

PERCEÇÃO DOS RESIDENTES FACE AO IMPACTO DO TURISMO

Paula Odete Fernandes, pof@ipb.pt,
Instituto Politécnico de Bragança

Luís Carlos Pires, luica@ipb.pt,
Instituto Politécnico de Bragança

Carla Fontes, carla.am.fontes@hotmail.com,
Instituto Politécnico de Bragança

Carlos Costa, carlos.costa;
Instituto Politécnico de Bragança

Ricardo Correia, ricardocorreia@ipb.pt,
Instituto Politécnico de Bragança

Aida Carvalho, acarvalho@ipb.pt,
Instituto Politécnico de Bragança

Carlos Cunha, crc@ipb.pt,
Instituto Politécnico de Bragança

Elsa Ramalhosa, elsa@ipb.pt,
Instituto Politécnico de Bragança

Alexandra Correia, acorreia@estg.ipv.c.pt,
Instituto Politécnico de Viana do Castelo

Alexandre Parafita, parafita@ipb.pt,
Instituto Politécnico de Bragança

ABSTRACT

In tourism the local community are not only one of the most essential element for the destination offer but also the key for its differentiation. The knowledge about their expectation and satisfaction regarding tourism development is extremely important for the development process itself. Based on that statement it was developed an empirical research where the local community perception emerges as the key element to be considered. Specifically, in this project it was analysed the perception of the local community, in two different small Portuguese villages, regarding the development of tourism as well as their position regarding the side effects that a possible increase in tourism could provide. It was concluded the positive relationship between the perception of the local image and the perception of economic and socio-cultural impacts caused by tourism and an inverse relationship between the perception of the local image and the perception of environmental caused by tourism.

KEYWORDS: Local Community, Tourism development, Perception, Locals.

