

Chapter 2

Tourism and Quality of Life: Different Perceptions Within the Same Tourist Territory

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ABSTRACT

This chapter is about residents' perceptions of the social impacts caused by tourism. The objective of the study is to analyze how the impacts of tourism influence the quality of life of residents of tourist destinations. The proposed methodology is based on a quali-quantitative approach with field research through the application of a questionnaire with residents of three coastal areas of Fortaleza: Grande Pirambu, Beira Mar, and Praia do Futuro (Northeast of Ceará-Brazil). The results show that tourism impacts positively on the quality of life, especially for residents of Beira-Mar and Praia do Futuro; however, residents of Grande Pirambu pointed to job generation as the greatest of the positive impacts in the area. About the negative impacts, the highest percentage was identified in Beira Mar, corroborating the need to plan tourism to expand benefits and minimize costs of tourism. It concludes that the impacts of tourism on the quality of life of residents in the studied areas are diverse, and that the most affected dimensions were related to economic aspects and citizenship.

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INTRODUCTION

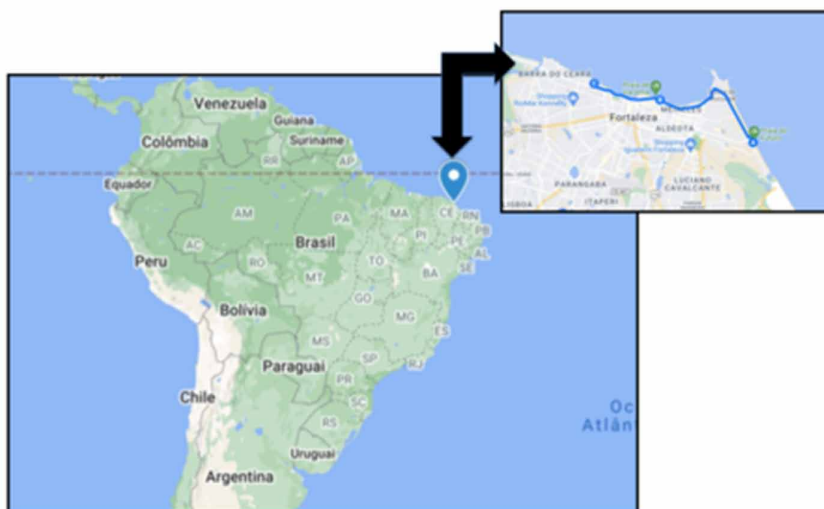
Tourism activity generates positive and negative impacts several in the tourism receiving centers. That is, benefits and costs that, as highlighted by Soares, Pazos and Gabriel (2021), which can be appreciated through economic opportunities, social integration, improvement of infrastructure and services that impact on the quality of life of the community receiving the tourist flow. For this reason, establishing preferences linked to the tourism economy and social development requires a careful analysis in terms of the quality of life of the residents of that territory (Queiroz, 2017).

For Lemos (2016), in the same way that tourism brings development, it also promotes several modifications in the lives of residents of tourist destinations. These consequences are called social impacts and are visualized, mainly, in areas that were not prepared for a large tourist flow due to environmental, structural and social vulnerabilities of the location. Thus, individual and collective changes of values and behavior patterns occur (Fernandez et al., 2012).

From all this, this work seeks to understand how the impacts of tourism affect the quality of life of residents of tourist destinations. It seeks to investigate the perception of residents of Grande Pirambu, Beira Mar and Praia do Futuro. The three areas are located in the city of Fortaleza in Northeast Brazil (Figure 1).

Figure 1. Fortaleza map and location of Grande Pirambu, Beira Mar, and Praia do Futuro.

Source: Google Maps, 2021.



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