

Turismo, Lazer e Negócios 2

Giovanna Tavares
(Organizadora)

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Giovanna Adriana Tavares Gomes
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Turismo, Lazer e Negócios 2

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APRESENTAÇÃO

No segundo volume do e-book Turismo, Lazer e Negócios apresentamos uma série artigos ressaltando a diversidade e interdisciplinaridade da atividade profissional do Turismo. São estudos extremamente inovadores que apresentam “estudos de caso” nos seguintes segmentos: Acessibilidade e Turismo, Turismo Pedagógico (experiências de viagem e turismo cemiterial) , Turismo Cultural (cidades históricas e artesanato). Cias aéreas (Low cost), Negócios em Hotelaria entre outros temas de extrema importância para o desenvolvimento e crescimento da atividade profissional do Turismo no Brasil. Sendo o Turismo uma atividade própria de consumo que combina ações públicas e privadas com a exigência de grandes investimentos financeiros e tecnológicos, no fornecimento de bens e serviços aos turistas, necessita de modelos de gestão e planejamento que fomentem a atividade de modo que turistas e comunidades (terra e nova comunidade) convivam minimamente em harmonia e que efetivamente consigam seu sustento de forma responsável e sustentável. Portanto ressalto a relevância dos artigos aqui apresentados, tanto pela qualidade da pesquisa, escrita e diversificação dos temas, quanto pela contribuição aos acadêmicos, empresários e poder público que se dedicam ao negócio do Turismo e necessitam de dados para maximizar os resultados de sua gestão.

Giovanna Adriana Tavares Gomes

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AN ANALYSIS ABOUT THE IMPORTANCE OF TOURISM ON THE EMPLOYMENT IN MANGARATIBA

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RESUMO: Atualmente, as atividades específicas do setor de turismo influenciaram positivamente o crescimento econômico dos municípios. Os formuladores de políticas são responsáveis por políticas públicas atuais visando gerar novos empregos locais. Este estudo analisa os empregos formais relacionados às atividades específicas do setor turístico no município de Mangaratiba, localizado na Costa Verde, no estado do Rio de Janeiro. Este trabalho pretende verificar o desempenho dessas atividades na criação e manutenção de empregos formais em Mangaratiba, a fim de considerá-la (ou não) um destino turístico. Para tanto, foi realizado um estudo descritivo e exploratório, por análise documental, utilizando os dados apresentados na Relação Anual de Informações Sociais

(RAIS), do Ministério do Trabalho (MTE), entre 2006 e 2014. As principais conclusões deste estudo São: o turismo tem crescido no município e a dependência do turismo para criar emprego e renda está aumentando para os nativos de Mangaratiba. Esta é uma das principais atividades econômicas do município. Portanto, Mangaratiba pode ser considerado um destino turístico.

PALAVRAS-CHAVE: Atividades características do turismo; Emprego formal; Município turístico; Mangaratiba.

ABSTRACT: Nowadays, the specific activities of the tourism sector have influenced positively the economic growth of the municipalities. The policy makers are responsible by present public policies aiming to generate new local employments. This study analyses the formal jobs related to the specific activities of the tourism sector in the municipality of Mangaratiba, located in Costa Verde, in Rio de Janeiro state. This paper pretends to verify the performance of these activities in the creation and maintenance of formal employments in Mangaratiba in order to consider it (or not) a tourist destination. For that, a descriptive and exploratory study was carried out, by documental analysis, using the data presented in the Annual Relation of Social Information (RAIS), from the Labour Ministry (MTE), between 2006 and 2014. The

main conclusions from this study are the tourism has grown in the municipality and the dependence on tourism to create employment and income is increasing to the natives of Mangaratiba. This is one of the main economic activities in the municipality. Therefore, Mangaratiba can be considered a tourist destination.

KEYWORDS: Specific activities of the tourism sector (ACTs), Formal employments, Tourist Municipality, Mangaratiba.

1 | INTRODUCTION

Tourism is the set of activities carried out by people traveling and staying in places outside their usual environment for a consecutive period of no more than one year for leisure, business and others. In this context, the main objective of tourism is not to perform a remunerated activity at the place of destination (World Tourism Organization [UNWTO], 1994).

The boom in tourism took place after the Second World War. Since then, tourism has been highlighting as one of the most global promising activities. With the acceleration of the internationalization process in the 1980's, tourism activity became the second economic sector more globalized, surpassed only by financial sector (Silveira, 2002). The specific activities of the tourism sector (ACT) have benefit from the technological advances of the transport and communication systems, which become possible the popularizing of commercial flights, shortening distances and achieving new destinations. At the same time, new types of tourism were created, such as leisure tourism, business tourism, social tourism, ecological tourism, among many others. These technological advances had acted as a catalyst for growth and internationalization of tourism sector (Cunha & Cunha, 2005).

With the growth of tourism activity, the positive impacts of the activity began to be noticed, such as the improvement of the economic conditions of the population, foreign currency inflow, generation of jobs and income distribution. Thus, international tourism revenues reached \$10 billion in the 1960s and getting \$1 trillion in the 1990s (Tadini, 2011). Brazil has been following the trend of world growth in relation to tourism, not only in the number of visitors and revenues in tourism, but also in the relative position regarding the competitiveness of the destination. Brazil went from 51st to 28th in the ranking of the most competitive economies in the world in the field of tourism (Empresa Brasileira de Turismo [EMBRATUR], 2015).

In 2015, according to World Travel & Tourism Council [WTTC], 2016), the tourism sector contributed with 9.8% to the result of world GDP, which means 7.2 billion dollars. In addition, it is responsible for 284 million workplaces. Therefore, tourism can be considered as a catalyst of the economic activity in Brazil, able to promote economic growth and development through the creation of employment and income.

In this scenario of growth of the Brazilian tourism activity, the state that stands out the most in the sector is the Rio de Janeiro (Gomes, 2010). This is the second largest

recipient of international tourists in Brazil, being only behind São Paulo. Therefore, the Rio de Janeiro is the first one in the segment of leisure tourism, since it has several tourist attractions and some of the biggest postcards of the country. It is worthy to mention some of these postcards, like the Christ the Redeemer, Copacabana Beach, Sugar Loaf and Santa Teresa tram, Maracanã and the Imperial Museum.

In Costa Verde region of Rio de Janeiro state, the municipalities of Angra dos Reis, Paraty and Mangaratiba are those that stand out as the municipalities that receive most of the tourists due to the natural characteristics, such as: large coast, mountains and tropical climate. Mangaratiba, the object of analysis in this paper, is located 85 kilometers from Rio de Janeiro capital and the municipality have importance in the economic scenario of the Rio de Janeiro state with a Gross Domestic Product (GDP) per capita of R\$ 33,718.65 in 2010 (Instituto Brasileiro de Geografia e Estatística, [IBGE], 2015). The city has six districts: Itacuruçá, Muriqui, Praia Grande, Mangaratiba, Conceição de Jacareí and Serra do Piloto that contain many touristic attractions, such as beaches, mountains, waterfalls, historical buildings from the colonial period, museums, centenary churches, ruins from the slavery period, gastronomy and trips to paradisiac islands.

In Mangaratiba, tourism can be considered the main local economic activity because it is the activity that more generates revenue and contributes to the GDP of the municipality (Gomes, 2010). However, despite these touristic attractions, its potential for tourism and the importance of the sector to create employment and income to the municipality, the development of the touristic activities in Mangaratiba is still incipient.

Given the growth potential of the activities of tourism in Mangaratiba, tourism has a strategic role in local development. According to World Tourism Organization (UNWTO, 2004), tourism is an activity that stimulates local development, once it generates direct and indirect employment, increases the income and quality of life of the workers, attracts capital investment in new business opportunities, creates new organizations, including small and medium-sized companies. Despite the development potential, little progress was made in terms of studies about the importance of touristic activity in local development.

Based on the above, the objective of this paper is to verify the importance of specific activities of the tourism sector to create employments in the municipality of Mangaratiba. In other words, this paper consists in identifying the importance of the ACTs to the creation and maintenance of local employment. If verifies this hypothesis, Mangaratiba can be considered a touristic destination municipality and it can benefit from the positive impacts resulting from tourism. To reach the objective proposed, a conjectural analysis of formal employments will be performed with data between 2006 and 2014. The Annual Relation of Social Information (RAIS) of the Ministry of Labor (MTE) will be used as database.

The justification for the analyses of tourism sector under the employment view is due to the fact that many regions, especially the less developed, have invested in the

promotion of tourism looking the creation of new workplaces. Furthermore, the quality of the services provided by the workers of the tourism sector is fundamental for the quality of the final touristic product besides determining higher or lower competitiveness for companies of this segment, as well as for the touristic destination considered. In view of this, touristic activities should be given the attention of the policy makers and be supported by public policies, since this sector would be able to bring economic and social benefits, such as, generation of jobs, the increase of income and reduction of the existing economic disparities.

Although tourism has a potential of economic growth and development, Cunha & Cunha (2005) state that studies that perform conjectural analysis of the tourism sector are scarce into the Brazilian literature. Therefore, this paper contributes to Economics of Tourism while carrying out an analysis about the importance of the ACTs in the creation and maintenance of local employments.

2 | CONCEPTUAL REVIEW

Tourism is one of the activities that most contributes to the economy of the countries worldwide. This growth is allied to the fact that tourism is a great generator of employment and income for the receiving regions besides an income distributor. Lage and Milone (2000) also defend this claim. According the authors, the tourism is considered a set of diverse economic activities that produce wealth and generate employments to many regions and countries.

According to Meliani & Gomes (2010), the positive externalities of tourism are the generation of new market places, the increasing of the investment in profit-making establishments, in local income and state revenues besides diversification of the region productive structure. Theses externalities leading to an improvement in the quality of life of the local population and to positive changes in the consumption habits. On the other hand, if the receiving region does not have the developed ACTs, the main negative impacts are the increases in inflation rates and in cost of living, the increase of the import of products and services to meet the needs of the visitors and the increase of the primary inputs required for the productive activities of the region.

Regarding the creation of employments, it is necessary to analyze the type of generated employment and the effects on the receiving region. According to UNWTO, it is estimated that around 250 million jobs were linked to the tourism productive chain in 2003. This number could be much larger due to the difficulty of measuring the jobs associated with the activity by the nature of the services. Most of them serve both tourists and residents. This discrepancy is also due to the big informality and autonomous jobs present in the tourism area, as well as the issue of seasonality (Meliani & Gomes, 2010).

Although the municipality of Mangaratiba has several tourist attractions, two main

events increase the flow of tourists. Yearly, is celebrated the feast of Nossa Senhora da Guia (Our Lady of Guidance) on September 8th and the Rodeo festival happens in August. In addition to these events, Carnival and New Year's Eve also move the flow of visitors, especially the leisure tourism in the city, or who use the city as a landing for a visit to Ilha Grande, using the various inns and parking lots that move the economy of the municipality.

The seasonality of tourism sector states that informality is one of the characteristics of work in the provision of tourism support services, which works as a way of compensate the economic losses that companies have with the seasonality of tourism. According to Meliani & Gomes (2010), besides the informality, companies in this sector make use of outsourcing and the hiring of interns (usually students of higher education courses in tourism and hospitality, who, on the pretext of professional training, end up performing the same functions as a hired worker), placing them in temporary jobs only in the high season.

The existing informality and precarious employment contracts end up making tourism salaries well below the results obtained when studying only formal employments. With this configuration, the remunerations of workers in the tourism sector are among the lowest in the wage pyramid (Meliani & Gomes, 2010). These precarious conditions of work lead to social problems, since it further disrupts the consumption power between tourists and autochthonous, and leads among other things to an alienation of work by the employee of the tourist establishments.

3 | HISTORICAL AND ECONOMICAL CHARACTERIZATION OF THE MUNICIPALITY OF MANGARATIBA: THE PROCESS OF TOURISM INDUSTRY CONSTRUCTION

Mangaratiba is a municipality that is more than 400 years of history. The settlers had big troubles, so that only in 1615, with the help of the Indians Tupiniquins, the Jesuits could fix, finally, in this territory. In 1764, the parish of Mangaratiba was created, being elevated to the category of village in 1831 and named as Nossa Senhora da Guia de Mangaratiba. In the period before the abolition of slavery, the slave labour played a decisive role in the economic and social formation of Mangaratiba (IBGE,2015). However, with de abolition of slavery, the city became almost empty, without employment and money in circulation.

After the abolition of slavery and the fall of coffee production, the municipality loses its share in the Rio de Janeiro economy. The return of visibility was due to the inauguration of the connection to Rio de Janeiro by Central do Brazil railway in 1914. In the 1970s the inauguration of the Sepetiba Port and the construction of the Rio de Janeiro-Mangaratiba section of the Rio-Santos Highway, belonging to the BR-101, improved its accessibility. At this stage, new development prospects have emerged, especially the increase of activities related to tourism and the creation of employments

(Prefeitura de Mangaratiba, 2004).

In the beginning, tourism was essentially from vacationers, who built their homes near the railway lines. The touristic offer is mainly of activities related to the sea, especially non-professional fishery, dive fishing and the sailboat trip through the bay. In the last two decades of the twentieth century, the city began installing several hotel developments, especially resorts, which are possibly an important employer for the local population (Prefeitura de Mangaratiba, 2004). More recently, the municipality has been betting on cultural and sportive events to attract tourists in order to develop the local economy. An example of this effort is the hosting of the Italian soccer team in the city during the 2014 World Cup and the Portuguese Olympic soccer team in the preparation for the Rio 2016 Olympic Games.

4 | METHODS AND DATA

The methodology consists in a conjectural analysis of employment over the years 2006-2014. This analysis will take place through graphs and tables. Through this methodology, it is possible to verify the importance of the tourism sector for the economy of Mangaratiba besides showing policy makers the importance of the tourism sector for the municipality of Mangaratiba. The conjectural analysis ensures good comparability and consistency of the research.

As a database, it will be used the formal employment data provided by the Annual Relation of Social Information (RAIS) of the Ministry of Labour and Employment (MTE). RAIS is an Administrative Register, of annual periodicity, created with the purpose of supplying the needs of control, statistics and information to governmental entities from the social area.

In RAIS is possible to verify the number of formal employments for the various sectors of the economy. Following the recommendation of UNWTO, the activities considered by this paper as specific activities of the tourism sector (ACTs) are: i) food; ii) accommodation; iii) sportive activities, recreation and leisure; iv) water transportation; v) air transportation; vi) travel agencies, tour operators and booking services; vii) artistic, creative and entertainment activities; and viii) activities related to cultural and environmental heritage. This ACTs are considered front line in the tourism sector.

This selection contemplates the activities recommended by the UNWTO as the most appropriate procedure to compare data of employment over time, in space and in a manner consistent with the system statistical analysis.

5 | RESULTS

This section reports the results of conjectural analysis of employment data of ACTs in the municipality of Mangaratiba comparing them with other municipalities in

Costa Verde region and the rest of Rio de Janeiro state.

Table 1 shows the relative participation of ACTs employments in Mangaratiba as well as in the others municipalities of Costa Verde region and in the rest of the state. Through this Table, it is possible to see that the number of employments in the ACTs in Mangaratiba remained relatively stable until 2012, but then decreased in 2013 and remained at a lower level in 2014. The municipality of Mangaratiba had about 0.5% of the ACT employments of the state until the year of 2012. After this year, the municipality loses percentage share in comparison to the state. In relation to Costa Verde region, the number of employments presented a growth trajectory until 2011.

Municipality	2006	2007	2008	2009	2010	2011	2012	2013	2014
Angra dos Reis	1.45	1.53	1.30	1.34	1.32	1.37	1.28	1.22	1.09
Itaguaí	0.42	0.44	0.58	0.59	0.67	0.67	0.61	0.57	0.51
Mangaratiba	0.56	0.53	0.58	0.53	0.51	0.53	0.51	0.39	0.34
Paraty	0.54	0.54	0.54	0.56	0.55	0.55	0.59	0.60	0.61
Rio Claro	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01
Total Costa Verde	2.98	3.06	3.01	3.04	3.07	3.12	3.00	2.79	2.55
Rest of the State	97.02	96.94	96.99	96.96	96.93	96.88	97.00	97.21	97.45

Table 1: Percentage of employments in ACTs by municipality of Costa Verde, in relation to the total of the state, in the period from 2006 to 2014.

Analyzing the employments in the ACTs in Mangaratiba in comparison to the employments in the ACTs in Costa Verde (Fig 1), it can be noticed that the employments in the ACTs followed the similar trajectory presenting growth until 2013.

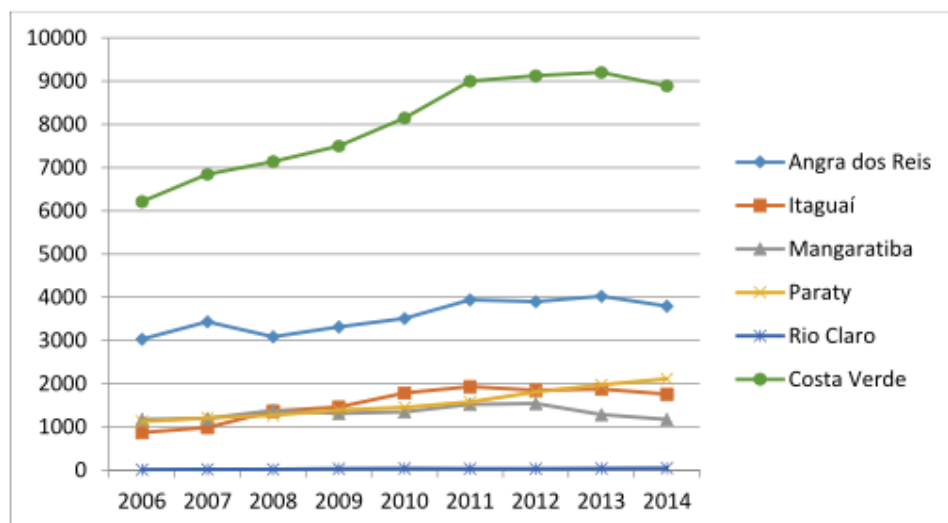


Fig. 1: Total employment in ACT in the municipalities of Costa Verde from 2006 to 2014.

Fig 2 shows that the number of employments in the municipality of Mangaratiba

decreased over the period. In 2006 the municipality had 20,437 employments, while in the year of 2014, this number decreased to 10,437, representing a loss of 49.91% of workplaces. Analyzing this result, it is possible to see that employment in the tourism sector grew until 2012 while the total of employment of the municipality had a significant fall.

The interesting of this result is that in the period of analysis, the employments in ACTs remained stable, losing only one workplace comparing the initial and final years of the analysis (to 1174 from 1173). Therefore, the relative share of ACTs in relation to total of employments increased to 5.74% in 2006 from 11.24% in 2014. This fact evidences that the tourism sector gains importance to maintenance of workplaces in Mangaratiba, since the percentage growth of ACT in the total of employment was of approximately 100% in the analyzed period. In others words, the employment of the tourism sector are more stable than in the other sectors and in relation to the total number of employment for Mangaratiba, being an activity that grew in the municipality.

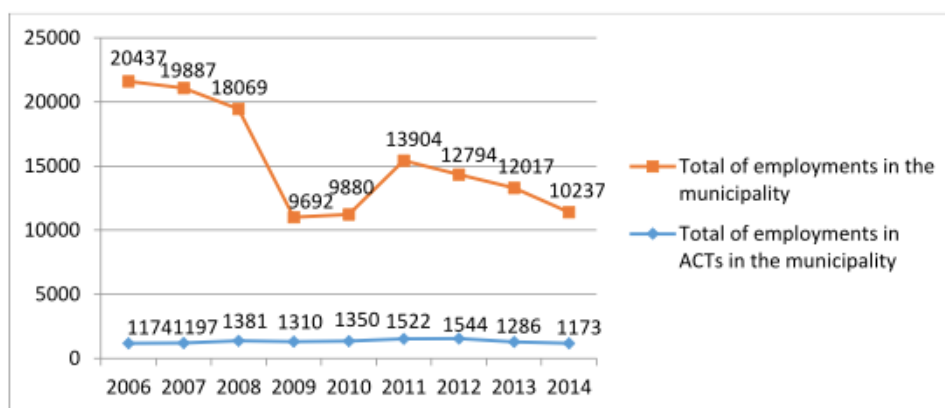


Fig. 2: Number of total employments and in the ACT in the economy of the municipality of Mangaratiba from 2006 to 2014.

Through the results found, it is possible to state that the municipality of Mangaratiba is a tourist destination municipality from the viewpoint of employment and that the tourism sector has a strategic role in municipal development policies. Thus, it may be stated that the city of Mangaratiba has touristic potential and that the tourism sector is important for the growth and development of the municipality. By the exposed, it can be claimed that Mangaratiba must implement an aggressive marketing policy to attract more tourists and, consequently, increase and maintain its workplaces.

The policy makers could use these results to support a policy of qualification and training of the workforce. Through this policy, it could be possible the sustainable development the municipality, the redution of the existing disparity of income and the increase of the municipal revenue. This policy of qualification and training of the workforce is feasible, since it is possible to make a partnership between the municipality and the course of Graduation in Tourism of the Rural Federal University of Rio de Janeiro, which has a complex in Angra dos Reis.

6 | CONCLUDING REMARKS AND IMPLICATIONS

The organized touristic development in a municipality presupposes knowledge and appreciation of the area by the policy makers and leaders from the organized civil society. The recognition of the municipal scenario in all touristic and economic aspects demands a rigorous diagnosis, mainly of its potential to generate employment and, consequently, income for its native population.

The growth of tourism has an overflow effect on the rest of the economy, once it is a multi-sectoral activity, generating not only employment and income in the ACTs, but being able to generate direct and indirect effects in other productive sectors in the municipality.

In Mangaratiba, it was evident the importance of ACTs in the creation and maintenance of employment in the municipality. In this analyzes, it was possible to show how much the tourism sector can be an alternative strategy of growth and development if treated with dedication, social vision and minimizing the environmental impacts. The relative share of ACTs in relation to total of employments increased to 5.74% in 2006 from 11.24% in 2014.

This fact evidences that the employment of the tourism sector are more stable than in the other sectors and in relation to the total number of employment for Mangaratiba, being an activity that grew in the municipality. Thus, it is possible to conclude that Mangaratiba is a touristic city and it could take advantage of the positive externalities related to tourism sector. Therefore, the tourism sector of Mangaratiba acts as a catalyst for the economic growth and development of the municipality, reducing existing income disparities in the municipality.

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