the city of Venda Nova do Imigrante, in the State of Espírito Santo. At the end of 1980's, there were some hotels in the region; some farmers began to receive visitors in their properties, most of them dedicated to coffee harvesting. These numbers were increased and the public initiative improved the local infrastructure, such as the quality and maintenance of roads in that area. The number was increased to 51 local farms, as well as 12 restaurants. Farmers offer the production of a variety of crops, such as tomatoes, guavas, cauliflower, carrots, tangerines, coffee, strawberries, and avocados. Tourists are able to participate in the daily activities of farm life and have chance to purchase local produces, such as cheese, coffee, cookies, cakes, bread, and so on (Campanhola and Silva, 1999).

Rural tourism is expanding its activity in the national market and is taking advantage in the immediacy of the urban center of Belém. However, this type of activity needs to be improved, as well as the whole infrastructure of the State in order to increase the number of tourists in the region. These states of Brazil are presented in the Figure 5 below.



Figure 5: Overview of the States of Brazil

Source: <http://tbn0.google.com/images?q=tbn:PvNTYjJY27yFdM:>
<http://www.geocities.com/geografiaonline/divises.jpg>

CHAPTER III

THE STATE OF PARÁ

General Information

The State of Pará (Figure 6), holds great potential from natural resources (rivers, islands, beaches, Amazon forest, flora, and fauna), to cultural resources (historical patrimony, artistic and monumental, numerous indigenous ethnicities and tribes, crafts, folklore, etc). Its economic basis is derived from tin ore, gold, manganese, iron, açai (regional fruit), Brazilian nuts (castanha do Pará), rubber, wood, pepper, and buffalo. Large amounts of aluminum sheets are exported to Japan and to the United States. Wood exploitation also has an important influence in the economic scenario of Pará. This activity has caused a huge amount of deforestation that needs to be controlled by the government authorities. In 2002, about 37 percent of its population (2.29 million people), were poor. Their average wage was the half-minimum salary per month in that year. About 2.5 million people were working in agriculture were responsible for 64.4 percent of gross agriculture production in the State (IBGE, 2002).

The State of Pará has an area of 1,247,689.52 km² (more than 3 times larger than a typical Midwestern US state), 143 cities, and an estimated population of 7,065,573 in 2007 (IBGE, 2007).

The Marajó Island, close to 50,000 km², the largest marine-fluvial island in the world, attracts national, regional, and local visitors due to its diversity (marajoara ceramics, cuisine, archeology, leather crafts, and life of farmers, buffalo ranch, and natural resources).

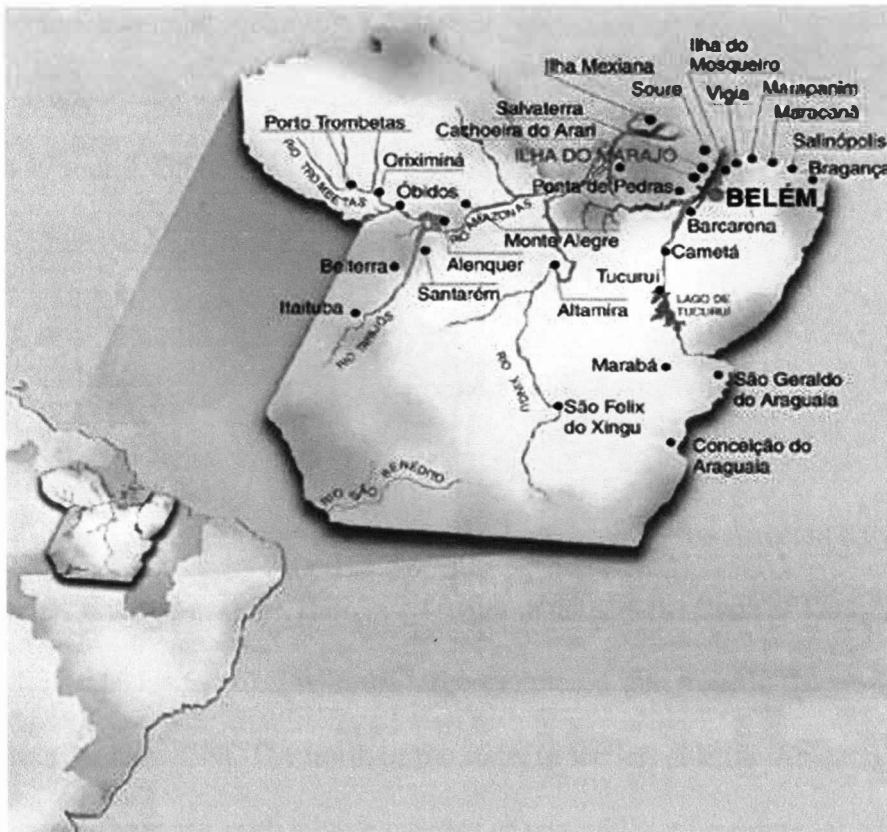


Figure 6: Overview of the State of Pará and the Marajó Island

Source: http://www.paraturismo.pap.gov.br/images/layout/mapa_para3.jpg

According to IBGE 2007, the agricultural production of Pará in 2005 was estimated as below:

- Rice production: 631.724 tons

- Bean production: 56,372 tons
- Corn: 559,698 tons
- Soybeans: 204,302 tons
- Açaí (regional fruit): 92,088 tons
- Brazilian nuts (castanha do Pará): 6,814 tons
- Brazilian palm (palmito): 7,390 tons
- Rubber: 263 tons
- Wood: 9,935,853 m³
- Charcoal (firewood): 202,618 tons

Geographical Attribute

The largest part of the State is dominated by the Amazon River, which contributes to its flat topography. There are few mountains in the State of Pará; the most important is the Serra dos Carajás, with the largest explored iron mine in the world that contribute to tourists attraction. The north of the state, in the left side the Amazon River, has an irregular terrain, with a large number of waterfalls appropriate for adventure tourism. In the extreme north, the topography surrounds larger elevations, with a huge expanse of indigenous reserve.

The volume of Amazon River accumulated in the enormous water basin is elevated (average 20 percent of the fresh water on the planet, at the mouth of river) during the periods of high flood in March. At this time, a phenomenon called Pororoca (tidal bore) is developed (the river in convulsion with the ocean's wave), attracting

several adventure visitors to its region. The vegetation, with the predominance of dense Amazon forest is plentiful with diversity of species.

Cultural Aspect

The cultural patrimony of the State of Pará is strongly diversified. The Portuguese influence on its culture has been seen in the architecture buildings in Belém and in other cities such as Óbidos, Vigia, Santarém, and Bragança. A valuable archeological legacy has been seen in Monte Alegre and Serra das Andorinhas, attracting the attention of specialists. The art and craft of Marajoara and Tapajônica ceramics are the most familiar examples. The folklore from Pará State needs attention. Its typical dances and popular music are called carimbó, brega, and xote bragantino. There are also religious demonstrations such as Cirio de Nazaré, a Catholic Church event in Belém, considered the second largest religious expression of Brazil, and Çairé another huge Catholic Church event in Santarém. Even with these enormous resources, the State still has no condition to create a competitive site as destination, and takes advantage by the diversity of the region. The dimension of the territory of the state, as well as the distance from other locations, both domestic and international sites, is the major complex problem that contributes to the negative effect to incoming people.

Transportation System – General Aspect

Air Transportation System

Domestic Flights

According to National Agency of Civil Aviation (ANAC) in 2006, available seats had a growth of 12 percent compared to 2005. Boarded passengers varied by 15 percent. The industry gained roughly 72 percent. There are 21 Brazilian air companies in regular operation in domestic flights. From January to December 2007, the total boarded passengers were 44,834,850 and available seats were nearly 64,584,507.

International Flights

In 2006, available seats decreased nearly 27 percent, and boarded passengers had a decrease of 30 percent. The principal reason was the financial crisis of VARIG Airline mentioned earlier in this study that canceled a large part of its international flights in August 2006. Flights remained flights only to the airport of Germany, Argentina, Portugal, Colombia, and Venezuela. There were seven Brazilian air companies operating regularly in international flights. On the other hand, 35 foreign air companies with flights to 34 countries gained a share of this market. They participated with 67 percent of the embarked passengers with roughly 3.5 million people. The Brazilian air companies remained with the other portion, 33 percent, embarking 1.7 million people (ANAC, 2006).

Highway System

According to IBGE (2005), public transportation is the most used type of transport in the whole country. The Southeast region corresponded with 37.1 percent; the South region with 35.0 percent; the North with 19.6 percent; the Midwest region with 14.8 percent; and finally the Northeast region with 12.0 percent. Brazil is divided in 5 regions. North, which include the states of Acre, Amazonas, Roraima, Rondônia, Pará, Amapá, and Tocantins. South, which include the states of Paraná, Santa Catarina, and Rio Grande do Sul. Northeast, which include the states of Maranhão, Piauí, Ceará, Rio Grande do Norte, Paraíba, Pernambuco, Alagoas, Sergipe, and Bahia. Southeast, which include the states of Minas Gerais, Espírito Santo, Rio de Janeiro, and São Paulo; and Midwest, which include the states of Goiás, Mato Grosso, Mato Grosso do Sul, and Federal District.

The service of paratransit, an alternative mode of flexible passenger transportation that does not follow fixed routes or schedules, takes place in 52 percent of the Brazilian municipalities. Typically, vans or mini-buses are used to provide paratransit service. About 63.3 percent of this service is informal. The use of this type of transportation is usually observed in the Northeast region (Brendler, 2006).

There is also the service of motorcycle used as taxis in 47.1 percent of the Brazilian municipalities. It is commonly used in the North and Northeast region. This service in both regions is represented by 72.1 percent and 78.8 percent respectively. This type of transportation is used in small cities where the public transportation does not reach the necessity of the people (IBGE, 2005).

Ferry System

Transportation by boat is operated in 503 municipalities, of which 61.4 percent of them are informal. In the North region, its type of transportation is commonly used. However, the informal transportation reaches 69.9 percent of total municipalities. The Northeast region has similar style of the North with 70.2 percent of its municipalities served by informal transportation (Das Dores, 1999). The best service of transportation depends on the good conditions of infrastructure added by several other economic factors to improve the competitiveness and productivity of the region in order to reach the economic development. There are large differences between countries and regions in Latin America regarding the degree of development and the infrastructure of transportation. The main problems are caused by the physical restrictions, due to the geographical features of the region, lack of ferry exploitation of the potential region, errors in planning and construction of public policies, lack of more signatures of partnerships between the public, private, and international sectors, and the absence of policies for sustainable development.

The new tendency of this market is the great number of cruise ships coming to the coast of Brazil. During the summer of 2007, some of the big international cruise companies came to the Brazilian coast for the first time. One of the highlights was the Sea Dream, considered the most luxurious five-star ship in the world. The vessel with capacity for 110 people is known for high standards of services and attractions such as spa and water activities, Jet Ski, windsurfing, and kayaking (Aranha, 2007). The prices of Sea Dream ranged of \$4,200 to \$17,250 for routes of nine days between the Rio de

Janeiro and Buenos Aires, operated by the Queensberry Company. Another vessel that came to Brazil for the first time in the last high season was the Grand Voyager. One of the fastest transatlantic cruise ships in the world, the Grand Voyager took more than 800 passengers for each cruise of three and four nights to the region of Buzios and Angra dos Reis in Rio de Janeiro. In addition, there were trips of six nights to Porto Seguro in the State of Bahia and Fortaleza in the State of Ceará. Compared to Sea Dream, the Grand Voyager was cheap: the package came out from \$552 per person (Aranha, 2007).

The Access to the State of Pará

The access to the State of Pará by airplane still represents a huge problem to the development of tourism. The long distance from the State to the great centers of Brazil such as São Paulo, Rio de Janeiro, and Brasília, plus the high cost of airfare, inhibits the growth of tourism in the region. The airport renovated in 2001, has the capacity to receive 2.7 million people per year with a constructed area of 33,255 m². The movement of passengers in 2007 in the whole State reached the amount of 2,734 million in domestic flights and 61,000 in the international flights (Table 4).

Table 4

Embark and Disembark of Passengers in the State of Pará (included connections flights)

Year	2003	2004	2005	2006	2007
Domestic Flights	1,424,255	1,611,473	1,863,704	2,238,550	2,734,191
International Flights	39,242	43,716	50,552	50,895	61,655

Source: INFRAERO, 2008

In 2006, the International Airport of Belém had a movement of 1,725,198 passengers (embarked and disembarked) in domestic flights, and 50,810 in international flights. In 2007, the movement reached a number of 2,057,958 passengers in domestic flights and 61,594 in international flights, practically the total number of the State (INFRAERO, 2008). According to PARATUR (2000), transportation also represents a huge problem due to the dimension of State. It was calculated 4,215 km of paved roads, which is considerably smaller than needed. On the other hand, the heavy rains, cause severe damage to the maintenance of the roads during the rainy season. The bad conditions of some roads and the lack of signals to tourism sites in the State of Pará is an enormous obstacle to the further development of tourism.

Ferry transportation is largely used in the Amazon region by local people, and does not attract visitor due to the duration of trip. Its operation is essential for the municipality inhabitants of the islands. In 1998, nearly 278,000 people were served by private companies (PARATUR, 2004). There are many small companies operating in inadequate safe conditions within the 44 islands, of which 42 islands are accessed only by boat. The lack of safety in some boat companies has caused a number of accidents, and the lack of professional qualification of boat employees, discourages the use of this type of transportation. Consequently, air travel is the most adequate type of transportation; but there is the high cost of airfare, and there are few options in terms of the connectivity and number of flights offered to the tourism sites of Pará. In recent study, PARATUR (2004) mentioned that the most used type of transportation was airplane with 57.5 percent, followed by private car with 7.8 percent, bus with 3.3 percent, and vessel with 2.0 percent.

Therefore, facilities of transportations need to be improved, in order to increase the number of incoming visitors to the State of Pará.

Accommodations

According to PARATUR 2004, the State of Para in 1999 received 410,000 tourists in their hotels, 28,000 coming from other countries, and 382,000 coming from other Brazilian states. In 2000, the growth of the pervious years was maintained and this number exceeded 430,000. All over the country, the most prominent states in the period of 2001 and 2002 were the states of Mato Grosso, Pará, Tocantins and Rio Grande do Sul. They had respectively a growth of 64.23 percent, 52.69 percent, 23.47 percent, and 19.92 percent, while the states of Piauí, Espírito Santo, Santa Catarina, and Rondônia had declines of 64.04 percent, 48.19 percent, 37.66 percent, and 43.23 percent respectively (Table 5).

Table 5
Hotel Occupation by States, Year 2001-2002

States	Customers	Customers	Variation %
	JAN to DEC / 01	JAN to DEC / 02	
PARÁ	38.306	58.489	52,69
SÃO PAULO	34.341	26	-24,29
RIO DE JANEIRO	18.557	13.06	-29,62
DISTRITO FEDERAL	10.452	7.375	-29,44
MARANHÃO	8.712	6.231	-28,48
MINAS GERAIS	7.361	8.28	12,48

Table 5-Continued

Hotel Occupation by States, Year 2001-2002

States	Customers	Customers	Variation %
	JAN to DEC / 01	JAN to DEC / 02	
CEARÁ	6.862	4.695	-31,58
AMAZONAS	6.829	6.231	-8,76
PERNAMBUCO	5.823	-	-
AMAPÁ	4.345	3.807	-12,38
PARANÁ	3.69	2.475	-32,93
GOIÁS	3.59	2.511	-30,06
BAHIA	3.048	2.629	-13,75
RIO GRANDE DO SUL	2.093	2.51	19,92
SANTA CATARINA	1.726	1.076	-37,66
TOCANTINS	1.521	1.878	23,47
PIAUÍ	1.424	512	-64,04
MATO GROSSO	1.216	1.997	64,23
ESPÍRITO SANTO	1.351	700	-48,19
RONDÔNIA	842	478	-43,23
PARAÍBA	-	888	-
OTHER	6.761	18.899	179,53
T O T A L	168.85	170.721	1,11

Source: PARATUR (2004)

Globally, there was a growth of 5.55 percent compared to the year 2001.

Countries that had the most growth were Canada, Belgium, Chile, Japan, and France with a growth of 111.38 percent, 108.80 percent, 75.25 percent, 53.23 percent, and 49.51 percent respectively. Austria, the United States, and England, had declines of 57.04 percent, 38.50 percent, and 25.77 percent respectively (Table 6).

Table 6

Hotel Occupation in Foreign Countries, Year 2001-2002

Countries	Customers	Customers	Variation %
	JAN to DEC / 01	JAN to DEC / 02	
UNITED STATES	4.247	2.612	-38,5
FRANCE	2.264	3.385	49,51
FRENCH GUYANA	1.646	1.852	12,52
GERMANY	1.48	1.644	11,08
JAPAN	883	1.353	53,23
PORTUGAL	867	406	46,83
ITALY	794	969	22,04
GREAT BRITAIN	784	582	-25,77
SURINAME	576	740	28,47
SPAIN	571	542	-5,08
NETHERLANDS	540	688	27,41
ARGENTINA	384	489	27,34
CANADA	369	780	111,38
AUSTRIA	291	125	-57,04
CHILE	202	354	75,25
BELGIUM	125	261	108,8
TRINIDAD AND TOBAGO	125	-	-
BOLIVIA	114	115	0,88
OTHER	2381	3.324	39,61
DID NOT IDENTIFY	514	-	-
T O T A L	19.157	20.221	5,55

Source: PARATUR (2004)

On the national scale, during the period of 2002 and 2003, the most prominent states were the states of Amapá, Goiás, Rio Grande do Sul, Santa Catarina, and Ceará. They had a growth of 135.2 percent, 121.9 percent, 99.8 percent, 66.4 percent and 83.1 percent, in the period respectively, while the states of Rio de Janeiro, Pará, Tocantins,

Maranhão, and Mato Grosso went through declines of 17.7 percent, 8.1 percent, 4.6 percent, 2.3 percent, and 1.3 percent respectively (Table 7).

Table 7
Hotel Occupation by States, Year 2002-2003

States	Customers	Customers	Variation %
	JAN to DEC / 02	JAN to DEC / 03	
PARÁ	58.489	53.726	-8,1
SÃO PAULO	26	30.445	17,1
RIO DE JANEIRO	13.06	10.745	-17,7
DISTRITO FEDERAL	7.375	10.029	36,0
MARANHÃO	6.231	6.089	-2,3
MINAS GERAIS	8.28	12.536	51,4
CEARÁ	4.695	8.596	83,1
AMAZONAS	6.231	6.268	0,6
PERNAMBUCO	-	5.193	-
AMAPÁ	3.807	8.954	135,2
PARANÁ	2.475	3.94	59,2
GOIÁS	2.511	5.573	121,9
BAHIA	2.629	3.582	36,2
RIO GRANDE DO SUL	2.51	5.014	99,8
SANTA CATARINA	1.076	1.791	66,4
TOCANTINS	1.878	1.791	-4,6
PIAUI	512	1.791	249
MATO GROSSO	1.997	1.971	-1,3
ESPÍRITO SANTO	700	-	-
RONDÔNIA	478	-	-
PARAÍBA	888	-	-
OTHER	18.899	-	-
TOTAL	170.721	179.086	4,9

Source: PARATUR (2004)

Internationally, in 2003, there was a growth of 4.9 percent compared to 2002.

Austria, Portugal, the Netherlands, Chile, and Spain grew by 169.8 percent, 124.9 percent,

57.4 percent, 38.3 percent, and 37.1 percent respectively. Suriname, Canada, and France, suffered declines of 28.2 percent, 18.3 percent, and 4.7 percent respectively (Table 8).

Table 8

Hotel Occupation in Foreign Countries, Year 2002-2003

Countries	Customers	Customers	Variation %
	JAN to DEC / 02	JAN to DEC / 03	
UNITED STATES	2.612	3.248	24,3
FRANCE	3.385	3.227	-4,7
FRENCH GUYANA	1.852	-	-
GERMANY	1.644	1.72	4,6
JAPAN	1.353	1.38	2,0
PORTUGAL	406	913	124,9
ITALY	969	1.274	31,5
GREAT BRITAIN	582	701	20,4
SURINAME	740	531	-28,2
SPAIN	542	743	37,1
NETHERLANDS	688	1.083	57,4
ARGENTINA	489	531	8,6
CANADA	780	637	-18,3
AUSTRIA	125	-	169,8
CHILE	354	955	38,3
BELGIUM	261	361	-
TRINIDAD AND TOBAGO	-	-	-
BOLIVIA	115	-	-24,0
OTHER	3.324	2.527	
DID NOT IDENTIFY	-		
T O T A L	20.221	21.232	4,9

Source: PARATUR (2004)

Nationally, the most distinguished states were the states of Tocantins, Amapá, Amazonas, Minas Gerais, Mato Grosso, and Maranhão. They had a growth of 84.31 percent, 37.75 percent, 30.25 percent, 26.10 percent, 23.39 percent and 22.68 percent in

the period of 2003 and 2004 respectively, while the states of Ceará, Piauí, Rio Grande do Sul, Bahia and the Federal District suffered declines of 57.56 percent, 51.48 percent, 37.63 percent, 36.96 percent, and 20.32 percent respectively (Table 9).

Table 9
Hotel Occupation by States, Year 2003-2004

States	Customers		Variation %
	JAN to DEC / 03	JAN to DEC / 04	
PARÁ	53.726	57.151	6,37
SÃO PAULO	30.445	29.705	-2,43
RIO DE JANEIRO	10.745	11.639	8,32
DISTRITO FEDERAL	10.029	7.991	-20,32
MARANHÃO	6.089	7.47	22,68
MINAS GERAIS	12.536	15.808	26,10
CEARÁ	8.596	3.648	-57,56
AMAZONAS	6.268	8.164	30,25
PERNAMBUCO	5.193	5.038	-2,98
AMAPÁ	8.954	12.334	37,75
PARANÁ	3.94	3.474	-11,83
GOIÁS	5.573	4.864	-12,72
BAHIA	3.582	2.258	-36,96
RIO GRANDE DO SUL	5.014	3.127	-37,63
SANTA CATARINA	1.791	1.737	-3,02
TOCANTINS	1.791	3.301	84,31
PIAUI	1.791	869	-51,48
MATO GROSSO	1.971	2.432	23,39
ESPÍRITO SANTO	-	1.216	-
RONDÔNIA	-	-	-
PARAÍBA	-	347	-
OTHER	-	4.688	-
TOTAL	179.086	187.261	4,56

Source: PARATUR (2004)

Globally, there was a growth of 6.78 percent during the period of 2003 and 2004. Suriname, Canada, Spain, Chile, and Italy grew by 83.99 percent, 76.45 percent, 57.87

percent, 38.12 percent, and 30.38 percent respectively. Belgium, Japan and Germany, declines by 59.28 percent, 18.55 percent, and 17.62 percent respectively (Table 10).

Table 10
Hotel Occupation in Foreign Countries; Year 2003-2004

Countries	Customers		Variation %
	JAN to DEC / 03	JAN to DEC / 04	
UNITED STATES	3.248	2.785	-14,25
FRANCE	3.227	3.811	18,10
FRENCH GUYANA	-	49	-
GERMANY	1.72	1.417	-17,62
JAPAN	1.38	1.124	-18,55
PORTUGAL	913	880	-3,61
ITALY	1.274	1.661	30,38
GREAT BRITAIN	701	831	18,54
SURINAME	531	977	83,99
SPAIN	743	1.173	57,87
NETHERLANDS	1.083	977	-9,79
ARGENTINA	531	586	10,36
CANADA	637	1.124	76,45
AUSTRIA	-	244	-
CHILE	955	1.319	38,12
BELGIUM	361	147	-59,28
TRINIDAD AND TOBAGO	-	-	-
BOLIVIA	-	244	-
OTHER	2.527	3.323	31,50
TOTAL	21.232	22.672	6,78

Source: PARATUR (2004)

According to the Tourism Index in the hotels sphere in 2002, the state of Pará grew slightly by 0.81 percent compared to the year 2000. The average occupancy declined by 5.66 percent, and the average host per apartment declined by 3.97 percent. In 2003, the growth was 6.8 percent compared to the year 2002. The occupancy showed a

decline of 5.80 percent and the average host per apartment grew 9.9 percent. In 2004, the variation compared to 2003 showed a growth of 9.7 percent, with a growth of 8.5 percent in occupancy, and the host per apartment with a growth of 7.1 percent.

According to PARATUR 2004, 60 percent of foreign visitors, stayed in hotels while 40 percent remained in other types of accommodations. They spent an average of \$70 per day, including food, transport, and shopping. Forty percent of domestic visitors stayed in hotels, while the rest of them remained in other types of accommodations. They spent an average of \$60 per day.

CHAPTER IV

METHODOLOGY

This study used the environment of rural zones in the State of Pará, Brazil, its services, facilities, and activities to measure rural tourism. The data sources were collected from the IBGE, PARATUR, journals articles, books, Internet sources, and contacts with visitors.

The data for this research came from the tourists surveyed in Bragança, Mosqueiro, and Vigia during the middle of December 2007 until the first week of January 2008. In addition, I observed the benefits to local people, the conservation of the environment, and the expectations, and satisfactions of visitors. In Bragança, surveyed people went in an excursion trip to attend the Marujada event, a section of Saint Benedict festival (Catholic Church festival), during the period of 26 to 28 December 2007 (Figure 7). The survey was applied during the return of this excursion in a touring bus.



Figure 7: The Marujada Event in Bragança

Source: Tuca Oliveira (Picture Taken During the Survey)

In Mosqueiro, I surveyed people in the Farm Hotel Paraíso, on December 9 and January 5. The Farm Hotel Paraíso has 22 chalets (for three, four, and eight people), 28 rustic architecture apartments with the comfort of the metropolis, and swimming pool. Both types of accommodations have TV, air conditioner, refrigerator, bathroom with hot water, and telephone (Figure 8)



Figure 8: Farm Hotel Paraíso in Mosqueiro

Source: Picture Taken During the Survey

In Vigia, I surveyed people in the Farm Hotel Santa Rosa, on December 8 and January 1. The Farm Hotel Santa Rosa has 27 apartments with TV, air conditioner, refrigerator, swimming pool, and its own boat to serve visitors (Figure 9).



Figure 9: Farm Hotel Santa Rosa in Vigia

Source: Picture Taken During the Survey

The questionnaires included specific questions about visitors such as accommodation facilities, food, leisure activities, expectation, satisfaction, and how do they get the information about the selected site. The surveys were coded and the cities of Bragança, Mosqueiro, and Vigia were compared. The demographic characteristics of tourists and their feelings about the sites visited were analyzed using a descriptive analysis and the results compiled in a basic profile (calculation of percentage for each variable). The variables expectation and satisfaction of participants were compared through the Pearson Chi-Square (χ^2) analysis, in order to examine the association between these variables. In addition, in the Chi-Square contingency tables, the percentage

of answers per selection of degrees of expectation and satisfaction to all categories was added, to determine the categories of services needing improvement.

CHAPTER V

PRESENTATION OF DATA

Data Collection

The sample population for this research was based on tourists who visited the Cities of Bragança, Mosqueiro, and Vigia during weekends in the middle of December 2007 to the first week of January 2008. First, the researcher contacted hotel owners to get authorization to conduct surveys with visitors in their establishments, and completed the Human Subjects Institutional Review Board (HSIRB) protocol. Next, the researcher distributed questionnaires with the assistance of her collaborating investigators at the three sites chosen to conduct the study, during the visitors stays in these locations. The participants had the right to agree or not agree to participate in this study. All of them remained anonymous, and were more than 18 years old.

The data collection was through a survey containing fifteen multiple choices questions of participant information and sixteen questions each about expectation and satisfaction with 5 ranks responses (1: very bad; 2: bad; 3: neutral; 4: good; 5: excellent). There were three additional questions based on the visitors' feelings about the trip, recommendation to the friends, and the distance to the site.

The analysis contained two parts. The first part of this analysis based on the personal information, was to delineate the characteristics of tourists in the rural area of

the State of Pará. It contained questions about: gender, age, educational background, origin of visitors, family status, professional status, monthly income, information about the site (e.g., where did they find out the information about the site), frequency of days in the site, travel companion, transportation mode used, time consumed to get in the rural site, participation in other kind of recreational activity, and rural site expenses to destination (excluding travel cost). The visitors feelings about the site visited, recommendation to the friends, and the distance to the site visited were added to this section.

The second part of this analysis was based on five degrees of expectation and satisfaction about the site visited. Data were collected in the following categories: (1) recreational activities, (2) preservation and restoration of cultural and historical site, (3) facility to access the site based on road conditions and signals, (4) information for tourists, (5) quality of food, (6) quality of hotel accommodation, (7) courtesy of hotel employees, (8) price of accommodation, (9) receptivity of local people, (10) ethnic or folkloric festivals, (11) local handcrafts, (12) farm life experience, (13) cultural activities, (14) relief of stress and anxiety, (15) farming landscape, and (16) nearby infrastructure.

Object of the Study

The descriptive test that consisted in the demographic characteristics of tourists and their feelings about the site visited was analyzed as follows: 42 from Bragança, 40 from Mosqueiro, and 25 from Vigia. The total amount of participation numbered 107.

The Pearson Chi-Square (χ^2) test used for the independent variable

(expectation and satisfaction) was analyzed according following distribution: 30 questionnaires from Bragança, 29 from Mosqueiro, and 22 from Vigia. Overall, 81 of the 107 questionnaires were valid and included in this analysis.

Statistical Analysis

The Chi-Square analysis conducted in the second part of the survey tested the observed frequency values of the data against predicted values. The analysis consisted of the Pearson Chi-Square (χ^2) statistic, with degrees (1. very bad, 2. bad, 3. neutral, 4. good, and 5. excellent) of the different categories in the expectation and satisfaction variables. Participants chose the degrees of expectation and satisfaction to each one of the sixteen categories. Data was entered into a Statistical Package for the Social Science (SPSS), to obtain the statistical calculation. It was conducted by grouping the survey results for each city. The crosstabs' statistics and measures of association were computed using the Pearson Product Moment Correlation (Pearson's r) in order to examine the relationship between expectation and satisfaction of the city (Downie, 1974; Levin, 1977). The Pearson Chi-Square was used to all categories and cities, individually.

The Chi-Square hypothesis for this study was as follows: H_0 : There is no association between the expectation and satisfaction for each of the sixteen categories surveyed, and H_a : There is association between the expectation and satisfaction for each of the sixteen categories surveyed. For acceptance or rejection of the null hypothesis a five percent (0.05) level of confidence was used for all statistical tests. The Chi-Square Test of Independence was calculated comparing the frequency of each variable in degrees

of expectation and satisfaction. Concurrently, in the crosstab analysis, the percentage of answers per selection of degrees of expectation and satisfaction to all categories was added. This analysis helped to determine the categories of services needing improvement.

CHAPTER VI

STUDY AREA

The Representative Locations

The City of Bragança, State of Pará

Bragança (Figure 10) is located in the Northeast region of Pará, 210 km from Belém, on the left bank of Caeté River (Figure 11). According to IBGE, its population in 2007 was estimated 101,728 inhabitants. The City is one of the oldest of the State of Pará. Bragança still preserves old houses and churches from the era of Portuguese colonization (Figure 12). The city has a well preserved inner city and the livestock and fisheries are important activities of people who live there. Their culture is unique, responsible for one of the most traditional and ancient religious festival of the state: the Marujada, a catholic event of Saint Benedict on December 26, introduced by slaves in 1798 (FAMEP, 2008). The cultural patrimony of Bragança is diversified. There is an extensive green area that surrounds the city and it is close to the Atlantic Ocean. The Ajuruteua beach is 36 km from the city. Bragança is located in the inner humid tropics, south of the Amazon River, and located within the second large continuous mangrove ecosystem of the world (Kjerfve, Lacerda, and Diop, 1997). The main source of the local people's income came from small-scale farming and mangrove activity (IBGE, 2007). Usually the rural

population supplements their income with the mangrove crabs fishing. There are also rivers and islands in the natural scenery of the place. One of the highlight is the Island of Canela an ecological sanctuary of birds called Guarás.



Figure 10: Bragança Location

Source: <http://www.bufaloforest.com.br/framecentrale/texto/para.gif>



Figure 11: The Caeté River in Bragança

Source: Tuca Oliveira (Picture Taken During the Survey)



Figure 12: The City of Bragança

Source: Tuca Oliveira (Picture Taken During the Survey)

The Mosqueiro Island in the Municipality of Belém, State of Pará.

In the metropolitan area of Belém a number of islands can be found. The most visited are: the Island of Mosqueiro and the Island of Outeiro. The Island of Mosqueiro sustains its economy on fishing, on local agriculture, and seasonal resorts for tourists.

Mosqueiro Island (Figure 13) is located on the west bank of the Para River, among three bays: Baía do Sol, Baía de Santo Antonio, and Baía do Marajó. It is surrounded to the north and northwest by a semicircle of beautiful beaches of fresh water, extending for 17 km. The Mosqueiro beaches are formed by fresh water, and are predisposed to the periodic variation in the surface level of the oceans and winds of the Atlantic Ocean which makes its waves as big as ocean beaches. There is a plentiful forest on the Island, cut by small rivers, where inhabitants often go hunting and fishing. Mosqueiro Island is 79 km from Belém, and is under the administration of the municipality of Belém (Figure 14).

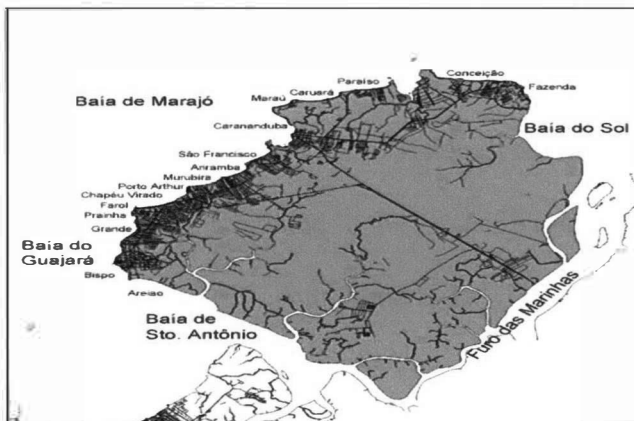


Figure 13: Mosqueiro Island Location

Source: <http://img372.imageshack.us/img372/7669/mapamosq9az.png>

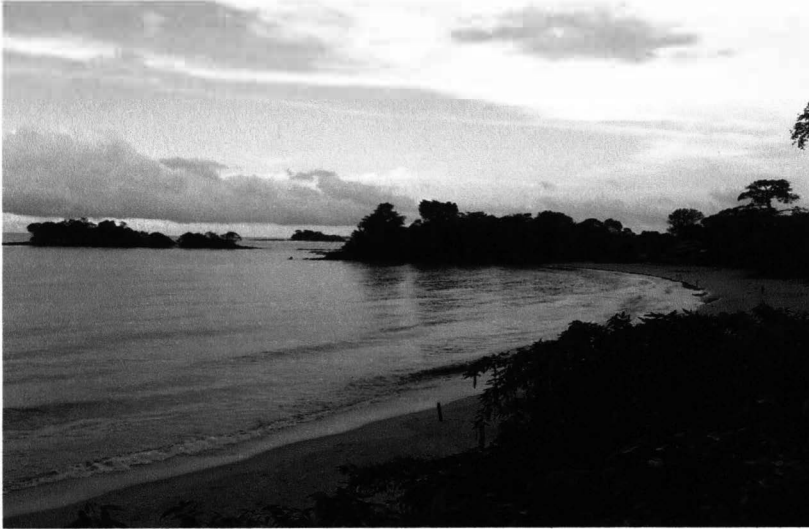


Figure 14: View of Mosqueiro

Source: Picture Taken During the Survey

The City of Vigia, State of Pará

The city of Vigia, founded before the capital of the State, is located on the coast in the northeast region of the State and is 99 km from Belém. The first inhabitants had been the Tupinambas indigenous people, who lived in the village of Uriatá. This old village was taken over by the government to be an observation center to control and to watch the boats that supplied the City of Belém, preventing contraband and smuggling. This procedure gave the name to the City of Vigia, which means to guard. Vigia was founded in January 06, 1616. According to IBGE, the population in 2007 was estimated in 43,847 inhabitants (Figure 15). Vigia has an equatorial climate, beautiful landscape, small rivers, and dense vegetation. The agricultural activities are coffee plantations and orange crops.

There is a Catholic Church built by stone which is one of the tourism attractions of the City (Figure 16).

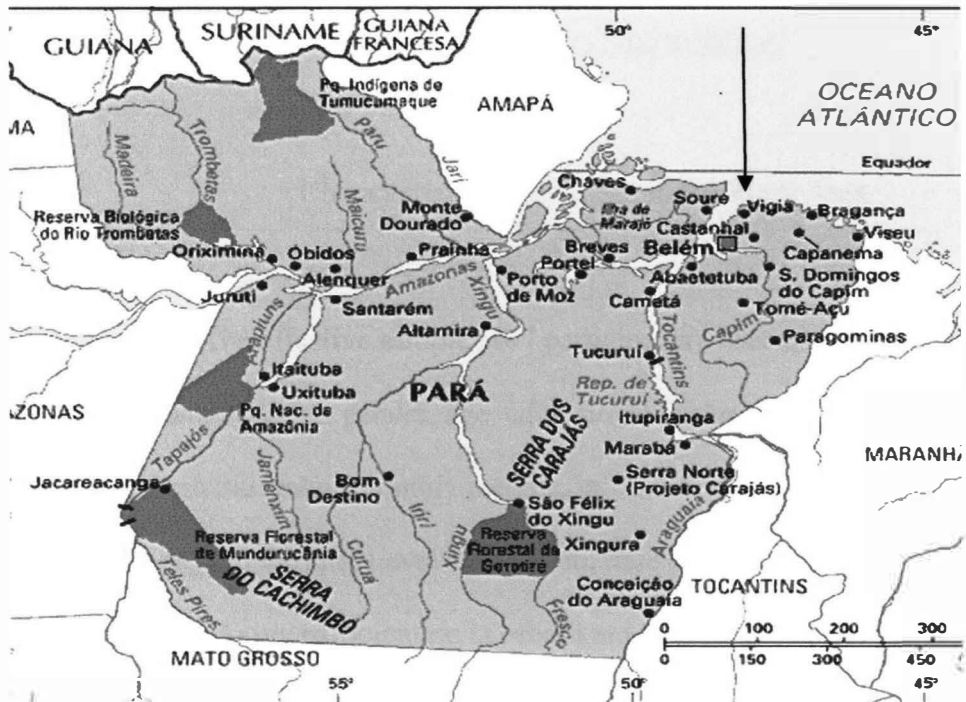


Figure 15: Vigia Location

Source: <http://www.bufaloforest.com.br/framecentrale/texto/para.gif> (Same Source of page 53)



Figure 16: Stone Catholic Church in Vigia

Source: http://www.paraturismo.pa.gov.br/galerias/para/images/JR_igdepedravigia.jpg

CHAPTER VII

RESULTS AND DISCUSSION

Characteristics of Tourism in the Rural Area

The effective sample (107 participants), was analyzed according to the following characteristics: gender, age, educational background, origin of visitors, family status, professional status, monthly income, information about the site, frequency of visit, duration of days in the site, travel companion, transportation mode used, time consumed to get in the rural site, participation in other kind of recreational activity, and rural site expenses to destination (excluding travel cost). Additionally, the tourists' feelings about the site visited, recommendation to the friends, and the distance to the site visited were added to this section.

Gender

Bragança had the highest number of females (79 percent). About 65 percent of Mosqueiro visitors also were females, and only Vigia had a number of males greater than females (56 percent). These large number of females suggested that males are less interested in rural tourism (Figure 17).

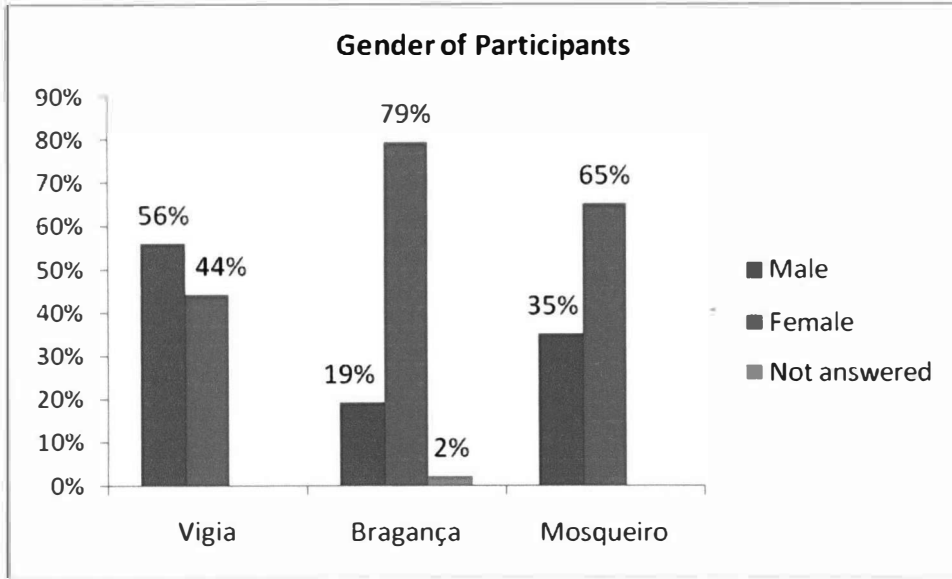


Figure 17: Gender of Participants by City

Age

The teenager and seniors were a much smaller percentage of the sample. The largest group of participants was between 20 and 39 years old (40 percent). The group between 40 and 59 (34 percent), representing the second largest group which suggested that groups among the age of 20 and 59 years were more interested in this type of activity (Figure 18). Results showed that predominantly, the middle age of population spends their time in this type of activity.

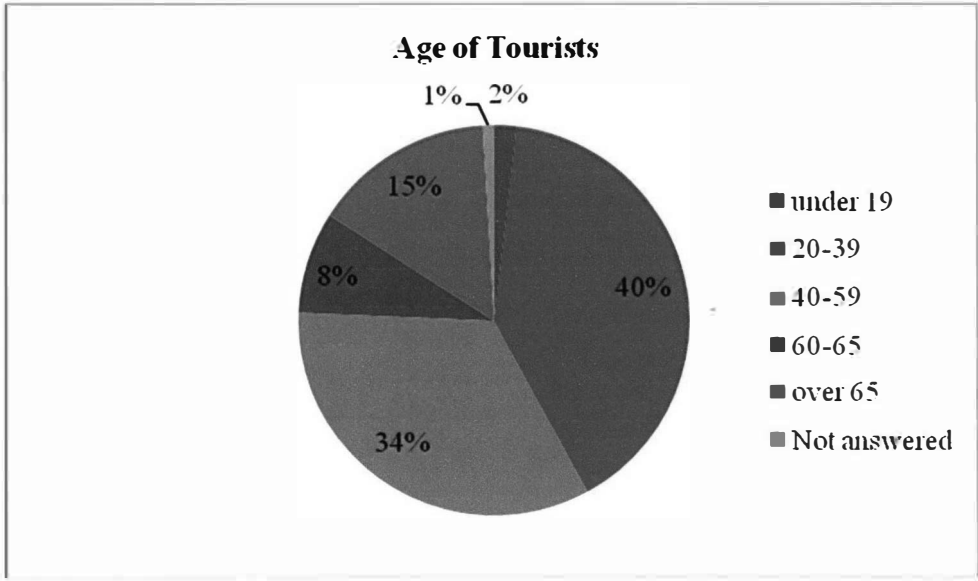


Figure 18: Age of the Participants

Individually, the City of Bragança had an interesting number of participants; all of those who participated in this survey were more evenly distributed by the diversity of age (14 percent were between 60 and 65, and 36 percent were seniors). The City of Mosqueiro, favorable to people who like beaches, especially young people, had 65 percent of visitors between 20 and 39 years. Fifty two percent of Vigia participants were between 40 and 59 years old (Figure 19).

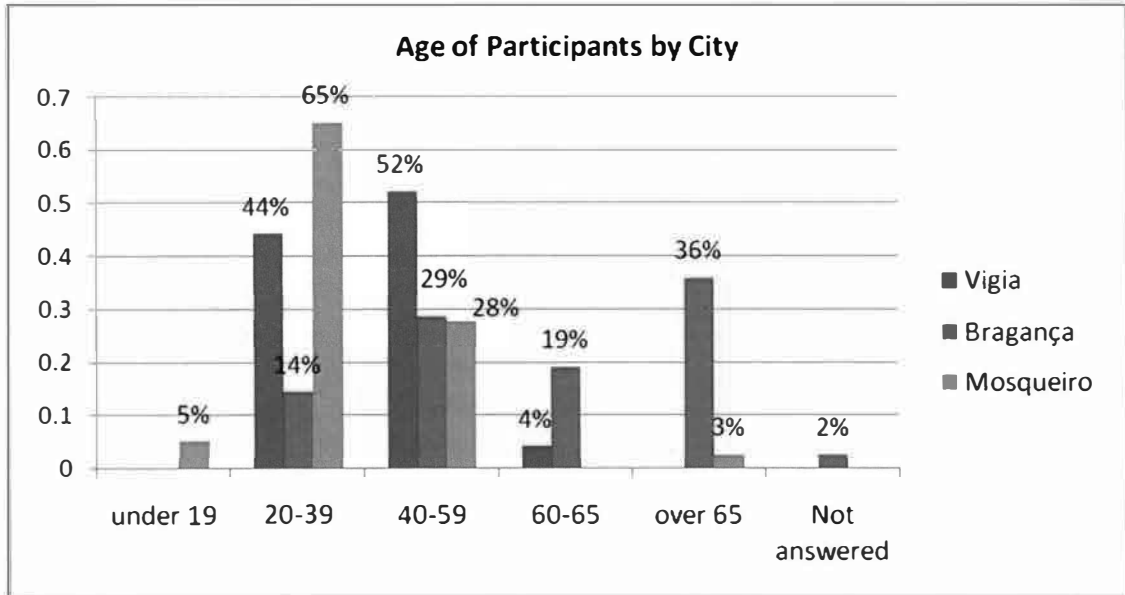


Figure 19: Age of the Participants by City

Educational Background

About 5 percent of the visitors had a low educational degree. About 19.63 percent of the visitors had a middle school. Participants, who had university degree, were the largest group within the sample (45.79 percent). Participants who were still taking a university were 19.63, and those who had graduate degree were 1.87 percent (Table 11). Participants with high degree of education were more interested in visiting the rural areas.

Table 11

Educational Background of Participants

	Variable	Sample	%
EDUCATIONAL BACKGROUND	Fundamental School	5	4.67%
	Middle School	21	19.63%
	University concluded	49	45.79%
	University unconcluded	21	19.63%
	Graduate School	2	1.87%
	Other	6	5.61%
	Not answered	3	2.80%
	Total	107	100.00%

Origin of Visitors

Participants answered this question in two steps. First, it was asked where they came from; second, it was requested to fill out the name of the city they came from. Eighty-eight percent of visitors came from metropolitan area, 7 percent of visitors came from suburban area, and 5 percent of them came from countryside. The largest group came from Belém (74 percent), the second group came from Ananindeua, a neighbor municipality of Belém. Other cities surrounding the metropolitan area of Belém had very low percentage. Three percentage of visitors came from the other states (Tocantins, Santa Catarina, and Recife), and only one visitor came from foreign country that was France (Table 12). The rural tourists were people from surrounding area of the State.

Table 12

Distribution of Visitors Dwelling by Zone and by City

Variable	Sample	%
City area / metropolitan	94	88%
suburban	7	7%
countryside	5	5%
Not answered	1	1%
Total	107	100%

Visitors' Origin

Belém	79	74%
Ananindeua	6	6%
Castanhal	2	2%
Vigia	3	3%
Marabá	1	1%
Vila dos Remédios	1	1%
Tocantins	1	1%
Santa Catarina	1	1%
Recife	1	1%
France	1	1%
Did not answered	11	10%
Total	107	100%

Family Status

The group of singles had the highest value, 29 percent of the total sample. The group of married without children was the second largest group (14 percent). The number of participants who were married with two children and who were widowed came in third group, 11 percent of each category equally distributed (Table 13). These results showed that single people, small families, and widows had more interested in visiting these types of environments.

Table 13

Visitors' Family Status

	Variable	Sample	%
FAMILY STATUS	Single	31	29%
	Married without children	15	14%
	Married with 1 child	9	8%
	Married with 2 children	12	11%
	Married with 3 children	3	3%
	Married with 4 children	3	3%
	Married 5 children	2	2%
	without specify n ^o of children	10	9%
	divorced	10	9%
	widow	12	11%
	Total	107	100%

Professional Status

About 5 percent of visitors were students. Participants who were working in commerce, industry and service, constituted the highest group, 30 percent of the total sample. The second group was those who were working in public service (23 percent). About 18 percent of visitors were retired, and 14 percent of visitors had other type of job (Table 14). The variables were diversified, suggesting that the rural tourism is possible to a large number of people.

Table 14

Participants Professional Status

	Variable	Sample	%
PROFESSIONAL STATUS	Student	5	5%
	commerce, industry, service	32	30%
	military	2	2%
	public service	25	23%
	free lance	1	1%
	house wife / house husband	7	7%
	retired	19	18%
	other	15	14%
	not answered	1	1%
	Total	107	100%

Monthly Income

About 30 percent of the participants' monthly income ranged from R\$380 to R\$1,500 (U\$1.00=R\$1.74). The second largest group was the participants with monthly income between R\$1,501 and R\$2,500 (25 percent of the total visitors). The third group was the participants monthly income ranged from R\$2,501 to R\$3,500 (14 percent). Only 5 percent of visitors demonstrated a monthly income over R\$9,501 (Table 15). This study showed that these types of activities attract more people with low income than those of high income. More forms of advertising or improvements in rural tourism may be required to increase the people participation rates.

Table 15

Distribution of Participants Monthly Income

	Variable	Sample	%
MONTHLY INCOME	no income	8	7%
	under minimum salary	2	2%
	R\$380-R\$1,500	32	30%
	R\$1,501-R\$2,500	27	25%
	R\$2,501-R\$3,500	15	14%
	R\$3,501-R\$4,500	5	5%
	R\$4,501-R\$5,500	7	7%
	R\$5,501-R\$6,500	0	0%
	R\$6,501-R\$7,500	3	3%
	R\$7,501-R\$8,500	0	0%
	R\$8,501-R\$9,500	0	0%
	over R\$9,501	5	5%
	not answered	3	3%
	Total	107	100%

Information About the Site

About 61 percent of visitors obtained information about the site through friends and relatives who had previously visited the location (Table 16). Other information contributed without large influence on visiting behavior. The results showed the value of the satisfaction of earlier visitors, which could contribute to disseminate the visited site to the friends and relatives. Other strategies of advertising and tourism planning may be required to increase the number of visitors in the rural area of the State of Pará. These strategies could be the major development of rural tourism.

Table 16

Information About the Site

WHERE DID YOU FIND OUT THE INFORMATION ABOUT THIS RURAL TOURISM SITE?	Variable	Sample	%	
	Newspaper	2	2%	
	Magazine	2	2%	
	Brochures	3	3%	
	travel agency	3	3%	
	friends / relatives	65	61%	
	Internet	6	6%	
	TV	4	4%	
	other:			
	Billboard	3	3%	
	night club	1	1%	
	Associations (Elderly, commerce employees, etc)	9	8%	
	without specify	4	4%	
	not answered	5	5%	
	Total	107	100%	

Frequency of the Visit and the Duration of Days in the Site

About 59 percent of visitors were on the site for the first time. Those who went there for the second time were 16 percent. The third group were visitors who went to the site several times (9 percent), suggesting that the rural sites are enjoyable to visit. About 13 percent of visitors spent one day at the site, 55 percent of visitors spent 2 days at the site, and 30 percent of visitors spent more than 3 days, suggesting that rural sites may have qualifications to attract more tourists (Table 17).

Table 17

Frequency of the Visit and the Duration of Days in the Site

	Variable	Sample	%
HAVE YOU EVER SPENT VACATION HERE BEFORE?	No, this is the first time	63	59%
	Yes, this istime		
	Second	17	16%
	Third	3	3%
	Fourth	6	6%
	Fifth	5	5%
	Several	10	9%
	not answered	3	3%
	Total	107	100%
HOW MANY DAYS ARE YOU PLANNING TO SPEND ON THIS SITE?	1 day	14	13%
	2 days	59	55%
	more than 3 days	32	30%
	not answered	2	2%
	Total	107	100%

Travel Companion, Transportation Mode Used, and Time Consumed to Get in the Rural Site

Most of participants preferred to travel with their family and relatives (30 percent of the total sample). Eighteen percent of visitors traveled with their friends, and 17 percent of visitors went to the site with their colleagues. About 39 percent of Bragança visitors went to the site to attend the Marujada folkloric festival, a component of the Catholic Church event. In the State of Pará, there are numerous events related to the African and to the European heritage; these events may be used as an instruments to attract more tourists.

In term of the transportation, 50 percent of visitors used particular cars to travel to the destination, 39 percent of visitors traveled by touring bus to attend the Marujada

festival, and only 4 percent traveled by public bus. About 31 percent of visitors spent one hour traveling to the destination, and 33 percent of visitors spent approximately 3 hours getting in the rural site, suggesting that travel time does not discourage the interest of tourists to visit rural areas (Table 18).

Table 18
Travel Companion, Transportation Mode Used,
and Time Consumed to Get in the Rural Site

	Variable	Sample	%
DID YOU COME HERE WITH:	by myself	2	2%
	family and relatives	32	30%
	friends	19	18%
	colleagues	8	7%
	tourists group	42	39%
	other	4	4%
	Total	107	100%
WHICH MEANS OF TRANSPORT HAVE YOU USED TO ARRIVE TO THIS SITE?	particular car	54	50%
	rent car	2	2%
	public bus	4	4%
	touring bus	42	39%
	airplane		
	other	5	5%
Total	107	100%	
HOW LONG DID IT TAKE TO GET HERE?	less than 1 hour	5	5%
	1 hour	33	31%
	1:20 hour	1	1%
	1:30 hour	10	9%
	2 hours	9	8%
	2:30 hours	2	2%
	3 hours	35	33%
	3:30 hours	5	5%
	4 hours	6	6%
	not answered	1	1%
Total	107	100%	

Participation in Other Recreational Activities

For those who responded positively about previous participation in rural tourism activities, it was requested to identify the type of activities they attended. About 47 percent of visitors had never been participated in rural tourism activities, and 53 percent of visitors had participated in a rural tourism before. About 5 percent of visitors had visited a recreational farm, 11 percent of visitors had visited a recreational orchard, 8 percent of visitors had participated in a recreational fishing, and 67 percent of visitors had participated in other types of leisure activities. A number of visitors attended more than one type of recreational activity. If the quality of service and infrastructure of the city is not satisfactory, it may affect the impression of the other 47 percent of first visitors negatively (Table 19). The outcome suggests that rural tourism could be an opportunity to improve local people's income, and to promote the rural development in the State of Pará.

Table 19

Visitors Participation in Other Rural Tourism Activities

	Variable	Sample	%	
HAVE YOU EVER PARTICIPATED IN RURAL TOURISM ACTIVITIES BEFORE?	No	50	47%	
	Yes	57	53%	
	Total	107	100%	
	PREVIOUS EXPERIENCES IN RURAL TOURISM			
	Recreational farm / agriculture	3	5%	
	Recreational orchard	7	11%	
	Recreational fishery	5	8%	
	Leisure activity hotel	42	67%	
	Not answered	6	10%	
	Total	63	100%	

Rural Site Expenses (Excluding Travel Cost)

Excluding travel cost to the destination, 78 percent of visitors intended to spend under R\$1,000. Thirteen percent intended to spend somewhere between R\$1,001 and R\$2,000. About 5 percent of the tourists intended to spend more than above R\$2,000 with a cap of R\$4,000 (Table 20). These low expenditures may result from the lack of products connected to the tourism industry available for sale at the hotels and surroundings. Such products could include local handcrafts, fresh cheese, fresh fruits, and regional cuisine, which could contribute to attract more visitors to the rural area.

Table 20

Tourists Expenditures in the Rural Site

	Variable	Sample	%
APPROXIMATELY, HOW MUCH DO YOU INTEND TO SPEND (PER PERSON) EXCLUDING TRAVEL COST?	under R\$1,000	83	78%
	R\$1,001-R\$2,000	14	13%
	R\$2,001-R\$3,000	4	4%
	R\$3,001-R\$4,000	1	1%
	over R\$4,001		0%
	not answered	5	5%
	Total	107	100%

Visitors Feelings

About 7 percent of visitors were very dissatisfied with the trip, 3 percent were dissatisfied, although 51 percent of participants were satisfied and 32 percent were very

satisfied with the trip, suggesting a positive evidence to improve the infrastructure and the quality of services in the rural areas (Table 21).

Table 21

Visitors Feelings

	Variable	Sample	%
How do you feel about this trip?	Very dissatisfied	7	7%
	Dissatisfied	3	3%
	Neutral	5	5%
	Satisfied	55	51%
	Very satisfied	34	32%
	Not answered	3	3%
	Total	107	100%

Recommendation to the Friends

Regarding the recommendation to the friends, most of visitors answered positively, 98 percent of the total sample, suggesting that is enjoyable to visit the site (Table 22).

Table 22

Recommendation to the Friends

	Variable	Sample	%
Would you recommend this place to a friend?	Yes	105	98%
	No	0	0%
	Not answered	2	2%
	Total	107	100%

The Distance to the Site Visited

Previous analysis about duration of travel showed that the time consumed to arrive at the site did not discourage the interest of tourists from visiting rural area (see page 70). About 44 percent of visitors did not think that the distance to the site was a negative factor, and 50 percent of visitors answered that the distance to the site was perfect (Table 23), suggesting that the rural tourism has a great potential to attract more tourists. The distance does not inhibit the tourists' interest.

Table 23

The Distance to the Site Visited

	Variable	Sample	%
The distance to this Site	Was negative factor to come here	0	0%
	Was negative factor to come here, however the experience was worth it	2	2%
	I did not think that its site was negative factor	47	44%
	It was perfect	53	50%
	Not answered	5	5%
	Total		107

Crosstabs' Statistics Analysis and Measures of Association

The second part of the analysis was based on five degrees of expectation and satisfaction of tourists about the site visited. After excluding the invalid questionnaires, data collected was coded, digitized, and analyzed. The Pearson Chi-Square (χ^2) test used

for the independent variables (expectation and satisfaction) was analyzed according to following distribution: 30 questionnaires from Bragança, 29 from Mosqueiro, and 22 from Vigia. Overall, 81 of the 107 questionnaires were valid and included in this analysis.

Data was collected in sixteen different categories: recreational activities, preservation and restoration of cultural and historical site, facility to access the site based on road conditions and signals, information for tourists, quality of food, quality of hotel accommodation, courtesy of hotel employees, price of accommodation, receptivity of local people, ethnic or folkloric festivals, local handcrafts, farm life experience, cultural activities, relief of stress and anxiety, farming landscape, and nearby infrastructure. Alongside, in the contingency table, percentage in the selection of degrees of expectation and satisfaction to all categories was added, to evaluate the quality of services.

Analysis of the Recreational Activity

The Pearson Chi-Square (χ^2) and the *p-value* for the comparison of visitors expectation and satisfaction of the recreational activity is shown in the table 24. The statistical analysis illustrated that there was a significant relationship between the variables of expectation and satisfaction (*d.f.* = 6 and 16, and $\chi^2 = 20.466$ and 35.055 respectively) to the Cities of Bragança and Mosqueiro. There was a positive impression of recreational activity; 59.3 percent of Bragança participants and 35.7 percent of Mosqueiro participants chose the degree good for the satisfaction. However, tourists' expectations were greater than their satisfactions, suggesting some improvement in this activity.

For Vigia, there was no significant relationship between the variables ($df = 6$, and $\chi^2 = 2.874$). Forty seven percent of the visitors expected excellent recreational activity on the site; however, the majority of them chose the neutral degree to its service (52.4 percent). This farm hotel in the City of Vigia needs to improve the recreational activity in order to attract more visitors. Overall, the expectation of tourists was grater than the satisfaction. The service of recreational activity in the rural site needs to improve. The tourists spent a long time without any type of activity at hotel, and families with children hoped fro some entertainment to make their stays in the site more enjoyable.

Table 24

Profile of Tourists Expectation and Satisfaction in the Recreational Activity Category

Bragança		Recreational Activity - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Recreational Activity Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	1	1	4	14.8%
	Good	0	1	0	14	3	18	66.7%
	Excellent	0	0	0	1	4	5	18.5%
	Total	0	1	2	16	8	27	100.0%
%		0.0%	3.7%	7.4%	59.3%	29.6%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		20.466		6	0.002			

Mosqueiro		Recreational Activity - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Recreational Activity Expectation	Very Bad	3	0	0	0	0	3	10.7%
	Bad	0	2	0	1	1	4	14.3%
	Neutral	1	1	2	1	0	5	17.9%
	Good	0	2	1	7	1	11	39.3%
	Excellent	0	0	3	1	1	5	17.9%
	Total	4	5	6	10	3	28	100.0%
%		14.3%	17.9%	21.4%	35.7%	10.7%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		35.055		16	0.004			

Table 24-Continued

Profile of Tourists Expectation and Satisfaction in the Recreational Activity Category

Vigia		Recreational Activity - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Recreational Activity Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	4	1	0	6	28.6%
	Good	0	0	2	2	1	5	23.8%
	Excellent	0	1	5	3	1	10	47.6%
	Total	0	2	11	6	2	21	100.0%
	%	0.0%	9.5%	52.4%	28.6%	9.5%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		2.874		6		0.824		

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=28, 1 missing case in Mosqueiro)

P-value > 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Preservation and Restoration of Cultural and Historical Site

The Pearson Chi-Square (χ^2) showed in the Table 25 that for Bragança and Mosqueiro there was a significant relationship between the variables (*df* = 4, and 16, and $\chi^2 = 34.236$ and 49.701 respectively). Bragança participants were satisfied with the preservation of the site (64.3 percent). About 37 percent of Mosqueiro participants expected good level of preservation; however, 48.1 percent of them chose the neutral degree to this category. The environment and historical buildings may need attention from the government and private sectors. There was no significant relationship between the variables for Vigia (*df* =8, and $\chi^2 = 13.821$). The opinion of Vigia participants were divided between neutral (38.9 percent) and good (44.4 percent) in satisfaction. The result

in Vigia also suggests some attention from the government and private sectors. In general, the expectation of visitors in these sites was greater than their satisfactions. The tourism organization, the government, and the community may need to develop a plan to preserve the cultural and historical heritage of the sites.

Table 25

Profile of Tourists Expectation and Satisfaction in the Preservation of the Site Category

Bragança		Preservation of the Site - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Preservation of the Site - Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	0	0	1	3.6%
	Good	0	0	0	17	5	22	78.6%
	Excellent	0	0	0	1	4	5	17.9%
	Total	0	0	1	18	9	28	100.0%
	%	0.0%	0.0%	3.6%	64.3%	32.1%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			34.236	4		0.000		

Mosqueiro		Preservation of the Site - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Preservation of the Site - Expectation	Very Bad	1	0	0	0	0	1	3.7%
	Bad	0	2	0	0	0	2	7.4%
	Neutral	0	0	7	1	0	8	29.6%
	Good	0	3	4	3	0	10	37.0%
	Excellent	0	0	2	2	2	6	22.2%
	Total	1	5	13	6	2	27	100.0%
	%	3.7%	18.5%	48.1%	22.2%	7.4%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			49.701	16		0.000		

Table 25-Continued

Profile of Tourists Expectation and Satisfaction in the Preservation of the Site Category

Vigia		Preservation of the Site - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Preservation of the Site - Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	0	0	0	0	0	0.0%	
	Neutral	0	0	5	1	0	6	33.3%	
	Good	0	0	1	5	0	6	33.3%	
	Excellent	1	1	1	2	1	6	33.3%	
	Total	1	1	7	8	1	18	100.0%	
	%	5.6%	5.6%	38.9%	44.4%	5.6%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		13.821		8		0.087			

P-value ≤ 0.05 (n=28, 2 missing cases in Bragança)

P-value ≤ 0.05 (n=27, 2 missing cases in Mosqueiro)

P-value > 0.05 (n=18, 4 missing cases in Vigia)

Analysis of the Access to the Site Considering Road Condition and Signals

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between expectation and satisfaction to road conditions category for Bragança (*d.f.* = 4, and $\chi^2 = 25.941$). Participants of Bragança had a satisfactory impression of the road conditions; about 63 percent of tourists chose the good degree for satisfaction. The tourists' satisfactions were greater than their expectations, suggesting that the site has condition to improve its number of visitors. Some advertising is required to achieve this goal.

There was a significant relationship between the variables for Mosqueiro (*d.f.* = 16, and $\chi^2 = 31.881$). Visitors expected good road conditions in Mosqueiro (59.3 percent) and divided their opinions between good and excellent in terms of satisfaction (33.3

percent equally distributed to each degree). The road condition was satisfactory for tourists in Mosqueiro; however, some improvement is needed in terms of signals. There was no significant relationship between the variables for Vigia ($df = 8$, and $\chi^2 = 5.033$). Visitors were satisfied with its conditions in Vigia. About 41.2 percent of participants chose the degree good of satisfaction (Table 26). The road condition was good to access these sites; however, there were no sufficient signals to facilitate the travel of tourists. The tourism organization, government, and transportation planners need to improve this service to expand tourism in the State of Pará.

Table 26

Profile of Tourists Expectation and Satisfaction in the Road Condition Category

Bragança		Access to the Site (Road Condition and Signals) - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Access to the Site (Road Condition and Signals) Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	5	0	6	22.2%
	Good	0	0	0	12	1	13	48.1%
	Excellent	0	0	0	0	8	8	29.6%
	Total	0	0	1	17	9	27	100.0%
		0.0%	0.0%	3.7%	63.0%	33.3%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		25.941		4	0.000			

Mosqueiro		Access to the Site (Road Condition and Signals) - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Access to the Site (Road Condition and Signals) Expectation	Very Bad	1	0	0	0	0	1	3.7%
	Bad	0	1	0	1	0	2	7.4%
	Neutral	1	0	1	0	0	2	7.4%
	Good	0	1	4	6	5	16	59.3%
	Excellent	0	0	0	2	4	6	22.2%
	Total	2	2	5	9	9	27	100.0%
		7.4%	7.4%	18.6%	33.3%	33.3%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		31.881		16	0.010			

Table 26-Continued

Profile of Tourists Expectation and Satisfaction in the Road Condition Category

Vigia	Access to the Site (Road Condition and Signals) - Satisfaction							
	Very Bad	Bad	Neutral	Good	Excellent	Total	%	
Access to the Site (Road Condition and Signals) Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	0	2	2	5	29.4%
	Good	0	1	0	3	2	6	35.3%
	Excellent	1	0	1	2	2	6	35.3%
	Total	1	2	1	7	6	17	100.0%
%	5.9%	11.8%	5.9%	41.2%	35.3%	100.0%		
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			5.033	8		0.754		

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=27, 2 missing cases in Mosqueiro)

P-value > 0.05 (n=17, 5 missing cases in Vigia)

Analysis of the Information for Tourists

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança (*df* = 6, and $\chi^2 = 20.147$). Visitors of Bragança expected good information and obtained it (64.3 percent). Bragança could attract more tourists; the services of marketing by the tourism organization and government need to improve. There was a significant relationship between the variables for Mosqueiro (*df* = 16, and $\chi^2 = 37.012$). The satisfaction of Mosqueiro visitors were divided between neutral and good. There was no significant relationship between the variables for Vigia (*df* = 12, and $\chi^2 = 10.882$). Most of Vigia tourists did not expect a high level of this service (38.1 percent), and were not satisfied (52.4 percent), suggesting improvements and strategies from the public and private sectors (Table 27). The lack of qualified professionals in

tourism activities, and the lack of information available for tourists could affect the result of Mosqueiro and Vigia visitors' dissatisfaction; the government and the tourism bureau may need to improve this quality of service to attract mores visitors.

Table 27

Summary of Tourists Expectation and Satisfaction in the Information for Tourists Category

Bragança		Information for Tourists - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Information for Tourists - Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	2	0	2	7.1%
	Neutral	0	0	3	1	1	5	17.9%
	Good	0	0	0	13	3	16	57.1%
	Excellent	0	0	0	2	3	5	17.9%
	Total	0	0	3	18	7	28	100.0%
	%	0.0%	0.0%	10.7%	64.3%	25.0%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		20.147		6	0.003			

Mosqueiro		Information for Tourists - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Information for Tourists - Expectation	Very Bad	2	0	0	0	0	2	7.1%
	Bad	0	0	1	0	0	1	3.6%
	Neutral	0	1	3	4	0	8	28.6%
	Good	0	2	5	7	1	15	53.6%
	Excellent	0	0	1	0	1	2	7.1%
	Total	2	3	10	11	2	28	100.0%
	%	7.1%	10.7%	35.7%	39.3%	7.1%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		37.012		16	0.002			

Table 27-Continued

Summary of Tourists Expectation and Satisfaction in the Information
for Tourists Category

Vigia		Information for Tourists - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Information for Tourists - Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	0	1	0	0	1	4.8%	
	Neutral	0	3	5	0	0	8	38.1%	
	Good	1	2	3	2	0	8	38.1%	
	Excellent	0	0	2	1	1	4	19.0%	
	Total	1	5	11	3	1	21	100.0%	
	%	4.8%	23.8%	52.4%	14.3%	4.8%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		10.882		12		0.539			

P-value ≤ 0.05 (n=28, 2 missing cases in Bragança)

P-value ≤ 0.05 (n=28, 1 missing case in Mosqueiro)

P-value > 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Quality of Food

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança, Mosqueiro, and Vigia (*df* = 4, 9, and 6, and χ^2 = 17.916, 25.161, and 16.764 respectively). The quality of food may attract more tourists in a given location. In Bragança, the satisfaction of visitors was divided between good and excellent (60 percent and 23.3 percent respectively); however, it did not surpass their expectations. Also in Mosqueiro, the expectation of visitors was greater than their satisfactions. In Vigia, opinions of visitors were divide between good and excellent (66.7 percent and 14.3 percent respectively); however, their expectations were greater than their satisfactions. The State of Pará has a variety of food, which is a consequence of

diverse ethnic groups who live scattered throughout the whole State. However, entrepreneurs, hotel owners, and tourism planners need to arrange some strategies to improve the quality of its service in the rural sites (Table 28).

Table 28

Profile of Tourists Expectation and Satisfaction in the Quality of Food Category

Bragança		Quality of Food - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Quality of Food Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	3	0	5	16.7%
	Good	0	0	3	13	1	17	56.7%
	Excellent	0	0	0	2	6	8	26.7%
	Total	0	0	5	18	7	30	100.0%
%		0.0%	0.0%	16.7%	60.0%	23.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		17.916		4	0.001			

Mosqueiro		Quality of Food - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Quality of Food Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	1	0	0	1	2	7.1%
	Neutral	0	0	2	0	0	2	7.1%
	Good	0	1	4	9	1	15	53.6%
	Excellent	0	0	0	3	6	9	32.1%
	Total	0	2	6	12	8	28	100.0%
%		0.0%	7.1%	21.4%	42.9%	28.6%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		25.161		9	0.003			

Table 28-Continued

Profile of Tourists Expectation and Satisfaction in the Quality of Food Category

Vigia		Quality of Food - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Quality of Food Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	0	0	0	0	0	0.0%	
	Neutral	0	0	2	0	0	2	9.5%	
	Good	0	1	1	11	1	14	66.7%	
	Excellent	0	0	0	3	2	5	23.8%	
	Total	0	1	3	14	3	21	100.0%	
%		0.0%	4.8%	14.3%	66.7%	14.3%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		16.764		6		0.010			

P-value ≤ 0.05 (n=30, no missing cases in Bragança)

P-value ≤ 0.05 (n=28, 1 missing case in Mosqueiro)

P-value ≤ 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Quality of Hotel Accommodation

The Pearson Chi-Square (χ^2) showed in the Table 29 that there was a significant relationship between the variables for Bragança and Vigia (*df* = 4, and 3, and χ^2 = 14.635, and 14.440 respectively). Bragança visitors expected good quality of accommodation (65.5 percent) and divided their satisfactions between good and excellent (58.6 percent and 27.6 percent respectively). Participants of Vigia expected good quality of accommodations (52.4 percent) and obtained excellent accommodations (52.4 percent). The hotel owners, the tourism organization, and government of Bragança and Vigia could invest on advertising to promote the site as a tourism destination.

There was no significant relationship between the variables for Mosqueiro (*df* = 12, and χ^2 = 20.802); however, there was no sufficient statistical evidence to accept the

null hypothesis (p -value = 0.053). Roughly, 52 percent of Mosqueiro participants expected good quality of this service, and their opinions were divided between good and excellent quality of accommodations (29.6 percent and 37 percent respectively); however, their expectations were greater than their satisfactions. In Mosqueiro, this service needs to be improved. The result could be related to the condition that the hotel owners are only looking for their own benefits.

Table 29

Profile of Tourists Expectation and Satisfaction in the Quality of Accommodations Category

Bragança		Quality of Accommodation - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Quality of Accommodation Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	4	0	6	20.7%
	Good	0	0	2	13	4	19	65.5%
	Excellent	0	0	0	0	4	4	13.8%
	Total	0	0	4	17	8	29	100.0%
%		0.0%	0.0%	13.8%	58.6%	27.6%	100.0%	
Chi-Square Tests		χ^2		df		p -value		
Pearson Chi-Square		14.635		4		0.006		

Mosqueiro		Quality of Accommodation - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Quality of Accommodation Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	1	0	0	0	1	3.7%
	Neutral	0	1	0	0	2	3	11.1%
	Good	1	1	3	7	2	14	51.9%
	Excellent	0	0	2	1	6	9	33.3%
	Total	1	3	5	8	10	27	100.0%
%		3.7%	11.1%	18.5%	29.6%	37.0%	100.0%	
Chi-Square Tests		χ^2		df		p -value		
Pearson Chi-Square		20.802		12		0.053		

Table 29-Continued

Profile of Tourists Expectation and Satisfaction in the Quality of Accommodations Category

Vigia		Quality of Accommodation - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Quality of Accommodation Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	0	0	0	0	0.0%
	Good	0	0	1	8	2	11	52.4%
	Excellent	0	1	0	0	9	10	47.6%
	Total	0	1	1	8	11	21	100.0%
	%	0.0%	4.8%	4.8%	38.1%	52.4%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		14.440		3		0.002		

P-value ≤ 0.05 (n=29, 1 missing case in Bragança)

P-value > 0.05 (n=27, 2 missing cases in Mosqueiro)

P-value ≤ 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Courtesy of Hotel Employees

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança, Mosqueiro, and Vigia (*d.f.* = 4, 16, and 4, and χ^2 = 30.263, 39.281, and 16.000 respectively). Visitors of Bragança expected good service by the hotel employees (53.6 percent) and were satisfied with excellent service (53.6 percent). The hotel owners and the tourism bureau could work together on marketing strategies to attract more tourists to this site. The expectation of Mosqueiro visitors was greater than their satisfactions. Mosqueiro needs to improve the quality of its service. This condition could be related to the work condition of employees (motivation, wage, employees training, etc.). The satisfaction of Vigia visitors was distributed between good

and excellent service (50 percent and 40.9 percent respectively). The courtesy of this hotel employee satisfied the participants; however, their satisfactions did not exceed their expectations (Table 30). Employees training or motivation may require in this hotel to increase the number of tourists.

The tourism industry requires an excellent quality of services in the sites, especially by the hotel employees. Additionally, there is a financial issue; they desire the return of their expenditures in satisfaction.

Table 30
Profile of Tourists Expectation and Satisfaction in the Courtesy of
Hotel Employee Category

Bragança		Courtesy of Hotel Employee - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Courtesy of Hotel Employee Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	1	0	3	10.7%
	Good	0	0	0	10	5	15	53.6%
	Excellent	0	0	0	0	10	10	35.7%
	Total	0	0	2	11	15	28	100.0%
%		0.0%	0.0%	7.1%	39.3%	53.6%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		30.263		4		0.000		

Mosqueiro		Courtesy of Hotel Employee - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Courtesy of Hotel Employee Expectation	Very Bad	2	0	0	0	0	2	6.9%
	Bad	1	0	0	0	0	1	3.4%
	Neutral	0	1	1	0	1	3	10.3%
	Good	0	0	5	6	4	15	51.7%
	Excellent	1	0	1	0	6	8	27.6%
	Total	4	1	7	6	11	29	100.0%
%		13.8%	3.4%	24.1%	20.7%	37.9%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		39.281		16		0.001		

Table 30-Continued

Profile of Tourists Expectation and Satisfaction in the Courtesy of Hotel Employee Category

Vigia		Courtesy of Hotel Employee - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Courtesy of Hotel Employee Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	0	0	1	4.5%
	Good	0	0	1	9	3	13	59.1%
	Excellent	0	0	0	2	6	8	36.4%
	Total	0	0	2	11	9	22	100.0%
	%	0.0%	0.0%	9.1%	50.0%	40.9%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		16.000		4	0.003			

P-value ≤ 0.05 (n=28, 2 missing cases in Bragança)

P-value ≤ 0.05 (n=29, no missing cases in Mosqueiro)

P-value ≤ 0.05 (n=22, no missing cases in Vigia)

Analysis of the Price of Accommodation

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the expectation and satisfaction for Bragança, Mosqueiro, and Vigia (*df* = 6, 12, and 6, and $\chi^2 = 42.158, 24.227, \text{ and } 20.493$ respectively). Participants of Bragança divided their satisfaction between good and excellent (51.9 percent and 33.33 percent respectively); however, their expectations were greater than their satisfactions. Mosqueiro participants were not satisfied with the accommodation price. Most of visitors expected good price (65.5 percent); however, their satisfactions did not reach the expected (48.3 percent). The satisfaction of Vigia visitors also did not surpass their expectations (Table 31). Better policy is needed in these hotels in order to expand visitors.

The hotel owners could expand the hotel recreational activities connected to the farming activities, and add some advantages for tourists in order to justify the price of accommodations.

Table 31

Profile of Tourists Expectation and Satisfaction in the Price of Accommodations Category

Bragança		Price of Accommodations - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Price of Accommodations Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	0	0	2	7.4%
	Good	0	2	0	14	3	19	70.4%
	Excellent	0	0	0	0	6	6	22.2%
	Total	0	2	2	14	9	27	100.0%
%		0.0%	7.4%	7.4%	51.9%	33.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		42.158		6		0.000		

Mosqueiro		Price of Accommodations - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Price of Accommodations Expectation	Very Bad	0	0	0	1	0	1	3.4%
	Bad	0	1	0	0	0	1	3.4%
	Neutral	0	3	1	0	1	5	17.2%
	Good	0	0	6	12	1	19	65.5%
	Excellent	0	0	1	1	1	3	10.3%
	Total	0	4	8	14	3	29	100.0%
%		0.0%	13.8%	27.6%	48.3%	10.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		24.227		12		0.019		

Table 31-Continued

Profile of Tourists Expectation and Satisfaction in the
Price of Accommodations Category

Vigia		Price of Accommodations - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Price of Accommodations Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	1	0	1	0	2	9.5%
	Neutral	0	1	8	0	0	9	42.9%
	Good	0	0	1	6	0	7	33.3%
	Excellent	0	0	0	3	0	3	14.3%
	Total	0	2	9	10	0	21	100.0%
	%	0.0%	9.5%	42.9%	47.6%	0.0%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		20.493		6		0.002		

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=29, no missing cases in Mosqueiro)

P-value ≤ 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Receptivity of Local People

The Pearson Chi-Square (χ^2) showed in the Table 32 that there was no significant relationship between the variables for Bragança (*df* = 6, and $\chi^2 = 5.868$). The variables were independent. There was a significant relationship between the expectation and satisfaction for Mosqueiro (*df* = 12, and $\chi^2 = 49.404$). There was no significant relationship between the variables for Vigia (*df* = 8, and $\chi^2 = 15.320$); however, there was no sufficient statistical evidence to accept the null hypothesis (*p-value* = 0.053). Roughly, 89 percent of Bragança visitors expected good and excellent receptivity; however, their satisfactions did not surpass their expectations. This category also did not satisfy tourists of Mosqueiro and Vigia. Overall, the expectation of visitors of Bragança,

Mosqueiro, and Vigia was greater than their satisfactions. The result may suggest a communication, coordination, and cooperation between the government, the tourism organization, and the community in order to develop the tourism on these sites.

Table 32

Profile of Tourists Expectation and Satisfaction in the Receptivity of Local People Category

Bragança		Receptivity of local People - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Receptivity of Local People - Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	0	1	1	3	11.1%
	Good	0	1	2	11	5	19	70.4%
	Excellent	0	0	0	2	3	5	18.5%
	Total	0	2	2	14	9	27	100.0%
%		0.0%	7.4%	7.4%	51.9%	33.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		5.868		6	0.438			

Mosqueiro		Receptivity of local People - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Receptivity of Local People - Expectation	Very Bad	2	0	0	0	0	2	7.1%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	2	3	1	0	6	21.4%
	Good	0	1	5	8	1	15	53.6%
	Excellent	0	0	1	0	4	5	17.9%
	Total	2	3	9	9	5	28	100.0%
%		7.1%	10.7%	32.1%	32.1%	17.9%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		49.404		12	0.000			

Table 32-Continued

Profile of Tourists Expectation and Satisfaction in the
Receptivity of Local People Category

Vigia		Receptivity of local People - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Receptivity of Local People - Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	7	0	0	8	40.0%
	Good	1	0	3	5	0	9	45.0%
	Excellent	0	0	1	1	1	3	15.0%
	Total	1	1	11	6	1	20	100.0%
%		5.0%	5.0%	55.0%	30.0%	5.0%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		15.320		8	0.053			

P-value > 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=28, 1 missing case in Mosqueiro)

P-value > 0.05 (n=20, 2 missing cases in Vigia)

Analysis of the Ethnic (Folkloric) Festival

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança and Mosqueiro (*df* = 4, and 12, and χ^2 = 11.877, and 25.307 respectively). There was no significant relationship between expectation and satisfaction for Vigia (*df* = 9, and χ^2 = 14.000). Visitors of Bragança expected good festival (58.6 percent) and were satisfied with good and excellent opinion (44.8 percent and 48.3 percent respectively). Mosqueiro and Vigia visitors did not attend folkloric festival (usually some arrangements are made in a restaurant of the city for entertainment reasons), consequently, the result did not satisfy their expectations, 31.6 percent of Mosqueiro visitors opted for neutral degree, and 33.3 percent of Vigia visitors opted for

very bad and bad qualification equally distributed (Table 33). The tourism organization and the municipality may need to develop a systematic approach to the planning and marketing of festivals and develop special events as tourism attractions, in order to expand its popularity, and build an image for attraction in these destination sites. The folk dances of the State of Pará are beautiful and can be used to attract more tourists to the region.

Table 33

Profile of Tourists Expectation and Satisfaction in the Ethnic (Folkloric) Festival Category

Bragança		Ethnic (Folkloric) Festival - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Ethnic (Folkloric) Festival Expectation	Very bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	1	0	2	6.9%
	Good	0	0	1	10	6	17	58.6%
	Excellent	0	0	0	2	8	10	34.5%
	Total	0	0	2	13	14	29	100.0%
%		0.0%	0.0%	6.9%	44.8%	48.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		11.877		4	0.018			

Mosqueiro		Ethnic (Folkloric) Festival - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Ethnic (Folkloric) Festival Expectation	Very Bad	3	0	0	0	0	3	15.8%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	1	2	1	0	0	4	21.1%
	Good	0	1	4	4	0	9	47.4%
	Excellent	0	0	1	1	1	3	15.8%
	Total	4	3	6	5	1	19	100.0%
%		21.1%	15.8%	31.6%	26.3%	5.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>			
Pearson Chi-Square		25.307		12	0.013			

Table 33-Continued

Profile of Tourists Expectation and Satisfaction in the
Ethnic (Folkloric) Festival Category

Vigia		Ethnic (Folkloric) Festival - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Ethnic (Folkloric) Festival Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	1	0	0	0	1	16.7%	
	Neutral	0	0	1	0	0	1	16.7%	
	Good	2	1	0	0	0	3	50.0%	
	Excellent	0	0	0	1	0	1	16.7%	
	Total	2	2	1	1	0	6	100.0%	
%		33.3%	33.3%	16.7%	16.7%	0.0%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>				
Pearson Chi-Square		14.000		9	0.122				

P-value ≤ 0.05 (n=29, 1 missing case in Bragança)

P-value ≤ 0.05 (n=19, 10 missing cases in Mosqueiro)

P-value > 0.05 (n=06, 16 missing cases in Vigia)

Analysis of the Local Handcrafts

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança, Mosqueiro and Vigia (*df* = 6, 16, and 9, and χ^2 = 45.153, 36.477, and 19.500 respectively). Participants of Bragança were satisfied with this service; their opinions were distributed between good and excellent (53.6 percent and 25 percent respectively); however, their satisfactions did not surpass their expectations. About 50 percent of participants of Mosqueiro expected good local handcrafts, and opted for neutral opinion (42.3 percent). About 33.3 percent of participants of Vigia chose the very bad degree of its service; they did not enjoy the local handcrafts (Table 34). The lack of products available for sale at hotels or surroundings could be related to the

dissatisfaction of visitors in these sites. The tourism organization, hotel owners, and the government may need to develop a plan with the community to increase the products for sale; also, they may need some promotional strategies to sell such products. The entrepreneurs could help local community to increase their income sources.

Table 34

Profile of Tourists Expectation and Satisfaction in the Local Handcrafts Category

Bragança		Local Handcrafts - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Local Handcrafts Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	2	3	0	0	5	17.9%
	Good	0	0	1	15	1	17	60.7%
	Excellent	0	0	0	0	6	6	21.4%
	Total	0	2	4	15	7	28	100.0%
	%	0.0%	7.1%	14.3%	53.6%	25.0%	100.0%	
Chi-Square Tests			χ^2	df		p -value		
Pearson Chi-Square			45.153	6		0.000		

Mosqueiro		Local Handcrafts - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Local Handcrafts Expectation	Very Bad	2	0	0	0	0	2	7.7%
	Bad	0	1	0	0	0	1	3.8%
	Neutral	0	2	6	0	0	8	30.8%
	Good	1	1	4	6	1	13	50.0%
	Excellent	0	0	1	0	1	2	7.7%
	Total	3	4	11	6	2	26	100.0%
	%	11.5%	15.4%	42.3%	23.1%	7.7%	100.0%	
Chi-Square Tests			χ^2	df		p -value		
Pearson Chi-Square			36.477	16		0.002		

Table 34-Continued

Profile of Tourists Expectation and Satisfaction in the Local Handcrafts Category

Vigia		Local Handcrafts - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Local Handcrafts Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	2	0	0	0	2	22.2%	
	Neutral	2	0	2	0	0	4	44.4%	
	Good	0	0	0	2	0	2	22.2%	
	Excellent	1	0	0	0	0	1	11.1%	
	Total	3	2	2	2	0	9	100.0%	
	%	33.3%	22.2%	22.2%	22.2%	0.0%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		19.500		9		0.021			

P-value ≤ 0.05 (n=28, 2 missing cases in Bragança)

P-value ≤ 0.05 (n=26, 3 missing cases in Mosqueiro)

P-value ≤ 0.05 (n=09, 13 missing cases in Vigia)

Analysis of the Farm Life Experience

The Pearson Chi-Square (χ^2) showed in the Table 35 that there was a significant relationship between the variables for Bragança and Mosqueiro (*d.f.* = 6, and 16, and χ^2 = 31.474 and 40.322 respectively). There was no significant relationship between the expectation and satisfaction for Vigia (*d.f.* = 9, and χ^2 = 12.371). About 60 percent of Bragança visitors were satisfied with the experience, but their satisfactions did not exceed their expectations. About 40.7 percent of Mosqueiro visitors expected good experience, and their opinions were divided with bad, neutral, and good experience (29.6 percent, 33.3 percent, and 25.9 percent respectively). Participants of Vigia expected good experience (42.1 percent), however, their opinions were divided with bad, neutral, and good experience (31.6 percent, 31.6 percent, and 26.3 percent respectively). These

consequences may result from the lack of services connected to the farm life available for tourists at hotels. Such services could include cow milking in the morning, hens eggs collecting, açai (regional fruit) juice making, etc., which could contribute to increase the number of visitors. The hotel owners need to improve the quality of this service, linking to the price of accommodation that did not satisfy the visitors (see pages 89-90) and make the tourists visit more pleasant.

Table 35

Profile of Tourists Expectation and Satisfaction in the Farm Life Experience Category

Bragança		Farm Life Experience - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Farm Life Experience Expectation	Very Bad	1	0	0	0	0	1	5.0%	
	Bad	0	0	0	0	0	0	0.0%	
	Neutral	0	0	5	1	0	6	30.0%	
	Good	0	1	1	11	0	13	65.0%	
	Excellent	0	0	0	0	0	0	0.0%	
	Total	1	1	6	12	0	20	100.0%	
%		5.0%	5.0%	30.0%	60.0%	0.0%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>				
Pearson Chi-Square		31.474		6	0.000				

Mosqueiro		Farm Life Experience - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Farm Life Experience Expectation	Very Bad	2	1	0	0	0	3	11.1%	
	Bad	0	3	0	1	0	4	14.8%	
	Neutral	0	3	3	1	0	7	25.9%	
	Good	0	1	5	5	0	11	40.7%	
	Excellent	0	0	1	0	1	2	7.4%	
	Total	2	8	9	7	1	27	100.0%	
%		7.4%	29.6%	33.3%	25.9%	3.7%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>	<i>p-value</i>				
Pearson Chi-Square		40.322		16	0.001				

Table 35-Continued

Profile of Tourists Expectation and Satisfaction in the Farm Life Experience Category

Vigia		Farm Life Experience - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Farm Life Experience Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	2	1	0	0	3	15.8%	
	Neutral	0	0	3	0	0	3	15.8%	
	Good	1	2	1	4	0	8	42.1%	
	Excellent	1	2	1	1	0	5	26.3%	
	Total	2	6	6	5	0	19	100.0%	
%		10.5%	31.6%	31.6%	26.3%	0.0%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		12.371		9		0.193			

P-value ≤ 0.05 (n=20, 10 missing cases in Bragança)

P-value ≤ 0.05 (n=27, 2 missing cases in Mosqueiro)

P-value > 0.05 (n=19, 3 missing cases in Vigia)

Analysis of the Cultural Activity

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança (*d.f.* = 4, and $\chi^2 = 23.212$). There was no significant relationship between the variables for Mosqueiro and Vigia (*d.f.* = 16, an 9, and $\chi^2 = 22.788$ and 10.472 respectively). Bragança visitors divided their opinions between good and excellent to its service (59.3 percent and 25.9 percent respectively); however, their expectations were greater than their satisfactions. About 50 percent of Mosqueiro visitors chose the neutral degree of satisfaction; they were not satisfied with this service. Vigia visitors divided their satisfactions opinions between neutral and good (30.8 percent for each degree equally distributed). The consequence could result from the lack of cultural activity available on the sites. The tourism organization and the municipality may need to

develop strategies to improve tourism in the city, using its cultural and historical legacy (Table 36). The State of Pará is rich in historical buildings, and there is a valuable collection of Catholic Church baroque saints, inheritance left by the Jesuits from the colonization era, which could be used as tourism attractions.

Table 36

Profile of Tourists Expectation and Satisfaction in the Cultural Activity Category

Bragança		Cultural Activities - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Cultural Activities Expectation	Very Bad	0	0	0	0	0	0	0.0%	
	Bad	0	0	0	0	0	0	0.0%	
	Neutral	0	0	1	0	0	1	3.7%	
	Good	0	0	3	15	1	19	70.4%	
	Excellent	0	0	0	1	6	7	25.9%	
	Total	0	0	4	16	7	27	100.0%	
	%	0.0%	0.0%	14.8%	59.3%	25.9%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		23.212		4		0.000			

Mosqueiro		Cultural Activities - Satisfaction						Total	%
		Very Bad	Bad	Neutral	Good	Excellent			
Cultural Activities Expectation	Very Bad	1	0	1	0	0	2	7.7%	
	Bad	0	0	1	0	0	1	3.8%	
	Neutral	1	2	4	1	0	8	30.8%	
	Good	0	2	6	5	0	13	50.0%	
	Excellent	0	0	1	0	1	2	7.7%	
	Total	2	4	13	6	1	26	100.0%	
	%	7.7%	15.4%	50.0%	23.1%	3.8%	100.0%		
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>			
Pearson Chi-Square		22.788		16		0.120			

Table 36-Continued

Profile of Tourists Expectation and Satisfaction in the Cultural Activity Category

Vigia		Cultural Activities - Satisfaction					Total	%
		Very Bad	Bad	Neutral	Good	Excellent		
Cultural Activities Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	1	1	0	0	2	15.4%
	Neutral	1	0	2	0	0	3	23.1%
	Good	1	2	1	2	0	6	46.2%
	Excellent	0	0	0	2	0	2	15.4%
	Total	2	3	4	4	0	13	100.0%
	%	15.4%	23.1%	30.8%	30.8%	0.0%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		10.472		9		0.314		

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value > 0.05 (n=26, 3 missing cases in Mosqueiro)

P-value > 0.05 (n=13, 9 missing cases in Vigia)

Analysis of the Relief of Stress and Anxiety

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança, Mosqueiro, and Vigia (*d.f.* = 2, 8, and 4, and χ^2 = 8.327, 31.285 and 35.000 respectively). Visitors of Bragança divided their opinions between good and excellent (66.7 percent and 29.2 percent respectively); however, their satisfactions did not surpass their expectations. Visitors of Mosqueiro also divided their opinions between good and excellent (36 percent and 44 percent respectively); although, their expectations were greater than their satisfactions. Visitors of Vigia divided their opinions uniformly between good and excellent (47.6 percent, for each degree equally distributed); the result satisfied the visitors (Table 37). Usually people wish for a quite

place to reduce the stress of the city. Overall, participants of Bragança, Mosqueiro, and Vigia agreed that the rural site was satisfactory for relaxation. However, the results suggest that some improvement is needed at hotel in order to make the tourists visit more enjoyable.

Table 37

Profile of Tourists Expectation and Satisfaction in the Relief of Stress Category

Bragança		Relief of Stress - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Relief of Stress expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	0	0	0	0	0.0%
	Good	0	0	1	16	4	21	87.5%
	Excellent	0	0	0	0	3	3	12.5%
	Total	0	0	1	16	7	24	100.0%
	%	0.0%	0.0%	4.2%	66.7%	29.2%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			8.327	2		0.016		

Mosqueiro		Relief of Stress - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Relief of Stress expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	1	1	0	0	0	2	8.0%
	Good	0	0	3	7	4	14	56.0%
	Excellent	0	0	0	2	7	9	36.0%
	Total	1	1	3	9	11	25	100.0%
	%	4.0%	4.0%	12.0%	36.0%	44.0%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			31.285	8		0.000		

Table 37-Continued

Profile of Tourists Expectation and Satisfaction in the Relief of Stress Category

Vigia		Relief of Stress - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Relief of Stress expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	0	0	0	1	4.8%
	Good	0	0	0	8	0	8	38.1%
	Excellent	0	0	0	2	10	12	57.1%
	Total	0	1	0	10	10	21	100.0%
	%	0.0%	4.8%	0.0%	47.6%	47.6%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>		<i>p-value</i>		
Pearson Chi-Square			35.000	4		0.000		

P-value ≤ 0.05 (n=24, 6 missing cases in Bragança)

P-value ≤ 0.05 (n=25, 4 missing cases in Mosqueiro)

P-value ≤ 0.05 (n=21, 1 missing case in Vigia)

Analysis of the Farming Landscape

The Pearson Chi-Square (χ^2) showed that there was a significant relationship between the variables for Bragança, Mosqueiro, and Vigia (*df.* = 4, 4, and 6, and χ^2 = 14.850, 14.681 and 23.934 respectively). About 55.6 percent of Bragança visitors and 62.1 percent of Mosqueiro visitors enjoyed the scenery. Vigia participants divided their thoughts between good and excellent (45.5 percent and 27.3 percent respectively). However, the satisfaction of visitors in these sites did not exceed their expectations (Table 38), suggesting some attention by the government, tourism organization, and entrepreneurs. Such results could be related to the preservation of the sites (see page 78), which did not satisfy the tourists. The landscape on these areas is beautiful and could contribute to develop and to increase the number of tourists in the State of Pará.

Table 38

Profile of Tourists Expectation and Satisfaction in the Landscape Category

Bragança		Landscape - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Landscape Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	0	1	2	7.4%
	Good	0	0	2	9	5	16	59.3%
	Excellent	0	0	0	0	9	9	33.3%
	Total	0	0	3	9	15	27	100.0%
	%	0.0%	0.0%	11.1%	33.3%	55.6%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>				<i>p-value</i>
Pearson Chi-Square			14.850	4				0.005

Mosqueiro		Landscape - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Landscape Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	0	0	1	1	3.4%
	Good	0	0	6	3	2	11	37.9%
	Excellent	0	0	1	1	15	17	58.6%
	Total	0	0	7	4	18	29	100.0%
	%	0.0%	0.0%	24.1%	13.8%	62.1%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>				<i>p-value</i>
Pearson Chi-Square			14.681	4				0.005

Vigia		Landscape - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Landscape Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	2	0	0	2	9.1%
	Good	2	0	1	9	1	13	59.1%
	Excellent	1	0	0	1	5	7	31.8%
	Total	3	0	3	10	6	22	100.0%
	%	13.6%	0.0%	13.6%	45.5%	27.3%	100.0%	
Chi-Square Tests			χ^2	<i>df</i>				<i>p-value</i>
Pearson Chi-Square			23.934	6				0.001

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=29, no missing case in Mosqueiro)

P-value ≤ 0.05 (n=22, no missing case in Vigia)

Analysis of the Nearby Infrastructure

The Pearson Chi-Square (χ^2) showed that there was no significant relationship between the variables for Bragança ($d.f. = 4$, and $\chi^2 = 4.133$). The variables were independent. There was a significant relationship between the variables for Mosqueiro and Vigia ($d.f. = 6$, and 4 , and $\chi^2 = 21.430$ and 14.966 respectively). Bragança visitors expected good service and divided their thoughts between good and excellent (65.6 percent and 20.7 percent respectively). About 41.4 percent of Mosqueiro visitors chose the excellent degree to its service, and 63.6 percent of Vigia visitors were satisfied with good service (Table 39). Overall, the infrastructure of these sites satisfied the tourists; however, their expectations were greater than their satisfactions. The government and the tourism bureau need to develop strategies to improve the quality of the infrastructure on the sites. Such strategies could include the community in order to achieve the goal.

Table 39

Profile of Tourists Expectation and Satisfaction in the Infrastructure Category

Bragança		Nearby Infrastructure - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Nearby Infrastructure Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	1	1	1	3	10.3%
	Good	0	0	2	16	3	21	72.4%
	Excellent	0	0	1	2	2	5	17.2%
	Total	0	0	4	19	6	29	100.0%
%		0.0%	0.0%	13.8%	65.5%	20.7%	100.0%	
Chi-Square Tests		χ^2		df	p -value			
Pearson Chi-Square		4.133		4	0.388			

Table 39-Continued

Profile of Tourists Expectation and Satisfaction in the Infrastructure Category

Mosqueiro		Nearby Infrastructure - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Nearby Infrastructure Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	1	2	1	1	5	17.2%
	Good	0	1	3	8	1	13	44.8%
	Excellent	0	0	0	1	10	11	37.9%
	Total	0	2	5	10	12	29	100.0%
	%	0.0%	6.9%	17.2%	34.5%	41.4%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		21.430		6		0.002		

Vigia		Nearby Infrastructure - Satisfaction						
		Very Bad	Bad	Neutral	Good	Excellent	Total	%
Nearby Infrastructure Expectation	Very Bad	0	0	0	0	0	0	0.0%
	Bad	0	0	0	0	0	0	0.0%
	Neutral	0	0	0	0	1	1	4.5%
	Good	0	2	0	12	0	14	63.6%
	Excellent	0	0	0	2	5	7	31.8%
	Total	0	2	0	14	6	22	100.0%
	%	0.0%	9.1%	0.0%	63.6%	27.3%	100.0%	
Chi-Square Tests		χ^2		<i>df</i>		<i>p-value</i>		
Pearson Chi-Square		14.966		4		0.005		

P-value ≤ 0.05 (n=27, 3 missing cases in Bragança)

P-value ≤ 0.05 (n=29, no missing case in Mosqueiro)

P-value ≤ 0.05 (n=22, no missing case in Vigia)

CHAPTER VIII

CONCLUSIONS AND RECOMMENDATIONS

Recently, recreation in rural areas has grown rapidly, and is taking place in the whole country. The PARATUR has made efforts in this new segment of tourism to achieve the goal in the direction of rural development. However, in this study we found problems that need some new approaches to accomplish the objective. This research investigated the personal characteristics of tourists as well as the expectation and satisfaction of tourists who participated in rural tourism through statistical analysis, their feelings about the site visited, their recommendation to the friends, and if the distance was unpleasant to visit the place. The study helped to understand the implications of tourism, the development and conservation policies, and the benefit to the region.

The result clearly documented what the characteristics of rural tourism are, how the quality of services related to the tourism industry is important, and how its service affects the satisfaction of tourists in rural areas. The data obtained in this study supports the research statement that there is no expressive information available for tourists about the potential attractions in the State of Pará. Most of visitors came from the surrounding area of Belém. The lack of intensive marketing represents a problem to attract more tourists to the whole state. The destination plan was formulated by one level of government without consideration of other levels, or by a tourism organization without

involvement of public officials (Getz, 1991). Such plans, affect the result in the direction of goals.

It would be incorrect to assume that the road conditions were not good enough and negatively affected the tourism in the rural area. Tourists had a positive impression of road conditions. However, the government and transportation planners need to increase the signals to facilitate the travel of visitors. The hospitality of local people and information for tourists did not satisfy the majority of tourists. Future plans for tourism should include communication and programs among tourism organization, local people, the government, and human resources training in order to achieve the objectives of rural tourism development. The local community is not included in the entrepreneur's planning; they are only looking for their own benefits.

Tourists wanted to appreciate a new place to feel the impact of differences of scenarios, traffic, food, habits, language, and many other factors that constitute a change of environment. Their motivations were influenced by high level of expectation, based on the focus of the image and appeal of the place that they chose to visit. They expected to find satisfaction throughout the trip, based on their expectations. Such satisfaction did not surpass their expectations in some categories of services.

Considering the rural tourism characteristics and the measures of expectation and satisfaction of tourists, we can conclude that this trend of tourism is an alternative to rural development in the State of Pará and could help to improve the local community incomes.

Recommendations to address the goals for success might be the development of a model of destination planning and marketing in order to increase the incoming people, not only from surrounding area of Belém, but also from other states and foreign countries.

Future research might address issues related to the opportunity of the improvement of local people's income. The analysis might also be related to tourism impact on other aspects of community life, such as environment sustainability, the maintenance of their cultural heritage, collaboration by the public sectors and by businesses people directly and indirectly involved in tourism.

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Appendix A

Approval letter from the Human Subjects Institutional Review Board (HSIRB)


WESTERN MICHIGAN UNIVERSITY



Human Subjects Institutional Review Board

Date: December 17, 2007

To: David Lemberg, Principal Investigator
Anna Cristina Yoshiko Sawada Cutrim, Student Investigator for thesis

From: Amy Naugle, Ph.D., Chair 

Re: HSIRB Project Number: 07-12-02

This letter will serve as confirmation that your research project entitled "Rural Tourism as an Alternative to Rural Development in the State of Para, Brazil" has been **approved** under the **exempt** category of review by the Human Subjects Institutional Review Board. The conditions and duration of this approval are specified in the Policies of Western Michigan University. You may now begin to implement the research as described in the application.

Please note that you may **only** conduct this research exactly in the form it was approved. You must seek specific board approval for any changes in this project. You must also seek reapproval if the project extends beyond the termination date noted below. In addition if there are any unanticipated adverse reactions or unanticipated events associated with the conduct of this research, you should immediately suspend the project and contact the Chair of the HSIRB for consultation.

The Board wishes you success in the pursuit of your research goals.

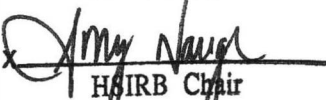
Approval Termination: December 17, 2008

Walwood Hall, Kalamazoo, MI 49008-5456
PHONE: (269) 387-8293 FAX: (269) 387-8276

Appendix B
Informed Consent Form in English

WESTERN MICHIGAN UNIVERSITY
H. S. I. R. B.
Approved for use for one year from this date:

Western Michigan University
Department of Geography

DEC 17 2007

HSIRB Chair

Principal Investigator: David Lemberg, PhD, AICP

Co-Principal or Student Investigator: Ana Cristina Sawada Cutrim

Survey about Rural Tourism in the State of Pará, Brazil, its advertising, expectation, and satisfaction of visitors.

You are invited to participate in a research project entitled "*Rural Tourism as an Alternative to Rural Development in the State of Para, Brazil*," intended to analyze the rural tourism settlement. The study is being conducted by Dr. David Lemberg and Ana Cristina Sawada Cutrim, from Western Michigan University, Department of Geography. This research is being conducted as part of the Thesis requirement for Ana Cristina Sawada Cutrim.

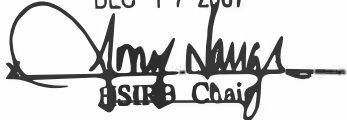
This survey is consisted of eighteen (18) multiple choice and short answer questions, followed by 19 choices of degree levels of expectation and satisfaction identified in the questionnaires, and will take approximately 10 minutes to complete. Your answer will be completely anonymous, so, please do not put your name anywhere on the form. You may choose to not answer any question and simply leave it in blank. If you choose in not participate in this survey, you may return the blank survey or you may throw away in the box provided. Returning the survey indicates your consent for use of the answer you supply. If you have any questions, please contact Dr. David Lemberg at 1-269-387-3408 and Ana Cristina Sawada Cutrim at 1-269-929-9899. You may also contact the Chair, Human Subjects Institutional Review Board (-1-269-387-8293) or the Vice President for Research (1-269-387-8298) if questions or problems arise during the course of the study.

"This consent document has been approved for use for one year by the Human Subjects Institutional Review Board (HSIRB) as indicated by the stamped date and signature of the board chair in the upper right corner. Do not participate in this study if the stamped date is older than one year."

Appendix C

Informed Consent Form in Brazilian Portuguese

Western Michigan University
Departamento de Geografia

DEC 17 2007

DSIRB Chair

Pesquisador Principal: David Lemberg, PhD, AICP

Pesquisador Adjunto (estudante): Ana Cristina Sawada Cutrim

Pesquisa sobre o Turismo Rural no Estado do Pará para análise do produto, divulgação, expectativa e satisfação do Visitante

Convidamos o Sr.(Sra.) para participar do projeto de pesquisa denominado “*Turismo Rural como Desenvolvimento Alternativo para as Zonas Rurais no Estado do Pará, Brasil*”, elaborado com o intuito de analisar o turismo rural na região. O estudo está sendo conduzido pelo professor Dr. David Lemberg e por Ana Cristina Sawada Cutrim do Departamento de Geografia, da Western Michigan University, nos EUA. Esta pesquisa faz parte do requerimento para defesa de Tese a ser apresentada por Ana Cristina Sawada Cutrim.

O questionário contém dezoito (18) questões de múltipla escolha com eventuais respostas subjetivas em determinadas questões, seguida de dezenove (19) questões optativas sobre graus de expectativa e satisfação. A pesquisa tem a duração de aproximadamente dez (10) minutos. Sua resposta será mantida em sigilo. Por esse motivo pedimos não identificar-se no questionário. O Sr.(Sra.) tem a livre escolha em optar por não responder as questões apresentadas, deixando-as em branco. Neste caso, pedimos que retorne o questionário ao pesquisador, ou simplesmente deixe-o em local indicado pelo mesmo. A pesquisa preenchida será considerada como autorizada, e os dados obtidos serão utilizados na defesa de Tese. Em caso de dúvida, favor entrar em contato com o professor Dr. David Lemberg através do telefone 1-269-387-3408 ou com Ana Cristina Sawada Cutrim no telefone 1-269-929-9899 e alternativamente com Human Subjects Institutional Review Board no telefone 1-269-387-8293 ou com o Vice Presidente para Pesquisa no telefone 1-269-387-8298.

“O consentimento do presente documento tem a aprovação do Human Subjects Institutional Review Board com validade de um (1) ano, conforme indicação através do carimbo datado e assinado pelo titular da Instituição, na borda superior direita do formulário. Pedimos a gentileza em não participar da pesquisa, caso o carimbo postado esteja com validade superior a um (1) ano.”

Appendix D
Survey Questionnaire in English

Survey about Rural Tourism in the State of Pará- Brazil, its advertising, expectation, and satisfaction of visitors.

Date: _____

Survey №: _____

Dear Interviewee,

Thank you for participating in this research. The main objective of this survey is to analyze the Rural Tourism in the State of Pará, Brazil, advertising, expectation, and satisfaction of visitors in the area visited. This survey is for academic purpose only and will not be displayed to the public. Thank you for your help and support.

First Part: Participant Information

1. Gender:
Male _____ Female _____

2. Age:
Under 19 years _____ 20 – 39 _____
40 – 59 _____ 60 – 65 _____
Over 65 _____

3. Education:
Elementary _____ Middle School _____
High School _____ University _____
Graduate School _____ Other (specify) _____

4. Where did you come from?
City/Metropolitan area _____ Suburban _____
Countryside _____ Other _____
Which city? _____

5. Family status:
Single _____ Married without children _____
Married with _____ children Other _____

6. Professional status:
Student _____ Commerce/service industry _____
Military/public service _____ Farming industry _____
Free lance _____ House wife/house husband _____
Retired _____ Other _____

7. Monthly income:
No income _____ under minimum salary _____
R\$ 380-R\$ 1,500 _____ R\$ 1,501-R\$ 2,500 _____
R\$ 2,501-R\$ 3,500 _____ R\$ 3,501-R\$ 4,500 _____
R\$ 4,501-R\$ 5,500 _____ R\$ 5,501-R\$ 6,500 _____
R\$ 6,501-R\$ 7,500 _____ R\$ 7,501-R\$ 8,500 _____
R\$ 8,501-R\$ 9,500 _____ Over R\$ 9,501 _____

8. Where did you find out the information about this rural tourism site?
 Newspaper/magazine___ Brochures___
 Television and broadcast___ Travel agency___
 Friends and relatives___ Internet___
 Other___
9. Have you ever spent vacation here before?
 No, this is the first time___
 Yes, this is the ___time
10. How many days are you planning to spend on this visit:
 1 day___ 2 days___
 More than three days___
11. Did you come here with:
 By myself___ Relatives and Family___
 Friends___ Colleagues___
 Tourist group___ Other___
12. Which transportation have you used to arrive to this site?
 Particular car___ Rent car___
 Public bus___ Touring bus___
 Air plane___ Other___
13. How long did it take to get here?
 _____ Hours
14. Have you ever participated in rural tourism activities before this once?
 Yes___ No___
 If yes, which kind:
 Recreational farm/agriculture industry___ Recreational orchard___
 Recreational fishery___ Leisure activity hotels___
 Other___
15. Approximately, how much do you intend to spend (per person) excluding travel cost?
 Under R\$ 1,000___ R\$ 1,001-R\$ 2,000___
 R\$ 2,001-R\$ 3,000___ R\$ 3,001-R\$ 4,000___
 Over R\$ 4,001___

Second Part: Expectation and Satisfaction of Visitor

Please, choose your degree of expectation about this site before you arrive, and satisfaction after you arrive; and place a (x) in the box corresponding to your choice.

Degrees:

1. Very bad 2.Bad 3.Neutral 4.Good 5.Excellent

Degree	Expectation					Satisfaction				
	1	2	3	4	5	1	2	3	4	5
Recreational activities										
Preservation and restoration of cultural and historical site										
Facility to access this site (road condition, guide signals)										
Information for tourists										
Quality of food and drink										
Quality of accomodation (hotel)										
Courtesy of hotel employees										
Price of accommodation										
Receptivity of local people										
Ethnic festival (if aplicable)										
Local handcrafts										
Farm life experience										
Cultural activities										
Relief of stress and anxiety										
Farming landscape and scenery										
Nearby infrastructure										

How do you feel about this tour?

- a) Very dissatisfied _____
- b) Dissatisfied _____
- c) Neutral _____
- d) Satisfied _____
- e) Very satisfied _____

Would you recommend this place to other people?

- a) Yes _____
- b) No _____

The distance to this site:

- a) Was a negative factor to come here _____
- b) Was a negative factor to come here, however the experience was worth it _____
- c) I did not think that the distance to this site was a negative factor _____
- d) It was just the right distance to travel _____

Thank you for your participation.

Appendix E

Survey Questionnaire in Brazilian Portuguese

Pesquisa sobre o Turismo Rural no Estado do Pará para análise do produto, divulgação, expectativa e satisfação do Visitante

Data: _____

Pesquisa №: _____

Sr./Sra. Participante,

Gostaria de agradecer sua participação e ajuda nesta pesquisa. O objetivo principal desta, está focada na análise do turismo rural e sua divulgação no Estado do Pará, bem como a expectativa e satisfação do visitante com relação ao local visitado. Os resultados obtidos no questionário, serão utilizados somente com o propósito acadêmico para a defesa de Tese e, não serão disponibilizados ao público. Por sua atenção, muito obrigada.

Primeira Parte: Informação do Participante

1. Sexo:

Masculino _____

Feminino _____

2. Idade:

Menos de 19 anos _____

20 a 39 anos _____

40 a 59 anos _____

60 a 65 anos _____

Acima de 65 anos _____

3. Grau de escolaridade:

1o. Grau incompleto _____

1o. Grau completo _____

2o. Grau incompleto _____

2o. Grau completo _____

3o. Grau incompleto _____

3o. Grau completo _____

Especialização (especificar) _____

Outro (especificar) _____

4. Qual a sua procedencia? Qual o nome do local/cidade?

Área metropolitana _____

Área suburbana _____

Área rural _____

Nome do local / cidade _____

5. Status familiar:

Solteiro(a) _____

Casado(a) sem filhos _____

Casado(a) com _____ filhos (espaço destinado ao número de filhos).

Separado(a) _____

Viúvo(a) _____

Outro _____

6. Profissão:

Estudante _____

Militar _____

Funcionário(a) público(a) _____

Free lance _____

Indústria, comércio e serviços _____
Do lar _____
Outro (especificar) _____

Fazendeiro(a) _____
Aposentado(a) _____

7. Renda mensal:

Sem renda _____	Abaixo de 1 salário mínimo _____
R\$380 a R\$1.500 _____	R\$1.501 a R\$2.500 _____
R\$2.501 a R\$3.500 _____	R\$3.501 a R\$4.500 _____
R\$4.501 a R\$5.500 _____	R\$5.501 a R\$6.500 _____
R\$6.501 a R\$7.500 _____	R\$7.501 a R\$8.500 _____
R\$8.501 a R\$9.500 _____	Acima de R\$9.501 _____

8. Qual a fonte de informação utilizada para chegar até este local?

Jornal _____ Folders _____ Agencia de viagem _____
Revista _____ Televisão _____ Internet _____
Parentes e/ou amigos _____
Outro (especificar) _____

9. O Sr./Sra. Já esteve neste local antes?

Não, é a primeira vez _____
Sim, esta é a _____ vez que venho aqui

10. Quantos dias o Sr./Sra. pretende passar aqui neste local?

1 dia _____ 2 dias _____
Acima de 3 dias _____

11. Com quem o Sr./Sra. veio até aqui?

Sozinho(a) _____ Com parentes e familiares _____
Com amigos _____ Com colegas de trabalho/estudo _____
Excursão turística _____ Outro _____

12. Qual o meio de transporte utilizado para chegar a este local?

Carro particular _____ Carro alugado _____
Onibus publico _____ Onibus exclusivo (turismo) _____
Avião _____ Outro _____

13. Quanto tempo o Sr./Sra. levou para chegar até este local? (levando em consideração o seu ponto de partida)

_____ horas

14. O Sr./Sra. Já participou de alguma atividade relacionada com turismo rural antes?

Sim _____ Não _____

Caso positivo, que tipo?

Turismo agrícola (colheita de grãos e frutos) ____

Turismo de pesca ____

Visita em plantações ____

Apenas relaxando em hotéis-fazenda ____

15. Quanto o Sr./Sra. pretende gastar (por pessoa) neste local, excluindo o preço da passage?

Abaixo de R\$1.000 ____ Entre R\$1.001 a R\$2.000 ____

Entre R\$2.001 a R\$3.000 ____ Entre R\$3.001 a R\$4.000 ____

Acima de R\$4.000 ____

Segunda Parte: Expectativa e Satisfação do Visitante

Por favor escolha o seu grau de expectativa sobre este local antes de sua chegada e, seu grau de satisfação após a chegada, marcando com um (x), o box correspondente a sua escolha.

Graus:

1. Muito ruim 2. Ruim 3. Neutro 4. Bom 5. Excelente

Grau	Expectativa					Satisfação				
	1	2	3	4	5	1	2	3	4	5
Atividades recreativas										
Preservação e restauração histórica e cultural do local										
Acesso ao local (condição da rodovia, sinalização de ruas)										
Informação ao turista										
Qualidade da alimentação e bebida										
Qualidade da acomodação hoteleira (conforto)										
Tratamento por parte dos funcionários do hotel										
Preço da diária do hotel										
Receptividade da população local (fazenda/cidade)										
Festival folclórico (se aplicável)										
Artesanato local										
Atividades/experiências com a vida na fazenda										
Atividades culturais										
Alívio do estress diário (trabalho/rotina)										
Paisagem e cenário local										
Infraestrutura local										

Como o Sr./Sra. se sente em relação a este passeio?

- a) Muito insatisfeito (a) _____
- b) Insatisfeito (a) _____
- c) Neutro (a) _____
- d) Satisfeito (a) _____
- e) Muito satisfeito (a) _____

O Sr./Sra. recomendaria este passeio a outras pessoas?

- a) Sim _____
- b) Não _____

A distância deste local:

- a) Foi um fator negativo _____
- b) Foi um factor negativo, porém a experiência vivida aqui foi valiosa _____
- c) Não considero a distância como fator negativo _____
- d) Foi perfeita _____

Muito grata pela sua participação.