

A Proposal of a Method to Measure the Satisfaction Indicator of the Local Community Concerning Tourism: A Case Study of Jalapão State Park, Tocantins

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Abstract : Tourists bring many benefits to a local community, encouraging it to be involved in that activity; however, it may also have detrimental effects like garbage, noise, violence, external culture and the damaging of the natural environment among others, which may promote community dissatisfaction. The contact between the tourist and the local community is a concern, especially when the community is located near protected areas. In this case, the community must know the tourist destination well, so it can collaborate in the tourism development without harming the environment. In this context, the present article aims to demonstrate the results of a research study conducted as part of a doctorate program in Sciences from the University of Sao Paulo, Brazil. It had as an objective to elaborate a methodology proposal to measure the local community satisfaction indicator, with applicability on a case study in the Mateiros community located in the surrounding area of the Parque Estadual do Jalapão –PEJ conservation unit in the state of Tocantins, Brazil. This is a study of an interdisciplinary nature that had the deductive method as its guide. The indicator result is going to be presented in this study. It pointed out as negative factors: there is no involvement between the local community and the tourism sector, and there is also dissatisfaction with regard to the town's basic services. The study showed as positive the local community knowledge about the various attractions in the surrounding area and that the group recognizes the importance of the tourism for the town and life. Concerning the methodology that was used, the results showed that it can collaborate in seeking actions of improvement and involvement of the community in the planning and development of the local tourism. It comes out as an efficient analysis tool, thus enabling the perceiving of the local community point of view.

Keywords : satisfaction indicator, tourism, community, Jalapão

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