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# SUSTAINABLE TOURISM FOR THE CHÃ DE JARDIM COMMUNITY IN AREIA-PB

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## **ABSTRACT**

Aiming to minimize the socio-environmental, socio-cultural and economic impacts, arose sustainable tourism. Therefore, this study aims to characterize as the Association for the Sustainable Development of the Community of Chã de Jardim (ADESCO), in Areia in the Paraíba, develops tourism, and what the actions and the incentives are that the Association maintains to perpetuate the practice of sustainability in the community. The adopted methodology is qualitative and descriptive and exploratory survey, based on the bibliographical, documentary and field research query (technical visit and interview). The results show that the ADESCO, through actions, strategies and projects, help develop the creative, responsible and sustainable tourism, considering the well-being of people, in the right to receive the tourist, and the sustainability of the environment and natural resources.

**Keywords:** Sustainable Tourism. Social and Environmental Responsibility. Community Chã de Jardim.



## INTRODUCTION

Tourism is known as activities carried out by people on trips to places outside their usual environment. On the other hand, tourism is a complex process that includes various motivational factors in the decision to choose by the tourist the destination to be visited. Tourism is also an activity that produces impacts, being positive, negative or both impacts, both to society and to the environment where their activities are developed.

To minimize the negative impacts, the concept of sustainable tourism emerged, which aims at the non-exhaustion of natural and cultural resources, and to minimize the impact on the environment, through actions, projects and tourism development strategies.

The Association for the Sustainable Development of the Community Chã de Jardim (ADESCO) in Areia, Paraíba, came up with the idea of associates and projects for enterprises for sustainable tourism development, benefiting people residing in the community Chã de Jardim, as well as use the natural resources of the region in order to create sustainable products of quality, while considering the protection of the environment. They found in sustainable tourism a means for developing their projects so that there is the least impact possible.

Given the above, questions: such as the Association for the Sustainable Development of the community Chã de Jardim (ADESCO) in Areia–Paraíba, develops sustainable tourism, and what are the projects, actions and incentives that the Association, along with employees of the community keep to perpetuate the practice of sustainability in community?

This study aims as the general objective, to characterize as the ADESCO develops sustainable tourism practices and social and environmental responsibility in the community Chã de Jardim. For this, the following specific objectives have been developed: identification and support incentives that are held between local leaders and the ADESCO for collaborators of the community to continue developing tourism in a sustainable way; and identify which actions, social and environmental responsibility strategies used with regard to sustainable tourism development in the community.



Such a study is justified by our concern about the sustainable development of tourism in the Brejo Paraibano, because of the importance that tourism has as an agent transformer of the communities involved. Another motivation, came up with some concerns with respect to the development of responsible management, actions and strategies implemented by the managers of the community Chã de Jardim, aiming at the development of tourism in the region.

### **SUSTAINABLE DEVELOPMENT OF TOURISM**

The term "sustainable development" came out in 1984, by occasion of the World Commission on Environment and Development, established by the United Nations Organization (UN) and chaired by Gro Harlem Brundtland, Prime Minister of Noruega. The Commission proposed that the integration between economic development and environmental issues (UN, 1991), and had as main targets proposing new forms of cooperation between the countries to assess and deal with the problems and issues related to the environment and development to raise the level of understanding and commitment on the part of individuals and organizations (MTur, 2007).

In 1987, with the completion of the work, the commission had drawn up the document, "our common future or Brundtland Report", which featured criticism of the then-current development system, featuring a diagnosis of global environmental problems and argued that, for sustainable development, it is necessary that this is economically viable, environmentally sustainable and socially and ethically fair (Dias, 2003 apud MTur 2016).

In 1992, the World Conference on Environment and Development was promoted by the UN. The ECO-92 (or Rio-92) took place in the city of Rio de Janeiro. It was designed to discuss the global environmental problems and warn about the exhaustion of various natural resources, which led to several questions on the development models at the time. At this Conference, the Agenda 21 and various other documents and treaties on biodiversity, forests, climate, desertification and the use and access of the natural resources of the entire planet were also signed (Dias, 2003).



Montibeller-Filho (2001, p.281) notes that, "various appropriations of the concept of sustainable development are made in society, by various interest groups, each considering the size most convenient for themselves."

For Veiga (2006), sustainable development is based on the tripod economic, environmental and social development.

Sustainable development would then be that which "meets the needs of the present without compromising the possibilities of future generations" (Pnuma, 1988, p.9). Which is to say, that there is sustainable development when we use natural resources, taking into account the respect for people, human dignity and preserving the environment, which is, reconciling the economic, socio-cultural and environmental development. In other words, sustainable development has emerged as an alternative in the search for development, and by the balance and harmony between society, the economy and the environment.

When it comes to tourism, the World Tourism Organization (WTO, 2001), conceptualizes tourism as the activities carried out by people on trips to different places of their dwelling and that occurs in a period of less than a year, with the purpose of leisure, business and others. Beni (2006) already defines tourism as a complex process that includes various motivational factors in the decision to choose the tourist potential that refers to the destination to be visited.

According to Ferreira (2008), tourism is an activity that directly affects the society where it is inserted, producing socio-spatial changes, because it facilitates the interaction of different social groups. The way it is planned, organized and operated produces positive s and/or negative impacts to society and the environment of the local communities.

In this process, one aspect of tourism that is on the rise is sustainable tourism, which has presented a considerable growth in recent years. That means the increased demand of tourists seeking an activity that provides a greater contact with nature. But, for that the activity is sustainable, as a matter of fact it is necessary for the conservation and/or protection of the environment through actions and strategies of tourism development.



According to Butler (1998), before the 1970s those involved with the development of tourism did not care about the environment or social issues, seeking only to profit, not worrying about the consequences and/or impacts caused by tourism. The idea of sustainable development was officially incorporated into tourism at a conference held by the WTO in the 1990, the World Conference on Sustainable Tourism (CMTS).

It was argued at the Conference that sustainable tourism is linked to economic development and that this model of tourism was created to improve the quality of life of people in the community, in order to offer quality experiences for tourists and for the preservation of the environment to be maintained (WTO, 1996).

Coriolano & Lima (2003) say that development is a complicated concept that runs our lives and realities. He brings us back to the economy, but we know that economic activities should be at the service of development. Yes, development diverges from economic growth.

It was evidenced that the economic growth is only one facet of development, not an end in itself. While it is necessary, that growth is no guarantee of quality of life and should not be regarded as positive, since it can produce serious environmental consequences, such as the depletion of natural resources and pollution (MTur, 2007, p.17).

The MTur (2007) defines sustainable tourism as an activity that keeps the cultural aspects, biological diversity and the integrity of natural environments for the future, at the same time that meets the needs of the visitors and receiving regions in the present. Therefore, the sustainable tourism occurs when there is a harmony between tourism activities, the nature and the host community, in order to conserve natural resources for future generations.

Sustainable development and tourism development are linked to the preservation of the environment, since sustainability is a strategy that seeks a balanced development of tourist destinations (Matheus; Morais & Caffagni, 2005).

According to Swarbrooke (2000, p. 19), the sustainability of tourism is defined as "forms of tourism that meet the needs of tourists, the tourism industry and local communities, without compromising the ability of future generations to meet their own needs".



Tourism is an activity, which can both come to induce as depend on sustainable development. And the sustainability of tourism can be understood comprehensively, but always focusing on the preservation of natural resources, culture and community. It is necessary that the tourist *trade*<sup>1</sup> adopt sustainable practices to reduce costs and minimise the environmental impacts of if its projects (MTur, 2016).

For the MTur (2016), sustainable practices and actions adopted by tourism enterprises can reduce energy and water consumption, guide the proper way to dispose of the waste, valuing local culture, encouraging people and tourist service providers to become agents and multipliers of sustainable tourism, benefiting the target, the environment and the local community.

The study of tourism should be directed to sustainable development, a concept essential to achieving development goals without depleting the natural and cultural resources, not detrimental to the environment. It is understood that the protection of the environment and the success of tourist development are inseparable. (nsarah, 2001, p.30).

The fast pace of economic and social changes have caused entrepreneurs and consumers to respect sustainability. Dallas (2009) explains that the enterprises that incorporate sustainability and working on the management of impacts caused by its activities, products and services, gain greater visibility in the market and positive financial return.

For Sachs (1993), the sustainable development planning needs to consider, simultaneously, five aspects of sustainability:

a) **Social**, as being the creation of a sustainable development process in the equity of the distribution of income and assets in order to reduce the gap between the living standards of the rich and the poor;

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<sup>1</sup> Tourist Trade, according the MTur (2016), is infrastructure equipment constituent of the tourism product, composed of public and private organizations active in the Tourism and Events sector, such as travel agencies, hotels, sea, land and air carriers, as well as promoters of tourist events (congresses, festivals and fairs) and ancillary services (decoration, audio visual equipment, etc.).



b) **Economic**, through more efficient allocation and management of resources and a steady stream of public and private investment;

c) **Ecological**, through the practice of continuous improvement, from the use of tools such as: Intensifying the use of resources of the various ecosystems, with minimal damage to life support systems; Limit the consumption of fossil fuels and products that are easily exhaustible or harmful to the environment, replacing them with renewable and/or abundant resources or products ; Reduce the volume of waste and pollution, through the conservation of energy and resources and recycling; Promote voluntary restraint on material consumption on the part of rich countries and individuals all over the planet; Intensify the search for low-waste technologies and efficient use of resources for urban, rural and industrial development.

d) **Spatial**, planned in order to obtain a more balanced urban-rural setting and a better territorial distribution, with emphasis on: Reducing the mass concentration in major cities; Stopping the destruction of fragile ecosystems; Promoting the development of agriculture; Exploring the potential of decentralized industrialization; And creating a network of nature reserves and biosphere, to protect biodiversity.

e) **Cultural**, demand of indigenous roots and processes of modernization and integrated farming systems, into a set of specific solutions for the location, the ecosystem, the culture and the area.

According to Sachs (2000), the practice of sustainability must have a holistic view of the problems of society, and not focus only on natural resource management. It is the search for something wider, which aims at a real metamorphosis of the current civilization model.

As for the sustainability of tourism, the MTur (2007) exposes four aspects:

a) **Environmental**, the environment is the base of natural resources as cultural tourism, which is dependent on the quality and protection of the environment.



b) **Sociocultural**, associated with the principles of a humanized society, that is, there are possibilities of people through a fair distribution of income and wealth, to live a dignified life, with quality of life, with the right to work, education, freedom and participation in building their community in a sustainable society. Who seeks only to accumulate profits with what is produced, thus decreasing the levels of social exclusion.

c) **Economical**, associated with economy of the efficiency, competitiveness and profitability. Search for economic development considering the environmental and social aspects, and not only in profit and large-scale production at any cost, without thinking about the negative impacts caused by economic growth.

d) **Political-institutional**, refers to solidity and continuity of partnerships and commitments established between the various agents and Government agencies from the three levels of Government and in the three spheres of power, in addition to those actors in civil society.

The holistic view and the metamorphosis of civilization that provides us with this development and continuous improvement of understanding on sustainable development or sustainability.

## METHODOLOGY

To Gil (2007), the search is a formal and systematic process of development of the scientific method. These search methods are used to obtain knowledge about a particular fact or phenomenon, which aims to answer the problems through the use of scientific procedures, to the promotion of predetermined knowledge.

The adopted methodology is qualitative and survey type descriptive and exploratory, based on the bibliographical, documentary and field search query (technical visit, direct observation and interview).

The universe of this research consists of communities developing community-based tourism. The sample is comprised of employees and residents of the Community Chã de Jardim, developing sustainable tourism activities.





The data were obtained in the period from July to November 2016, through technical visits (direct observation) among the employees and residents of the Community Chã de Jardim (Rural Restaurant Vó Maria, fruit pulp manufacturer Doce Jardim, ecological trail of the Mata do Pau Ferro, straws of the Arte na Mão and ADESCO); As well as, interviews with Luciana Balbino de Souza, current President of the ADESCO, and Rejane Ribeiro, singer of the Pôr-do-sol de Maria and collaborator of the community.

The analysis of the data was made through the content analysis technique, which occurs through the interpretation and comparison of information received. The study in question, simply describes the actions and strategies of the community Chã de Jardim as the implementation of sustainable tourism, from the perspective of community-based tourism.

#### **CASE STUDY: CHÃ DE JARDIM COMMUNITY IN AREIA-PB**

The tourism segments that are practiced in the municipality of Areia in Paraíba, are adventure tourism, religious, business, eco-tourism, cultural history, sustainable tourism, among others.

The community Chã de Jardim is located in the municipality Areia -PB, 7 km from the city center, near the border of the municipalities of Areia and Remígio in Paraíba.

The Association for Community Development of Chã de Jardim (ADESCO), managed by Luciana Balbino de Souza, is a private association which was founded in 2006 by a group of 20 young people from the municipality of Areia. Its main activity of the associations is for the protection of the social rights of residents of the Community Chã de Jardim (Econodata, 2016). These young people in the community saw a business opportunity in nature and financial independence, through the exploration of sustainable tourism.

According to Balbino (2016), the projects carried by ADESCO have tourism as the main activity, because the Association develops several attractions for tourists to visit the community Chã de Jardim. And, consequently, the community is known for developing sustainable tourism, and has become a reference for entrepreneurs of tourism in Brazil. About 30 people from the community act directly in the projects developed by the



association, contributing to the development of the community, which generates income and employment to about 200 families.

Corroborating with this type of development, the authors Coriolano & Lima (2003, p. 69) affirm:

We want the local tourism able to mobilize and enable the inhabitants to be participants of a project, and work together. [...] Local development is a dynamic process of local society, which takes place through the use of endogenous resources existing in the community [...].

To Balbino (2016), the history of the development of the community began in 2006, with the reactivation of the organic fruit pulp factory (no pesticides and no fertilizer), which produces the fruit pulp "Doce Jardim". She also explains that, subsequently, other projects and enterprises as:

- The "Arte na Mão" - project of handicrafts made with banana and dry straw produced by women from the community;
- The "Restaurant Rural Vó Maria" - enterprise that serves homemade food with typical dishes of the regional cuisine;
- The "Piquenique na Mata" - snacks served also with typical food and offered to tourists who choose to take part in a guided walk on the trail in the Park of Mata do Pau Ferro;
- The "Pôr-do-Sol de Maria" - project developed in the community from 2013. Is a scheduled event, where the young singer Rejane Ribeiro, sings the song Ave Maria at sunset, in Rural Restaurant Vó Maria.

Such projects and enterprises developed by ADESCO in Community Chã de Jardim have institutional support and/or encouragement of local leaders such as:

City hall of Areia-PB (Fórum do Brejo Paraibano);

- Center for agricultural sciences of Federal University of Paraíba (Areia-PB);



- Company technical assistance and rural extension (EMATER);
- National support service for micro and small enterprises (SEBRAE) - Paraíba;
- National Rural Learning Service (SENAR);
- Banco do Nordeste (Fonte de Fomento);
- Ministry of agriculture, livestock and food supply (MAPA);
- Secretary of tourism and economic development in the State of Paraíba.

In recognition of the community Chã de Jardim as a consolidated tourist product, which offers quality products and services, always maintaining the sustainability and the social and environmental development of the community, the ADESCO in 2014, was awarded two major awards in the area of tourism. The President of the Association, Luciana Balbino de Souza, in 3° BRAZTOA sustainability in Maceió, state of Alagoas, was awarded with 2° place. The 3° edition of the award given by the Brazilian Association of Tourism Operators (BRAZTOA), featured, for the first time, with the support of the Ministry of tourism, which strengthens the credibility of the award (UFPB, 2014).

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Other award given to Luciana Balbino de Souza was the trophy Waldemar Duarte, the Brazilian Association of Tourism Journalists in Paraíba (ABRAJET-PB), which seeks to value the initiatives in the area of tourism (Balbino, 2016).

Recently, the restaurant was awarded by the National Agency of Culture, Entrepreneurship and Communication (ANCEC), with the seal & Corporate Quality Reference, premium National Reference of Gastronomy, in June 2016 (Ancec, 2016).

## **DESCRIPTION OF THE RESULTS**

At this stage of the research, we will describe the enterprises and projects developed by ADESCO in Community Chã de Jardim in Areia, Paraíba.



### **Rural Vó Maria Restaurant**

Rural Vó Maria Restaurant, which belongs to the ADESCO, was founded in June 2013 and is located on Highway PB-79, in the community Chã de Jardim, Areia–PB. It is known for preparing homemade food typical of the Brazilian Northeast region. And has that name as a tribute to the home-cooked meals prepared by Luciana Balbino de Souza's grandmother, called Maria (Balbino, 2016).

According Balbino (2016), tourists visiting the site enjoy regional food, which is prepared on a wood fire and with organic products (no added pesticides and fertilizer-free), produced in the community itself.

Balbino (2016) says one of the restaurant's main quirks is the fact that the tourists, besides a typical northeast home cooked lunch and, with the value of R\$ 15 reais, can have the experience of harvesting the leaves of the organic garden that is grown in the restaurant, for the preparation of their own salad. "The food is prepared by people in the community, and the menu is also prepared for them. The products used are also cultivated by the local community, the vegetables and chickens are all organic products".

This type of practice fits the definition of a segment of tourism, known as a tourism experience. The tourism experience is defined as a new way to consume tourism, where the important thing is to enhance the peculiarities of each destination where tourists search for differentiated experiences and customization of their trip (Sebrae, 2016).

As tourism developed inventory information in 2015 by students of the Federal University of Paraíba (UFPB), through the Extension Program of the undergraduate program in tourism, the Paraíba Creative, "the restaurant Rural Vó Maria receives tourists and partners daily, such as the Guide Company World Receptive Tourism, which always takes groups to try their marketed products" (Paraíba Criativa, 2015). And in fact, it has been found, through the technical visits in the community, that the flow of tourists and group of tourists or visitors is high, especially on weekends.



According to Balbino (2016), the restaurant décor is rustic and made by artisans of the Art project Artes na mão. "In addition to decorating the environment, this is a way we found to publicize the work of the artisans, who use dry straws and banana skins to make their products".

Another aspect noted, was the concern of the management of the restaurant with the accessibility to the site, making the space accessible to people with disabilities or reduced mobility.

Corroborating with this statement, the MTur (2009, p. 28) sets out that:

Certainly, the satisfaction guarantee in attendance will be a significant differential for a broad consumer market, travelers with disabilities or reduced mobility in those locations that are accessible to their needs, from travel agencies, airports and airlines, hotels, attractions, bars, restaurants and the like.

### **Project Pôr-do-Sol de Maria**

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Is a project associated with the tourism, conceived by ADESCO in 2013 and transpired in Restaurant Rural Vó Maria, the project Pôr-do-Sol de Maria. Such a project is a tourism product which aims to encourage cultural activities such as music.

According Lage & Milone (2001, p. 51) expose:

Tourist product is the set of goods and services related to any tourism activity. Specifically, the tourist product can be defined as a composite product, equivalent to an amalgamation formed by the following components: transport, meals, accommodation and entertainment.

According to the Jornal O Globo (2013), with the support of Sebrae, Rejane Ribeiro was hired to perform in restaurants and hotels. The project served to encourage the young to launch their CDs at the entrepreneur fair, held annually by Sebrae. The singer also presented herself in another project the ADESCO, picnic in the forest.

According Ribeiro (2016), the singer of the project, "tourists can hear Brazilian popular music while enjoying a snack with typical dishes, prepared by the restaurant". She also



claims that she began singing in a church in the city of sand, and to sing in the project is something very special and satisfying.

According to Ribeiro (2016), the "Pôr-do-Sol de Maria" is an event that occurs on Saturdays, and can also be scheduled in the late afternoon, at the restaurant. In it, a young singer of the community, Rejane Ribeiro, sings the song "Ave Maria". This is a way to involve the young people in the community in projects developed by ADESCO.

### **Project Doce Jardim**

According to Balbino (2016), this is the first project of ADESCO, which was the reopening of the fruit pulp community Chã de Jardim, in 2006. The unit of production of fruit pulp Maria do Carmo da Costa Libório (DADÁ) was closed in 1996, and only returned to work thanks to the youth group, who decided to reopen the ADESCO factory with name "Doce Jardim" to produce fruit pulp and create a source of income for the farmers of the community. The implementation of the project had the support of institutions such as the Technical Assistance and Extension Company (EMATER) – Government of Paraíba State; the National Rural Learning Service (SENAR) and the Brazilian service of Support for Micro and Small Enterprises (SEBRAE).

According to Jornal O Globo (2013), the fruit pulp manufacturer employs five young adults. 230 kg of fruit pulp is produced per day, all certified by the Ministry of Agriculture. Bags of 1 kg, containing 10 packets of 100 grams are sold. Each packet of 1 kg costs R\$5 real, and each package can produce up to five liters of juice.

According to Ribeiro (2016), fruits are sold to tourists visiting the Restaurant Rural Vó Maria and are sold to establishments of the cities in the region, such as Alagoa Grande, Areia, Remígio, Juarez Távora, among others. Schools also use the juices made with the fruits from "Doce Jardim" in their school picnics.

According to Balbino (2016), the project "Doce Jardim" with the joint support of the municipality of Areia-PB with the Universidade Federal da Paraíba (UFPB) considers that, in this project, different flavors of juice are produced, such as pineapple, mango, guava, umbu-



hog plum, acerola, hog plum and cashews, tropical fruits typical of the region. Authors also point out that the main difference in the manufacturing process of the pulps is that "they're all produced or harvested by farmers of the region, fruits are organic (no pesticides), and the pulp is made out of water, no preservatives and no chemicals added."

Veiga et al. (2006) affirms that the application of pesticides can contaminate food, soil and water systems, which results in the degradation of the environment, damaging wildlife or public health, and considerable changes in the ecosystems.

As the Administration and the management of the property are the responsibility of the owner, if they are guided and supported by Government policy correctly, the ecological systems will have great success, increasing the generation of jobs, workforce in the field, and promoting the improvement of the income of small producers, increase in the number of properties with diversification of crops , among other benefits. (MMA, 2016, p. 51).

For Ribeiro (2016), people who work directly in the manufacture of fruit pulp, and the farmers of the community, according to the instructions and guidance of EMATER. The entity orients these people either not to use pesticides in the production of fruit and planting of seedlings of fruit trees.

### **Project Arte na Mão**

Segundo Ribeiro (2016), o projeto "Arte na Mão", fundado em 2013, é mais uma das iniciativas da ADESCO. Onde um grupo de artesãs produzem artesanato com a palha seca da folha de bananeira, que é abundante na região do brejo paraibano. Essas artesãs fabricam desde bolsas a esteiras, utilizando a palha seca da bananeira.

Observamos que, a arte de transformar as palhas secas em produtos para serem vendidos aos turistas ajuda no orçamento doméstico e no estudo dos filhos.

Segundo Balbino (2016), as mulheres da comunidade, que estão inseridas no projeto, podem contar com uma renda extra, além da renda do projeto social do governo, o Bolsa Família.



Para o turismo ser sustentável no sentido social e no cultural, ele deve ser desejado pelos habitantes locais e deve ser percebido como benéfico para a maioria da população local, não apenas para a elite. Ele deve proporcionar empregos para os qualificados assim como para os sem qualificação e gerar oportunidades para avanços sociais e econômicos (Swarbrooke, 2000, p.128).

Balbino (2016) explica que com o apoio do Sebrae, os produtos feitos pelas artesãs foram melhorados para atender ao público-alvo, que são turistas que visitam o Restaurante Rural Vó Maria. “O Sebrae foi o apoio crucial para que os produtos se tornassem mais refinados e assim pudessem ser comercializados”. No Restaurante Rural Vó Maria, “os turistas são convidados a tecer a palha da bananeira, e podem levar para casa essas peças que eles mesmos produziram”.

### **Projeto Piquenique na Mata**

Conforme Balbino (2016), a ideia do projeto “Piquenique na Mata”, fundado em 2013, é oferecer aos turistas passeios guiados que começam em uma trilha ecológica na reserva ecológica Parque Estadual Mata do Pau-Ferro, um dos últimos remanescentes de Mata Atlântica do Nordeste. E uma das preocupações da ADESCO é desenvolver o turismo sustentável, preservando o meio ambiente e as culturas locais.

Segundo Silva (2002), a Mata Atlântica é importante para o equilíbrio original dos ecossistemas, a conservação da biodiversidade faunística e a regulação de fluxos dos recursos hídricos, possibilitando o controle do clima e a estabilidade de escarpas e encostas.

Através do projeto, os turistas podem fazer trilhas ecológicas, e ao final das trilhas podem desfrutar de um piquenique preparado pelo Restaurante Rural Vó Maria. Os turistas podem também plantar uma muda de árvore pau-ferro, contribuindo para a manutenção da reserva e incentivando o espírito de conservação nas pessoas (Paraíba Criativa, 2015).

Balbino (2016) afirma que as comidas e os sucos são preparados no restaurante e levados até o local do piquenique. “Colocamos a comida nas esteiras feitas de palha pelas artesãs, e os turistas, ao final de cada trilha, podem apreciar a paisagem enquanto se deliciam com o lanche”. Todo esse processo é conduzido por um guia de turismo, devidamente habilitado ao exercício da função.





Observa-se que esses projetos possuem ações e estratégias que são planejadas e aperfeiçoadas pela ADESCO, mediante o incentivo de lideranças locais para o desenvolvimento sustentável do turismo junto à comunidade.

## FINAL CONSIDERATIONS

The present study sought to highlight the importance of sustainability in the process of development of tourism in the community Chã de Jardim, Areia-PB. You can understand, that in this case the sustainable development is not just a concept, but a conduct. Are individual or collective practices, benefiting both the community as well as the environment. These practices seek sustainable development, whether through support for social projects and policies for the reduction of waste, or whether by reusing natural resources.

The ADESCO arose from the idea of associating the fruit pulp factory, local handicrafts made with dry straw of plantain, the workshops, the ecological trails held in Parque Estadual Mata do Pau Ferro, the picnic in the forest, and the Restaurant Rural Vó Maria, to define, through strategies and actions, the projects there implemented and experienced. All of this, in order to develop sustainable tourism, defending on the social rights of residents of the Community Chã de Jardim, using natural resources in a sustainable way, taking care of the environment, providing income to the families of the community, and providing knowledge, products and quality services to the tourists who visit the community.

Therefore, Azevedo & Rigon (2010) expose that sustainable development rescues the premises of social equity; the distribution of wealth; the end of exploitation of human beings; the Elimination of discrimination of gender, race, generation or any other; the guarantee of rights to life, happiness, health, education, housing, culture, employment and ageing with dignity; full democracy, in addition to the ecological responsibility and citizen participation as inseparable parts of the development.

Thus, emerged ADESCO, the Union of ideas from young people, who had the concern both to change the reality of the people in the community through caring for their environment, how to show, through sustainable tourism projects, their culture, simplicity and creativity.



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Therefore, the community Chã de Jardim is an example that it is possible to develop tourism in a sustainable manner and creative thinking with regards to the well-being of people, the right to receive tourists, and the sustainability of the environment and natural resources.



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